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**S&OP| Demand Planning | Supply & Distribution Planning** +91-7011050593

**JDA Fulfilment & Replenishment | OMP+** F2, Dev Kripa CHS, Ghatkopar, Mumbai, 400077

**Professional Experience**

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| **Organization**: Roquette India Pvt Ltd  | **Duration**: Sep’18 – till date | **Designation**: S&OP Manger |
| **Function**: Supply Chain Management | **Functional Role**: Central S&OP, Demand & Supply Planning – India & Middle East Asia | **Reporting to**: Director, SCM**Reportees: 5** |
| **Responsible for Central S&OP, Demand & Supply Planning****KPI’s**1. Demand: Regional Sales Forecast Accuracy (SFA) , Error & Forecast Bias
2. Service: OTIF
3. Supply: Plan Adherence – Actualization (Weekly)/Yield (Monthly)
4. Inventory & Working Capital Target: Inventory Evaluation (Days on Hand, Value)
5. Continuous Improvement : Fulfilment & Replenishment Process

**Tactical & Operational Actions:**1. Global S&OP: Demand Distribution in S&OP Tool basis Capacity Planning & Inventory (Opening) inputs.
2. Area SI&OP: BoY trend analysis & exceptions discussion with Leadership on driving decisions
3. Demand Review: Demand lock in every rolling cycle of M+24 with Agreement on Global BU’s & Commercial team on volumes basis baseline Numbers, Statistical models (Time Series & Exponential Smoothing) & cleaning outliers. Waterfall Analysis
4. Supply Review: Agreement with Manufacturing on M+3 volumes & Capacity Planning (shutdowns/maintenance vs Budget Plan)
5. MPS: Weekly MPS update with Factories & Other stakeholders Production Planning: (Detailed Scheduling)

**As per Budget/Operating Plan for Financial cycle** 1. Rolling M+12: for Medium & Long term Demand & Capacity Planning
2. Rolling: W+4 plan (W+2 frozen) - On Product level for Short term
3. PSI Management: Global/Local products/SKU wise PSI/Saliency trend
4. Inventory Health: Aging, SLOB, Policy & Target Level Adherence

**Strategic Actions:**1. MTP: Rolling 5 Yr Plan as per Company’s Target & carrying out Operational Decisions
2. Budget Planning: Annual Budget Planning basis Company’s Top & Bottom line Target with Demand & Supply handover, Capacity Planning, Inventory Value, Warehouse Space Availability & Planning
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| **Organization**: Whirlpool Of India Ltd.,  | **Duration**: Dec’16 – Oct’17 | **Designation:** Dy. Manager |
| **Function**: Supply Chain Management | **Functional Role**: Demand Analytics & Supply Planner (Washing Machine) | **Reported to**: Director, SCM |
| **Functional Responsibilities**:1. To handle the Washing Machine Annual Business sale volume of 9 Lakh’s (76 SKU’s) ~1200 Cr turnover.
2. **KPI’s**: Sale forecast Accuracy (MAPE), Forecast Bias Measure, DOI (Days of Outstanding Inventory), Phase-In & Phase out SKU Management, Production Yield & Actualization, Rolling Forecast Accuracy
3. **PSI** Management (Weekly): Sales/Strategy/Production Planning team – SKU /Category Wise & M+2 (Sale Plan) Discussion
4. **S&OP**: MD/Head- Strategy & Sales/SCM/Marketing/PPC/Operations/Procurement & Sourcing- Category wise discussion (Weekly) as per final PSI & Shipment/dispatches as per the plan & further developments.

**Demand & Distribution Responsibilities**:1. Base Line Forecasting as per historical data (12 months)/Profit Plan & Cleaning of Outliers of Errors
2. To calculate SFA (MAPE & Tracking Signal) for 2 months Rolling (Domestic & Exports) & Suggest Sales the final forecast numbers as per Time Series model with seasonality index (Relatives)
3. DOI

**Production Responsibilities**:1. To share the Production Plan for M+2 Rolling Basis (Domestic + Exports)
2. Analyse the effect of SFA on Production Planning- Capacity/Plant Working hours/RM Availability/M+2 Variation
3. Measuring Factory Performance- Weekly & Monthly Actualization/ RM Obsolescence value.
4. Regular coordination with Procurement/Strategic Sourcing team for RM availability.

**Inventory Responsibilities**:1. Maintaining FG DOI as per ABC norms- Optimum Customer Order Fulfillment rate
2. Maintaining Aging/Long term Inventory targets.
3. Meeting month end inventory targets to Increase ITO.
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| **Organization**: LG Electronics | **Duration**: Jun’15 – Dec’16 | **Designation**: Sr Executive |
| **Function**: Supply Chain Management | **Functional Role**: Demand Planner | **Reported to**: GM, SCM |
| **Functional Responsibilities:**1. To handle the Washing Machine Annual Business sale volume of 15 Lakh’s (80 SKU’s) ~4000 Cr turnover.
2. **KPI’s**: Sales Forecast Accuracy (SFA) / Supply Planning Accuracy (SPA) / Channel PSI Coverage & Reliability / Days of Inventory Outstanding (DIO) / OTD1-OTD3 customer fill rate/ NPI-EOL Management.
3. **PSI** meeting with Strategy/Sales/ Product Planning team for category wise/model wise analysis of self and the Competition Line-up, developments needed and EOL/NPI models placement plan.
4. **S&OP**: Sales/ marketing and Production team, Category Business Head, PPC, Materials for the production quantity consensus as per the sales number finalizes in PSI, considering the constraints and opportunities from Production side.

**Demand Responsibilities:**1. Producing sales forecast in GDMI on the basis of Top down received from top management, bottom up received from accounts/branches, seasonal Index, Exponential Smoothing, historical trends and planned marketing activities.
2. Controlling Forecast accuracy by using MAPE and Tracking signal.
3. Coordinating & conducting weekly S&OP meeting with product manager, PGH & production for most likely figures, review & analysis of current trends, sales execution, production control & Supply planning.
4. SFA8 (Sales Forecast Accuracy) for Washing Machine.
5. Managing and maintaining channel stock coverage & reliability (Channel stock, Sell-Out & Weeks of Stock).

**Distribution Responsibilities:** 1. Stock planning at RDC’s & CDC is to meet monthly sales numbers and manage & avoid any stock outs situation.
2. Model-wise availability (Model Mix %) planning at branches as per the demand forecast, monthly/weekly sales targets and current trend.
3. Providing in advance 2 weeks model-wise availability clarity to branches for sales planning.
4. Close coordination with factory dispatch team for timely dispatches and ensuring FTL’s.
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| **IT Exposure (Functional Tools, End User)** |
| JDA – S&OP + Replenishment & Fulfilment, OMP +Oracle R12- Inventory, Purchase order, model master, Shipping, Order ManagementGlobal Supply Chain Planning (GSCP) - JDA Customized application for Demand & Supply Planning |

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| **Educational Credentials** |
| **Master of Business Administration (MBA-2015)**Logistics & Supply Chain Management, CGPA 3.70/4University of Petroleum & Energy Studies, Dehradun**Bachelor of Technology (B.Tech-2012)**Mechanical Engineering, 71.3%Gautam Buddha Technical University, Lucknow**Senior Secondary (2008)**, 69.9%, CBSE**Higher Secondary (2006)**, 84.8%, CBSE |

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| **Extra & Co- Curricular Activities, Responsibilities Taken** |
| 1. A Passionate Singer & An Artist admirer
2. Lead Cross Functional Teams & Cultural Initiatives Across organizations
3. Bagged Roquette India Rockstar Award for Exceptional Performance in Q4’2019.
4. Bagged LG IDOL title in 2016
5. Won Many Singing Competitions
6. Acknowledged as Student Coordinator of Agro Supply Chain Conference, Organized by University of Petroleum & Energy Studies (UPES)
7. Worked as Teaching/Research Assistant (TA/RA) under Head of Department at Logistics & Supply Chain Department, University of Petroleum & Energy Studies (UPES).
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