

Summary

Retail Manager with 4+ yrs. of experience in strategy, marketing & sales, achieving 3.4% growth from her e-com. partners with 12% contribution, in a year of de-growth in trade channel. A go-getter & perseverant professional who conceptualized & implemented retail marketing strategy in prescription brands; aiming to leverage- data driven consumer centric approach, as marketing manager, driving key growth in an organisation.

Work Experience- AstraZeneca Pharma India Limited- Bangalore

Marketing & Strategy-

- Spearheaded **go-to-market strategy in retail** for a premium diabetes brand of annual ~6 cr. contribution | **Achieved 200+% volume growth** in India’s 2<sup>nd</sup> biggest pharmacy by driving pharmacist education, HCP in-clinic communication & mapping stores with HCPs
- Led new vertical development** with country leadership team & **initiated strategic partnerships** with national organized retail & e-pharmacy accounting for **12% of AZ business** | Driving new business opportunities- white space, special SKU at the channel partners
- Leading supply chain innovation for AZ- India with cross-functions**, for optimal inventory management, **improving bottom line- 4%** by reducing returns. De-linking field force from supply chain & adding 22 days of time for expanding HCP coverage
- Developed & executed brand strategy across retail formats for patient adherence on AZ product portfolio, by conducting patient/HCP research| **Achieved 2+% additional sales within first 2 months**, for year round digital campaign on prescription 11 cr. cardiac brand| **Digital educated 1Lac+ patients on the usage of device**, for respiratory brand with >3% CTR tracked for a span 1 yr.
- Launched 1<sup>st</sup> line indication for breast cancer brand of size 10.4 cr.**, designing communication strategy of 3-Phase framework & 6 in-clinic tools for Medical Oncologists, by conducting pre-launch workshops with HCPs & field force, gathering insight on practice

Team Management-

- Pioneered a team of retail executives to drive fulfilment of CVRM & Respiratory brand portfolio of **size ~26 cr. in Bangalore** | Achieved **1+% additional sales in 60 days for 12+ cr. brand** by availability push across 100 stores by aiding team’s sales skills

Sales Management-

- Managed diabetes brand portfolio of **~4 cr. in Bangalore, with target achievement of 100+% in H2’18**| Launched cardiology indication for diabetes brand by engaging HCPs at NH & Sakra in conferences & achieved 1<sup>st</sup> prescription within 30 days of the launch

Achievements

AWARDS	DESCRIPTION
National winner & International finalist, L’Oréal Brandstorm-2017	<b>Won Brand Challenge</b> , for conceptualising a new product, with unique packaging in men’s grooming segment & designing fully integrated marketing campaign for the launch of the brand   Got shortlisted from <b>5000+ teams globally</b> , representing India, at <b>Paris along with 41 other countries</b> competing in same segment (2017)
Plan 100 CEO Award Winning Prog.	Selected for representing <b>AstraZeneca India CSR initiatives globally</b> & coordinating external communications along with media team on Young Heath Program with Plan India, across 3 cities in India (2021)
SBAC 2017 Representative	Authored an article & selected among <b>top 5%</b> of the batch for SPJIMR Business-Academia Conclave (2017)
Raghuvansh K. Balbir Award	Awarded by the <b>Chief Minister of Delhi</b> for exceptional contribution in the field of Social Work (2015)
Gold Medallist	Topper in the batch of <b>200</b> students, in class <b>10<sup>th</sup> &amp; 12<sup>th</sup></b> ; consistently performed well in extra-curricular (2012)
Student of The Year	Recognized by <b>THE TIMES OF INDIA</b> amongst <b>800</b> students because of the <b>academic excellence</b> (2011)

Projects & Internships

PROJECTS	ACHIEVEMENTS
Marketing Strategy TCSR, TATA	Conducted field visits & interviews to understand product positioning from the business clusters run by women self-help groups and recommended <b>collaborations, social media presence &amp; channels for increasing sales</b>
Retail Shopper Marketing	Conceived <b>scalable, in-store prototype</b> to promote the sales of <b>Godrej Cinthol Soaps</b> after interviewing <b>10+</b> shoppers, store manager of Super Market & understanding the <b>Purchase Decision Hierarchy</b> in Soap Category

Education

EXAMINATION/BOARD	YEAR	INSTITUTION	MARKS
PGDM	2018	S. P. Jain Institute of Management & Research, Mumbai	2.52/4
B.Sc. (Computer Science)	2015	St. Stephen’s College, Delhi	88.80%
Class XII, ISC	2012	Modern Academy, Lucknow	91.00%
Class X, ICSE	2010	Modern Academy, Lucknow	92.80%