UDAYKIRAN EDIKOJU

• **Supply Chain Strategy**	• **Capacity & Fulfilment Design**	• **Warehouse Design**
• **Capability Design**	• **Process Design**	• **Distribution Design**

Year	Degree	Institute/School	% / CGPA	Remarks
2014	PGDM	IIM Lucknow	7.17	Top **20%**
2010	B.Tech., Mechanical	IIT Roorkee	7.14	-
2005	HSC, AP state board	A.S.M. Junior College	95.50	**State 6th Rank** in Class XI
2003	SSC, AP state board	Sri Sharada Vidya Mandir	93.17	

Flipkart Group		**Architect (Associate Director)-Supply Chain Design**	**May'2014-Present**

Flipkart-Whole Sale (B2B)

Fulfilment
- Leading the **Fulfilment Asset Design** charter for Flipkart wholesale. (Warehouse, Market Place & Distribution)
- Designed **customer promise** system for B2B grocery. D-1 SLA for local & D-2 for non-local at optimal cost
- End to end **orchestration of capacities** for the orders with very high units and mix of non-bulk/bulk items
- Designed **marketplace** supply chain structure to launch B2B supply chain for fashion category

Warehouse
- Designed end to end **capabilities for B2B grocery** warehouse & enabled the category launch within 9 months
- Devised the **inventory design** for storing FMCG & Staples of different classes (very fast to slow moving)
- **Throughput** based design of warehouse to optimize for orders with very high number of units as well as SKUs
- Warehouse design/system to understand/manage expiry, MRP & case size changes to give reliable experience
- Designed separate handling/systems for bulk staples, non-bulk FMCG & cases within the same warehouse
- Different levels of systemic inventory understanding of the same SKU & reliable processing with efficiency

Distribution
- Distribution design to enable **asset-lite** operations with minimal handling inside city (premier locations)
- **Integration** of route planning with warehouse to reduce handling at last-mile hubs (more beat-time)

F-Quick (Hyperlocal)

Dark-store Design
- Designed product **capabilities**, material flow & information flow from scratch for **dark-store** processes
- Designed **inventory strategy** & facility layout to store and process demand from all fast-moving SKUs
- Devised **picking strategy** to optimize the cost of supply chain. Team member secured **best intern** award
- Designed & planned the complete set of processing equipment, storage assets and resource deployment

SLA Promise & Capacity
- Led **Promise & Capacity** design to enable best in class **Experience** in Indian E-commerce (90 mins & slots)
- Designed an orchestrated system which understands capacities that are close to the execution
- Design of capacities across network along with optimization for the cost drivers of dark-store & last mile
- Customized capacity & promise design for different service expectations

Mother Hub

Strategy, Planning & Asset Design
- Led capacity design & planning charter for **PAN India mother hubs** (A network of **60** facilities, **21 lakh Sft.**)
- Strategized mother hub network for **BBD'18 (Big Billion Days)** to handle **51 lakh** shipments per day
- End to end planning & operationalization of mother hub network for BBD'17 & BBD'18 (**2X scale YOY**)
- Defined **Wave Structure** for warehouses to reduce stress on downstream of supply chain during BBD-18
- Developed **Capacity Planning** tool to estimate resource requirement. Reduced **22%** cost. Approx. **44 Cr/year**
- Developed sortation philosophy to optimize mother hub network. Reduction of spend by **15 Cr/year**
- Developed planning manual to operate mother hubs for improved network performance of Flipkart
- Strategized automation for mother hub network to support scale and growth of Flipkart
- Designed largest mother hub in Flipkart's history. Sortation capacity of **4 lakh** shipments/day

Process Design
- Designed sortation process which improved station throughput by **30%.** Cost benefit of **2.7 Cr/year**
- Designed process and layout for first ever robot-based sortation technology (**AGV**) in India
- Defined **Performance metrics** for end to end processes for mother hubs of different classes
- Re-defined audit check-list to improve process adherence and audit quality

First Mile Design
- Designed **Seller-oriented system** for first mile returns processing and delivery
- Designed and implemented **Handheld** delivery, **Open box delivery** processes for seller returns
- Developed & implemented **Sorting algorithm** which resulted an improvement in process time by **25%**
- Designed **Asset light** returns supply chain which has potential to reduce cost by **10%**
- Adopted 2 pickup hubs and converted them into **model hubs** in terms of process and cost
- Designed **Capacity planning** tool; managed asset and manpower planning for returns processing

Account management
- Managed first ever **4G partnership** in E-commerce industry with telecom giant **Airtel**
- Planned and executed **4G campaigns** through multiple channels by driving end to end operations
- Built **processes, systems** and launched simcard vertical to bundle simcard with mobile phones

Customer acquisition
- Identified new geographies and pin codes for **serviceability extension** for Mobiles category
- Led **serviceability expansion** plan, post expansion activities to create awareness on serviceability
- Executed market research, identified **focus areas for marketing** in low performing geographies

Transportation
- **Planned** and **designed** processes for transportation operations for large appliances category
- Managed vehicle **vendors**, scope of work documents & **processes** to setup transportation network

NPS-Customer Satisfaction
- Designed **framework** to analyze customer NPS for large appliances category
- Tracked NPS and identified the gaps in processes and product offerings that affect customer satisfaction

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BHEL	Engineer	July'10-June'12
Plant Operations	▪ **Planned** and **executed** functional tests by establishing **in-house** plant setup for each compressor project ▪ **Headed** a team of **12 members** in executing functional tests of **6 projects** in the fiscal year 2011-12 ▪ Prepared **test procedures** & **maintenance schedules** for test plant infrastructure ▪ Key member of the team that completed **18 projects** of worth **INR 7000 million**, a **record** in **20 years** ▪ Achieved **100% compliance** with ISO standards in financial year 2011-12 by reducing non-conformities	

Pidilite Industries Limited	Summer Intern	April'13-June'13

▪ Analyzed activities of territory sales incharge, criticality of **sales parameters** to upgrade IT application on Tablet PC for sales
▪ Identified the relative importance of various activities of sales force, proposed a **performance scorecard** to evaluate sales force
▪ Defined the **sales intelligence** that should flow from primary sales interface to the IT application used by sales team
▪ Studied operations of loyalty program and designed the **first ever** IT application with detailed **layout** of display screens
▪ Defined report formats which are used by branch managers for monitoring the performance of the sales force

Awards & Achievements

Flipkart	▪ **Ace alliance** in Flipkart's annual awards-2020 for designing & launching Flipkart-quick (Hyperlocal)	2021
	▪ Received **Ace alliance** award for the design/launch of grocery warehouse for Flipkart Wholesale	2020
	▪ Received **Best Team** award for partner finalization to operate warehouse & distribution for Grocery	2020
	▪ Received **CEO award** for designing sorting algorithm which works at all scales of operation	2016
Academic	▪ Among top **0.6%** (**All India Rank 1528**) in **IIT JEE** & top **0.3%** (**All India Rank 1539**) in **AIEEE**	2006
	▪ Conferred with **Pratibha award** by the government of Andhra Pradesh	2006

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