



ARPIIT RAJIV KAPOOR

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ABOUT ME

Results-driven business leader with 12+ years of experience in building and scaling consumer brands across retail and D2C ecosystems. Proven expertise in driving revenue growth, optimizing P&L, and leading large cross-functional teams. Experience spans established brands like Kama Ayurveda, Audi, Kiehl's, and Boddess, as well as high-growth startups including TAC – The Ayurveda Co and SUYU – Superfoods for Skin.

EDUCATION

2009 - 2011 **Master in Marketing Management**
University of Westminster

2006 - 2009 **Bachelor in Business Management**
Western International University

EXPERIENCE

August'24 - Feb'26
The Man Company

Assistant Vice President: EBO's

Leading sales & marketing for a total of 75 EBO's. Ensuring store EBITDA levels. keep improving through strategic initiatives.

- Sales projections & planning
- Led sales, marketing, and operations for 70+ exclusive brand outlets across India with full P&L ownership
- Franchisee management
- Event Management
- Project management & visual merchandising of all EBO's
- Mall management on PAN India basis
- Identifying new markets for business expansion
- Handling a team of 150 + BA's, 6 ASM's & 5 Line Managers
- Agency & vendor management
- Supervising retail operations
- Successfully converted 10 stores from COFO to COCO which made stores EBITDA positive
- Successful NSO selection & forecasting contributed to achieving EBITDA breakeven in 7 months
- Strategic retail expansion in Tier 2 and 3 cities with low rentals helped MRR increase by 40%
- Increased monthly bill cuts from 6,500 to 10,000 while maintaining ATV of ₹1,200+
- Classified store categories basis data analytics to help plan better promotions
- Finalizing NSO at low rentals and 3 year agreement durations to help store EBITDA levels

Mar'24 - Aug'24

Kiehl's & Boddess

Business Head

Heading end to end business for Kiehl's & Boddess across India with 14 Exclusive Outlets, D2C, Marketplace & SIS.

- Sales projection & planning
- SKU forecasting
- Marketing: ATL, BTL, Digital & Events
- P&L ownership of both brands
- Retail expansion through EBO's & SIS
- Partner Management
- Project management & VM
- Heading a team of 3 ASM's, 1 NSM, 50+ BA's & central team of 8
- Designing the annual Marketing & sales plan/calendar
- Successfully launched Boddess in North East with 4 NSO's. Being the pioneer in entering a market before competition brands.
- Maintained a healthy DRR of 25 lacs net across 14 FSS stores
- Strategic initiatives: launched "A weekend with Kiehl's" which contributed to 25% of weekly sales through influencer events across stores
- Improvised 3M rolling forecast with L'Oreal through data analytics which also contributed to increasing SKU assortment from 67 SKU's to 86 SKU's in 4 months.
- Improved new customer acquisition by 10% by introducing mini's & entry level combos

Jul'23 - Feb'24

SUJU: Superfoods for Skin

Consultant & COO

Heading the entire project of launching the brand. Right from NPD SKU identification through market research, packaging, pricing strategy, P&L & Business Plan, website launch, setting up of SCM, on-boarding the brand on marketplace, marketing & PR.

- Designing a 5 year Business Plan with a comprehensive routes to market strategy
- Spearheaded the pricing strategy with the right product mix through extensive market research
- NPD launch of 27 SKU's under Skincare, Haircare & Bodycare
- Supervising the creation of brand's ethos including brand architecture, packaging & content creation with the expertise of a branding agency
- Supervised & directed the website development process from designing consumer journey, third party integrations like Woocommerce, Prozo & PhonePe.
- Identified & finalized a 100% organic contract manufacturer & setting up of a regional warehouse with all modern facilities.
- Ideated & created a unique KIOSK design concept for offline stores
- Developed a pre & post launch marketing plan to drive awareness & sales through online & offline stores.
- Handled performance marketing through Meta & Google ads to help penetrate specific target groups & locations for brand building.
- Designed a comprehensive sampling strategy to encourage trial and help in upselling/cross selling.
- Designed an extensive keyword analysis to on-board the brand onto marketplace like Amazon & Flipkart.
- Identifying various third party manufacturers of glass bottles, jars & PP bottles & jars

Nov'21 - Jul'23

TAC: The Ayurveda Co
& Khadi Essentials

Deputy General Manager

I started my stint with heading the marketplace & D2C verticals. Once the brand got its first round of funding through Wipro, I spearheaded the offline expansions in the form of Exclusive Outlets, Modern Trade Stores & General Trade Market.

- D2C & Marketplace: Designed annual marketing plans, optimized website journey & orchestrated campaigns across marketplace.
- Marketing & Event Management: Aligned & managed marketing budgets & successfully launched the Kumkumadi & Baby Care range through events & engagement initiatives.
- Celebrity Endorsement: Played a vital role in on-boarding Rubina Dilaik & Kajal Aggarwal as the face for Kumkumadi & Dashpushpadi range
- Retail offline expansion P&L for offline vertical
- Supervising store EBITDA levels
- Sales projections & planning
- SKU forecasting
- KIOSK fabrication, VM & planogram
- GT & MT store VM & planogram
- Designing promotional calendars for EBO's, MT & GT stores
- Retail operations
- Mall management
- Corporate gifting & bulk purchase
- Participating in events to promote gifting through Ayurveda
- Import & export of select products to Taiwan, Bangladesh & Nepal
- Marketplace expansion: into quick commerce like Blinkit & Zepto
- Supervising store hygiene levels as per brand guidelines
- Heading a team of 4 RSM's, 8 ASM's, 150 + BA's and 4 line managers
- Designed a comprehensive sampling strategy to encourage trails & help in upselling/cross selling
- Played a vital role in adding 30+ new SKU's under NPD to build the brands SKU portfolio under Kumkumadi Range, Nalpamaradi Range, Eladi Range & Daspushpadi Range.

Nov'18 - Nov'21

Kama Ayurveda

Marketing Manager

Kama Ayurveda was my first experience of working with a Beauty & Personal Care brand. I joined them as a Deputy Manager Marketing for SIS & Institutional Sales and got promoted to a Marketing Manager for SIS, EBO's, Institutional Sales & Corporate Gifting

- Handling overall sales of 64 EBO's & 76 SIS stores
- Visual Merchandising
- Preparing training modules & conducting staff training to help build AOV &
- ABS
- Organizing customer engagement initiatives like: Doctor Consultation, New Product Launch events & store launch events for exclusive amaaya members.
- Store P&L management with focus on LFL growth on monthly basis
- Celebrity Endorsement: played a vital role in finalizing Diya Mirza and Aditi Rao Hydari as brands ambassadors for Kumkumadi & Bringadi
- Preparing monthly sales report for LFL, topline, incremental sales from promotions
- Managing & supervising day to day operations across all stores as per brand guidelines
- Retail store expansion across SIS partner outlets. Onboarded the brand on Sephora.
- Introduced omnichannel strategies across marketplace, D2C, SIS & EBO's
- Introduced sampling strategy across SIS partner outlets to uplift sales by encouraging trials
- Contributed to corporate gifting & institutional sales for an overall uplift in sales. Closed gifting clients like Tanishq, Sun Pharma, Titan & AIPL.
- ATL & BTL activities across EBO's & SIS stores
- Designed the annual marketing & sales calendar for EBO's, SIS & D2C.
- Designed customer journey for EBO's & D2C
- Cross functional support to Projects & VM team for new store openings

Jun'17 - Sept'18

Audi Gurgaon & Audi
Delhi Central

Marketing Manager

- Designed the annual marketing & sales plan ATL & BTL activities to promote sales
- Up-country marketing resulting in leads generation to uplift sales
- Event conceptualization & implementation
- Event Curation & Management: Focused on customer experience for ultra HNI clients
- Relation building with mall management & hotels for BTL activities across North India
- Coordinating with fabricators for display & setups for BTL activations
- Organized international customer race car experience in Dubai & Germany
- Digital marketing leads through company website
- Led a team of 5 assistant managers

Nov'12 - Jun'17

Sip 'n' Bite

Business Head

- Marketing & Promotion: Designed in house promotional offers, food festivals to promote sales
- Vendor management
- Corporate Associations: Initiating corporate tie-ups with brands like Gillette, Amex, PepsiCo, Coca Cola, Lufthansa, McKinsey
- Digital & performance marketing for all stores
- Business expansion across food courts & high street stores
- CRM Initiatives: Introduced a customer loyalty program to increase repeats
- Stock & inventory management
- Operations management P&L of the entire business

SKILLS

- Sales Planning
- Projects
- Franchising
- P&L Ownership
- Retail Operations
- Retail Expansion
- NPD
- Marketing & Events
- Team Management
- Data Analytics