

# Anoop K.M.

## Category Manager

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## Professional Summary

Results-driven D2C and e-commerce professional with proven experience in scaling consumer brands, optimizing operations, and driving revenue growth. Skilled in building businesses from the ground up, with expertise across the full e-commerce lifecycle — from supply chain and inventory planning to marketplace management, digital marketing, and P&L ownership. Entrepreneurial by background, I bring both strategic vision and hands-on execution, having grown revenues from early-stage to multi-crore scale while navigating operational and financial challenges with agility.

## Core Skills

- **Supply-Side Ops:** Inventory Planning, Restocking, RTV Handling, Vendor Management, Workflow Design, Demand-Supply Balancing
  - **E-commerce & Growth:** Marketplace Management (Amazon, Flipkart, Myntra, FirstCry, Blinkit), Brand Growth, Account Management
  - **Reporting & Analytics:** P&L Ownership, SKU-level Profitability, Power BI, SQL, Looker Studio, Advanced Excel/Google Sheets
  - **Execution & Leadership:** Process Design, Product Launch, Cross-functional Collaboration, Crisis Management
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## Experience

### Founding Team Member – Category Manager | Basil

2024 – Sep 2025

- **Marketplace P&L Ownership:** Managed P&L across Amazon, Flipkart, Myntra, FirstCry & Blinkit; improved profitability via pricing, promos & logistics.
- **Ops & Process Design:** Built the Bento box assembly process in-house, scaling output to 400+ units/day. Introduced workflows and SOPs that streamlined warehouse and supply-side operations.
- **Data Visibility:** Developed real-time reporting dashboards for operations and inventory, enabling better demand planning, restocking, and cost control.
- **Marketplace Ops:** Led supply-side operations across Amazon, Flipkart, Myntra, FirstCry, and Blinkit — improving listings, ensuring in-stock rates, and handling RTVs smoothly.

- **Brand Growth:** Scaled monthly revenue from ₹10 lakh to ₹1.5 crore by combining supply-side efficiency with product launches (3 new SKUs contributing 40% of revenue).
  - **New Product Development (NPD):** Launched 3 products end-to-end, from idea and research to vendor onboarding and market launch.
  - **Bias for Action:** Resolved a major stockout crisis by onboarding a new supplier and launching alternate SKUs, ensuring uninterrupted sales.
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## **Founder | Gaara – D2C Brand**

*2021 – 2023*

- Built a Knee Support D2C brand from scratch, scaling to **₹1 Cr+ annual revenue within 3 years.**
  - Led **end-to-end business operations** including product development, vendor partnerships, supply chain, inventory planning, and fulfillment.
  - Designed and executed **growth strategies across Amazon and Flipkart**, driving consistent month-on-month revenue growth.
  - Managed **performance marketing budgets**, optimizing ad spend and pricing to achieve **profitable ROI.**
  - Implemented **customer retention programs** (reviews, loyalty incentives), increasing repeat purchase rate and strengthening brand trust.
  - Oversaw **financial planning and full P&L ownership**, maintaining healthy cash flow while scaling operations.
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## **Finance Intern | Rajan and Associates**

*2020 – 2021*

- Supported audits and financial reporting for diverse clients.
  - Built a strong foundation in financial controls, accounting, and compliance.
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## **Independent Consultant | Financial Advisor to D2C Firms**

- Prepared MIS reports, P&L, and cash flow statements.
  - Conducted SKU-level profitability analysis.
  - Developed financial frameworks and reporting structures for growing brands.
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## Education

*2019- 2022*

- **B.Com**, Kannur University, India
  - **Association of Chartered Certified Accountants (ACCA)**
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## Key Achievements

- **Crisis Management & Revenue Protection:** Resolved a critical stockout by onboarding a new Indian manufacturer and launching an alternate product line, ensuring no revenue dip.
- **Strategic Diversification:** Reallocated marketing spend and consolidated inventory to safeguard Amazon sales while turning a new product into the second-largest revenue driver.
- **Demand Capture Innovation:** Implemented a pre-order system on the website for out-of-stock items, securing future sales and proving model resilience.