

## RAHUL GAKKHAR

Uniworld Garden -II, Sector- 47, Gurgaon-122018  
Contact:8447790607/**Email:** [rahul.gakkhar1988@gmail.com](mailto:rahul.gakkhar1988@gmail.com)

An astute retail sales professional, technocrat & profound leader offering 11+ yrs. of work experience in retail/FMCG industry (B2B & B2C) in marketplace & brick & mortar environment in leading corporates aiming for senior level assignments in Strategic Management/ Key Account Management/ Buying & Merchandising /Category Management/ Profit Centre Operations with an organization of high repute.

- ⇒ Expertise in administering entire gamut of buying & merchandising entailing category management, sales, GMV, product strategy, key account management, costing, pricing, business development, vendor management, product marketing, new launches, data analytics.
- ⇒ A keen strategist with expertise in spearheading category management /TOTs/NPD/NPIs & RGM with key focus on top line & bottom line.
- ⇒ Skills in designing systems and procedures with regard to overall category, buying plan, assortment planning/rationalization, product mix & sales mix for business optimization.
- ⇒ Adaptability in developing relationships with key decision-makers in target organizations for revenue generation. Proficiency in spearheading marketing & business development projects.

### Core Competencies

|                             |                          |                    |
|-----------------------------|--------------------------|--------------------|
| Strategic Business Planning | Profit Centre Operations | Capex Optimization |
| Category Management         | Budgeting & Costing      | P&L Accountability |
| Buying & Merchandising      | Product Development/NPD  | Strategic Sourcing |
| Vendor/Supplier Management  | Private Labels           | Power Pricing      |

### Harvesting Inc. – Head ( Sourcing & Revenue) | Sep22'- Jan 2025'

- **B2B Business Development:** Successfully established and scaled the B2B vertical in grocery business, achieving annual recurring revenue (ARR) of **100+ cr.** in GMV while maintaining positive RGM and unit economics with healthy EBIT margins in line with the given AOP ( annual operating plan ).
- **Market Expansion & Team Leadership:** Built and led a high-performing team of Regional Sales Managers (RSMs) and Area Managers (SMs) & Sales Representatives driving market penetration and revenue growth in new and competitive geographies.
- **New Product Development (NPD):** Spearheaded the launch of private label(s) initiative, creating a new line of business under **HFN** private label BU. Implemented Go-To-Market (GTM) approach across Modern Trade/E-Com channel/GT resulting in successful product distribution & sales with NPS of 7.
- **High-Margin Diversification:** Pioneered diversification into additional staples categories like Dryfruits & Nuts in the brand name HFN and other key commodities, significantly enhancing profit margins by further leveraging the brand presence to capture new revenue streams
- **Financial Optimization:** Streamlined capex allocation and optimized working capital infusion, improving cash flow efficiency and overall financial health of the business.

### **1KNetworks– Private Label Head (Staples & Grocery Business) | Aug 21'-Sep 22'**

- **Own-Brand Portfolio Leadership:** Spearheaded & built a **5+ cr.** monthly recurring business from private labels & managed to grow it to the tune of **7+ cr.** value business across staples categories with consistent m-o-m growth under **FarmGold** brand umbrella like Dry fruits & Nuts, Pulses, Oils & Flours.
- **New Product Development & Line Extensions:** Launched NPD initiatives and line extensions, collaborating with network operations and cross-functional teams to drive innovation and expand product offerings in the rural & semi rural geographies of Northern India.
- **Strategic Leadership & Vertical Growth:** Partnered closely with founders to define strategy, build new verticals, and scale existing ones, contributing to long-term business growth and diversification.
- **Rockstar Team Building:** Recruited and led a top-tier team across business, supply chain, and growth functions, enabling exponential business growth and operational excellence.
- **Grocery & Staples Category Management:** Led end-to-end category growth, encompassing sales, bottom-line profitability, P&L management, inventory control, assortment planning and OPP (Opening Price Point) strategy. Successfully developed and onboarded key millers across North India, strengthening the supply chain and enhancing product quality.

### **Moglix– Sr.Manager (Category Management & Supply Excellence) | March 20'–Aug 21'**

- **B2B Commerce Leadership:** Spearheaded category management for industrial and non-industrial MRO, overseeing a **₹25+ cr. monthly spend** across national accounts. Drove category growth, sales, margins, and RGM while ensuring P&L accountability.
- **Comprehensive Category Operations:** Led end-to-end management of all industrial categories for Moglix, including inventory management, Days on Hand (DOH), category operations supported by a team of category analysts.
- **Data-Driven Forecasting & Demand Planning:** Leveraged advanced analytics to enhance data crunching, forecasting & demand planning, resulting in optimized inventory levels and improved category performance.
- **KPI Optimization & Supplier Excellence:** Focused on key performance indicators such as Gross Margin improvement, brand partnerships, sourcing excellence, supplier management, driving operational efficiencies and cost savings.
- **Team Leadership & Category Expansion:** Built and mentored a high-performing team of category analysts, fostering a culture of excellence in product listing, supplier negotiations & category ops.

### **Future Group–Category Manager (Brands & Private Labels) | June 16'-Feb 20'**

- **Category Management & P&L Accountability:** Led overall category growth, sales and profitability for Easyday small format convenience stores, managing both branded and private labels. Oversaw P&L management, inventory control, assortment planning and Opening Price Point (OPP) strategy.
- **Strategic Growth & Market Penetration:** Developed and onboarded key millers across India, driving end-to-end category growth in line with AOP targets and budgeting under brands **Golden Harvest GH**
- **Market Intelligence & Pricing Strategy:** Conducted in-depth market analysis, NCDEX tracking and retail analytics for competitive pricing and product management. Established price benchmarking, Key Value Items (KVIs), Big Bets and promotional strategies to enhance sales and market share.
- **Retail Operations & Vendor Management:** Excelled in managing retail business operations, space selling and generating additional income through Joint Business Planning (JBP), merchandising events and visibility initiatives.
- **Vendor Relations & Promotions:** Spearheaded Terms of Trade (TOT) negotiations, New Product Introductions (NPI), New Product Development (NPD) and category extensions with national vendors. Focused on driving year-over-year (YOY) growth, sales and margin improvement with full P&L ownership.

### **Grocerygalore Ventures Pvt. Ltd. (E-commerce Venture) -Co-Founder | July 15' –April 16'**

- **Entrepreneurial Leadership:** Founded and built a hyper-local grocery e-commerce start-up from ideation to execution, focusing on making grocery shopping hassle-free and highly convenient.
- **Bootstrapped Growth & Market Penetration:** Successfully launched a fully bootstrapped business, driving early traction through word-of-mouth marketing. Implemented a hyper-local delivery model in Tier-III markets, catering to consumer needs across Staples, Processed Foods, Non-Food items, Beverages and Household Essentials.
- **End-to-End Business Management:** Led all aspects of the venture, including product sourcing, operations, logistics, and customer acquisition, achieving significant engagement and traction in underserved regions.

### **TVS & Sons –Deputy Manager (Sourcing) | April 14'–July 15'**

- **Sourcing & Procurement Expertise:** Gained hands-on experience in sourcing and procurement strategies for automotive spare parts in the after market for commercial vehicles. Managed vendor relationships, ensuring consistency and quality for spare parts.
- **Private Label & Franchise Management:** Worked on the development and management of private labels like UCAP under the SIS & Franchise model for TVS PartSmart.
- **Collaborative Stakeholder Management:** Collaborated with Fleet Owners/Garage Operators (FOGOs), vendors, and franchisee owners to ensure the supply of genuine parts and consistent pricing, addressing the needs of the commercial vehicle aftermarket.

### **Adani Wilmar–Management Trainee | April 2013'- June 2013'**

- Acquired comprehensive experience in grocery & staples category, encompassing Buying, Quality Control (QC), Processing, Packaging, Branding, Pricing, and Sales & Distribution.
- Significantly contributed to the launch of the Fortune brand in the minor flour category by executing effective pricing strategies and promotional initiatives, boosting market entry and brand visibility.

### **Education**

- PGDM in Retail & Marketing Management BIMTECH | AICTE |2014
- B.Tech in Electronics Engineering, Kurukshetra University, Kurukshetra | 2010

<https://www.linkedin.com/in/rahulgakkhar18/> | References available on request