



## Kanwar Pal Singh

Chemistry (Hons),  
Delhi University, Diploma in Marketing MIM-Noida.

### 9.5 years of experience in Channel Sales & Retail Operations in FMCG & Retail.

#### Franchisee Development Manager / Manager Operations- Reliance Retail Ltd.

- Franchisee Selection, Site Rationalization, Area Profiling, Kitchen Audits.
- Competition Mapping, Market Intelligence. Store Opex & Sales per sqft, operating margins. Merchandise Range
- Handled most initial outlet launches in Delhi NCR, category & vendor Management in the Store, merchandising, inventory management, increasing footfall Drive, EBDITA of stores.

#### Cluster Manager- Reliance Industries Ltd.

- Starting from Concept selling of business model to launch of retail petroleum Business & Instrumental in the erection, commissioning & operations of retail petroleum outlets in UP West.
- Managing marketing, sales promotion, manpower Planning & scheduling activities at retail outlets.

#### Channel Sales, Nestle India Ltd.

- Distribution Management, launch & manage New Brands, Merchandising, Inventory & Forecasting.
- Small Town (Rural Marketing) & Key Accounts, Distributor ROI, Network Expansion.

#### Management Trainee, Panacea Biotech Ltd

- Launch, manage & promote Pharma & vaccine Brands through all distribution channels.

#### Achievements

- Part of No-1 team in growth in Nestle agg. Country, Highest growth (15-20 % yoy) in several focus brands like ECLAIRS, CERELAC, NESTOGEN, NESCAFE, and MAGGI NOODLES.
- Successfully conducted Merchandising Projects, D.S Monitor system, One Day Activities of focus brands.
- Nestle Small Town Management Program highest growth in region in 2003-04.
- Fastest Launch of Retail Outlets in Petroleum & General retail in region.
- Highest sale of MS in Petro. Retail Outlet in country.
- Management of 15 categories in store/ Manpower Scheduling & optimization/ Cost Optimization of operations/ Best product mix – Private labels.

#### Career Aspirations

Marketing /Business Development/ General Management in FMCG, Health, Energy, Consulting, Retail.