



P. LAKSHMANA KUMAR

BUSINESS STRATEGIST | SALES LEADERSHIP

+91 8860 195 324

✉ lax_kum27@yahoo.com

in linkedin.com/in/lakshmana-kumar-peddiraju-47989778

An enterprising leader with a track record in directing the end-to-end multi-functional business operations related to **Business Development, P&L Management, Sales, and Marketing**, targeting to express potential via **strategic assignments** with an organization of high repute

Core Competencies

Strategic Planning & Leadership

Business Development Sales

Market Expansion Strategies

Brand Building & Positioning

P&L Ownership

Entrepreneurial Abilities

Strategic Alliances & Partnerships

Luxury/ High-End Product Marketing

Distribution Network Development

Category Management

Competitive Benchmarking

Visual Merchandising

Team Building & Leadership

Profile Summary

- Proven excellence in leading cross-functional teams and driving business growth through strategic planning, market analysis, and innovative marketing initiatives, leveraging **nearly 23 years** of experience in the **beauty, personal care, fashion, and lifestyle industries**.
- Currently orchestrating the retail and distribution team for brand onboarding and development in the Indian market, managing budgets, and devising business strategies to optimize distribution channels and increase market reach at **Believe Cosmetics Private Limited**.
- Visionary professional with skills that reflect **year-on-year success in achieving business growth objectives**, optimizing the entire value chain of business, and ensuring the achievement of the targeted **top and bottom-line profits**.
- Worked with a diverse spectrum of categories including **Beauty and Personal Care, Watches & Eyewear, Jewelry, Luggage & Travel, Leather Accessories, and Footwear**.
- Skilled in developing and executing **strategic plans, restructuring** of organizations and businesses, negotiating **lucrative contracts**, and managing **vendor relationships** to drive **business growth and profitability**.
- Expertise in **breaking new avenues, managing complex sales cycles, driving revenue growth**, and proactively leading **opportunity analysis** by tracking market trends & competitor moves to **achieve accelerated market-share metrics**.
- Effective communicator** with excellent **interpersonal skills**, leveraged to collaborate with **business stakeholders from diverse functions and levels of hierarchy**; developed strategic plans that **optimize performance and align with evolving business needs**.
- Exceptional leadership competencies with skills in leading **high-performing teams** of towards the accomplishment of common goals.

Achievements



Attained recognition as **Best Trainer in Asia** by delivering impactful training sessions for P&G and PUIG.



Achieved the **highest sales in beauty products** at the **regional level**, showcasing exceptional performance and efforts

Career Timeline (Recent 5 Organizations)



Career Highlights

- Facilitated the launch of **over 25 brands in India** spanning **Beauty & Personal Care, Footwear, and Accessories Segments**.
- Identified and networked with **channel partners** to develop a robust **distribution network**, effectively **managing all channels** of trade on a **PAN India basis**.
- Spearheaded **Large Format Stores**, contributing to **entire top-line revenue** for assigned business. Led **category management, operations, sales, commercial, and key account management** functions for **Retail, E-commerce, General Trade, and Modern Trade**.
- Made substantial contributions to **managing and mentoring teams**, including Brand Managers, Sales, Operations, Logistics, and Commercial teams.

Education

2016: Executive Professional Programme on Entrepreneurship
IIM Rohtak

2003 – 2005: PGDBM
Symbiosis, Pune

1997 – 2000: Bachelors of Science (Maths, Physics and Chemistry)
VR College, S.V. University, Nellore

2001: Diploma in Computer (Basics)
CMC, Hyderabad

Work Experience

Believe Cosmetics Private Limited, Bengaluru

July 2022 – Present as **AVP & Lead – Strategic Projects (India & Bangladesh)**



Key Result Areas:

- Orchestrating BA Channel business encompassing General Trade (GT), Modern Trade (MT), Specialty Retail, Exclusive Brand Outlets (EBO) for Beauty & Personal Care brands in India. Driving the P&L of the BA Channel Business, ensuring financial viability and strategic growth.
- Leading Business Development and Market Expansion by formulating strategies for entering new markets, channels, and integrating additional outlets in existing operational markets. Spearheading distribution expansion and developing brand-specific retail strategies.
- Designing processes and SOPs in collaboration with cross-functional teams (finance, commercial, sales, logistics, and supply chain).
- Managing and monitoring the performance of the sales team (RSM/ASM/BDE/BDM), tracking KPIs on a daily/weekly/monthly basis.
- Defining a performance review mechanism as per company objectives along with implementing corrective measures as needed.
- Ensuring operational efficiency by setting parameters at the store, team, and regional levels in line with the company's vision.
- Strategizing cost optimization initiatives for sustainable business operations.
- Planning and executing monthly marketing and promotional campaigns for each channel.
- Cultivating strong relationships with retail partners to enhance collaboration and business growth.
- Steering sales efforts (primary, secondary, tertiary) through effective team management and ensuring timely payment collection.
- Conducting monthly reviews with founders to align on business objectives and strategies.
- Supervising training and learning operations for both BA and sales teams.
- Working with Marketing Team to design channel-specific campaigns (social/digital initiatives), and ensuring seamless execution.
- Defining brand merchandising, product assortment, stocks allocation, and visual merchandising for each channel of stores.

For Bangladesh Business:

- Facilitating the OHSOGO.com team by supporting Believe's e-commerce venture in Bangladesh, incubating Indian D2C brands, and exclusively selecting international brands.
- Conducting commercial negotiations with brands for OHSOGO.com.
- Aligning brands and OHSOGO marketing teams for the effective execution of marketing campaigns and promotion campaigns.
- Assisting the team with inputs on global trends that can be leveraged for the Bangladesh market.

Highlights:

- Implemented a strategic initiative that resulted in a 3X increase in MOM revenue through successful brand launches and exclusive distribution contracts for international beauty brands.

Beauty Concepts Private Limited (Acquired Beauty Brand – Kredo Beauty), Delhi

April 2018 – June 2022 | **Last:** General Manager

BEAUTY
CONCEPTS

Growth Path: April 2018 – June 2019 as **Head – Business Operations** | June 2019 – June 2022 as **General Manager**

Key Result Areas:

- Facilitated the acquisition of the beauty brands business, "Kredo Beauty Private Limited," by "Beauty Concepts Private Limited," leveraging manpower competencies and resources for potential business growth.
- Led retail and distribution team in on-boarding, activating, developing brands in India as per consumer preferences.
- Showcased excellence in managing budgets and preparing sales forecasts aligned with the business plan.
- Managed P&L of business vertical, achieving targets within timelines. Utilized resources to meet financial aspects and cost parameters.
- Devised business strategies for each brand, charting out distribution channels to enhance reach to end users.
- Directed marketing/ promotional activities to create brand presence and popularity, generating higher revenue and profitability.
- Maintained cordial relations with brand associates, retailers, distributors, and global fashion houses for long-term partnerships.



Highlights:

- Launched global brands, such as Essence, Swiss Image, Remove, Blenior, Jeanne en Provence, Nissan, Mauboussin, and LEADERS Korea.
- Secured distribution contracts for 10+ international beauty brands, with additional launches in the pipeline across various retail channels.
- Established association and signed license agreement with sportswear brand "HEAD," leading to launch of personal care products in India.
- Streamlined retail operations, achieving the break-even level in the initial phases.

Purple.com, Mumbai

January 2017 – April 2018 as **General Manager – New Business Initiatives**



Key Result Areas:

- Designed growth strategies for the website and e-commerce platform, managing marketing and brand-building for domestic & global markets.
- Managed retail operations, including EBOs, Franchise, and SIS formats, while mentoring team members for increased efficiency.
- Analyzed emerging retail concepts to enhance brand image, tracked competitor movements concerning market trends and benchmarks.
- Drove online & offline retail launch and distribution channels of exclusive brands, managing key accounts.
- Initiated digital marketing campaigns targeting luxury product buyers, pivotal in building PR/Media relations to raise brand awareness.

Highlights:

- Signed "20+ brands" in the small/medium segment and orchestrated the launch of 9 brands on the e-commerce portal.
- Collaborated with Max Retail Store to successfully launch the digital Kiosk concept.
- Pioneered the launch of the first Purple.com multi-brand physical store.
- Acknowledged for managing the pilot project in the "K and Israel Beauty" segment.
- Implemented diverse business intensification strategies, contributing to the growth of the "Private Labels" development.

Baccarose Perfumes & Beauty Products Private Limited, Mumbai

January 2015 – January 2017 as **General Manager**



Key Result Areas:

- Spearheaded profit center operations for the Business vertical, enhancing the brand's creativity and sophistication.
- Orchestrated transformation of Baccarose into a high-end global brand with a luxury portfolio, including fragrances & beauty products.
- Applied expertise to establish and scale-up business operations, achieving revenue maximization and leadership goals.
- Led cross-functional teams in Global design, Visual merchandise, marketing, distribution, and innovation, enhancing brand presence/ visibility.
- Cultivated a dynamic environment fostering development opportunities and motivating high performance among team members.
- Managed accounts with Retail chains, including Lifestyle, Sephora, Dabur New U, Health & Glow, and Nykaa, ensuring seamless operations.
- Managed the P&L, Business Operations, Expansion of PARCOS, Premium Perfumery Chain vertical owned by Baccarose.

Highlights:

- Successfully re-launched the "Yves Rocher" brand and expanded distribution channels in the India market.
- Consolidated "Clarins" distribution, maintaining high productivity, achieving cost optimization, and introducing Skin Spa in India.
- Persuaded the global "Clarins" team to re-launch makeup in the Indian market, building a sustainable business model.
- Incubated and successfully launched fragrances for "Trussardi, Moschino & Sisley," expanding their distribution reach.
- Successfully Managed the complete Learning and training team of Baccarose with key result oriented approach

H&B Stores Limited (Dabur Enterprise), Delhi

April 2013 – December 2014 as **Head Buying and Business Development**



Key Result Areas:

- Formulated a growth strategy for rollout of retail outlets with a fresh look and feel. Planned store layouts, managing space and resources.
- Facilitated merchandising & category management, conducting product presentations and team huddles to drive product and business growth.
- Developed a pricing mix for multiple products and introduced offers/discount schemes to attract consumers and buyers.
- Identified new business opportunities and prospects, expanding the brand's reach and leading to increased sales. Drove vendor management, inventory control, and supply chain operations.
- Private Label and exclusive brands development

Highlights:

- Drove a substantial increase from 5% to 8% in the contribution of private label sales.
- Established a strategic partnership with "Amazon.com" for the retailing of beauty and personal care products.
- Accomplished a store-level profit of INR 1.86 Cr and enhanced overall stock turnover to 4.6.
- Successfully reduced losses from INR 4.6 cr. to a profit of 9.6 Lacs within a fiscal year.
- Improved gross margins by 250 basis points and saw a 25% increase in Space On Hire (SOH) Income compared to last year.

Previous Experience

Lifestyle International, Bengaluru/ Mumbai

November 2008 – April 2013 as **Senior Manager – Buying & Merchandising**



Highlights:

- Managed a turnover of INR 125 Cr for Beauty products and INR 55 Cr for the jewelry category.
- Increased the Beauty category share from 6% to 8% in a span of 2 years.
- Successfully launched the "Chanel Beaute Boutique" at Palladium-Mumbai and Chennai Market City.
- Launched Shop-in-Shop (SIS) setups for "The Body Shop" and "Tanishq" Jewelry within Lifestyle stores.

Reliance Retail Limited, Bengaluru

October 2007 – October 2008 as **Senior Manager – Buying & Merchandising**



Highlights:

- Achieved the successful launch of the "Frisbee & Mancini Carnival" brands in the Private label category across all formats of Reliance retail, including Fresh, Hyper, and Specialty store formats.
- Attained a notable sell-through rate of 85% across two seasons, achieving a net realized margin of 46%.

Lifestyle International, Bengaluru

May 2001 – October 2007 as **Senior Manager – Buying & Merchandising**



Growth Path:

May 2001 – December 2004 as **Designation – Retail Planning & Operations**

January 2005 – October 2007 as **Manager - Buying & Merchandising**

Highlights:

- Developed knowledge related to the Footwear Department for Children, Men, and Women with respect to sales techniques of shoes, sandals, socks, and leather accessories.
- Launched the private labels; CODE, FORCA, and DUCHINI in men's footwear, elevating share to 45% with a net margin realization of 42%.
- Created staff training manuals and a standard Visual Merchandising (VM) document for training and store presentation.

Personal Details

Date of Birth: 27th April 1979 | **Languages Known:** English, Hindi | **Address:** Bangalore, Karnataka, India