

MUNIR SURI

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An IIM Kozhikode alumnus with 25+ yrs of experience in Sales, Retail Strategy, Real Estate, Turnkey Contracting and Home Interiors.

HIPPO STORES (Dalmia Bharat Group) (2019 – todate) : Senior Vice President – Sales and Marketing

- Launched successfully India's first Building Product Wholesale business
- Key leadership role in putting together the assortment, store layout, go to market strategy, 50+ key business processes, inventory planning and warehouse setup – 160+ brands, 250+ product lines, 12000 + displayed products, 30000 + growing digital catalog
- Designed and developed all customer digital experiences – B2B app – digital catalog, ordering, cancelations, returns, loyalty programs, promotions, order tracking, my account, ledger view etc.
- Leading 80+ sales team in the field digitally equipped with SFA and the ordering app. 10000+ builders met and registered, 9000+ resellers met and registered, further verified database of 20000+ B2B businesses
- Within 12 months have taken the organization of an Annual Run Rate of Rs. 250 Crores, 6000+ customers serviced.

FITART (2013 – 2019) : Founder

- Founded FITART in 2013 as specialized modular furniture manufacturer.
- Established a state of art manufacturing facility with German Machinery for making modular furniture. Product range covered Retail Fixtures, Kitchens, Wardrobes and flat panel products.
- Created a niche for itself through PU painted products for retail, residential and hospitality segment.
- **600+ highly satisfied customers in the home segment including premium clients like Yuraj Singh and Virat Kohli. Received Preferred Vendor Status from Shapoorji Palonji.**
- Successfully completed 6 G+4 residential projects and sold floors
- **30+ turnkey store fit-outs including furniture for various brands Titan Eye, Tanishq, Dunkin Donuts, Dominos, Chai Point, Burger King, HCL Avitas, Benetton**
- Sold the business in 2019 as I could not raise growth funding

Walmart / Bharti Walmart (2007 – 2013) : Executive Vice President

- **Head of Strategy**
 - Responsible to decide which formats to be done in India
 - Project Director for running a cross functional team to execute the test case of each format
 - **Successfully launched three formats; Easy Day (small grocery store) (10 store test case); Easy Day Market (Hypermarket) (2 Store test case); Best Price (Cash and Carry Store) (1 Store test case)**
- **Chief Business Development Officer**
 - Responsible for New Store Growth across all formats
 - **Lead a team of 180 + associates (Real Estate, Design & Construction, Store Planning, Lease Management and Leasing Revenue)**

- **Opened 320+ stores pan India and across formats and 3 distribution centres**
- **Easy Day 280 stores with 85% meeting targets post launch, Easy Day Market 20+ stores, Best Price 20+ stores with 100% meeting target post launch**

A T Kearney (2006 – 2007) : Director - Retail and Consumer Goods Practice

- Lead the Retail Practice
- **Took the revenue from US \$ 150K to US \$ 6 million with 12 months of leading the practice**
- **Key Clients : Walmart, Aditya Birla Retail, Reliance Retail, Jubilant Retail**

KSA Technopak (2003 – 2006) : Associate Director – Retail Practice

- Worked in London for 7 months on projects for **Sainsbury, Early Learning Centre, Mothercare and DFI (Furniture retailer)**
- Established the Bangalore office of KSA
- Consulting Practise focused on **retail implementation**
- **Key Clients Apollo Pharmacy, Essar Group Mobile Retail, Godrej Aadhaar Retail, Reliance Retail and Birla Retail**

Usha Drager Ltd (1994 – 2001) : Head Medical Architectural Products

- Sales in Delhi NCR and Parts of UP and Punjab
- **Exceeded my Sales target each year. Was awarded the best sales person award each year**
- Was selected to go to Dragerwerk Ag Germany for an year of training on medical architectural systems
- **Established the Medical Architectural (gas pipeline) business in India**
- **Within 12 months UDL was the market leader in the sector with total business contribution of 40% of the entire business of UDL**
- **New Products added by identifying international companies and negotiating India market representation agreements : Mobile Intensive Care Units, Premium Range of Hospital Beds, Crash Carts, Syringe and Infusion Pumps**
- **In the first year itself the business contribution was over 15% of the business. Today the Syringe and Infusion Pumps are no. 1 in India**

EDUCATION

2001 to 2003	IIM KOZHIKODE KERALA	PGDM Specialization in Marketing and Finance
1990 to 1994	PREC	Bachelor of Engineering
1990	KENDRIYA VIDYALAYA PUNE, MAHARASHTRA	XII CBSE

References :

Mr. Ravi Nandwani , Managing Director Delta Faucets India (9810259612)
