



Asha Pardasani

E-Mail: x25ashap@iima.ac.in Mobile: +91 8718057917 LinkedIn: www.linkedin.com/in/asha-pardasani-60730aaa/

Summary

Results-driven business professional with 9+ years of experience across e-commerce, retail, and analytics. Demonstrated expertise in strategy, product development, program execution, and digital transformation. Skilled in process automation, cost optimization, and leading cross-functional teams. Proficient at leveraging data-driven insights to drive strategic decisions and deliver sustainable business growth.

Professional Experience

Manager Own Brand Support | Infiniti Retail Ltd. (Croma)| Mumbai

- Led the **₹1,700 Cr** Own Brand portfolio across **550+ stores** and **35+ categories** and drove process standardization, sales strategy and execution with direct CBO reporting.
- Boosted Quick Pick sales by **67%** (₹60L to ₹1 Cr at 40% margin) by **digitizing store audits with 95%** adherence and curating high-velocity SKUs for Dumpbin, Bulk Stack, and Quick Pick retail properties.
- Led festive initiatives generating **₹10–15 Cr** revenue through region-specific No Cost EMI, Bulk, Bundled and NBFC schemes. Grew Own Brand **share in South India** from **6% to ~10%** and **EMI penetration from ~18% to 29%**.
- Drove **₹10 Cr gross profit increase** and **20% YoY sales** growth by leading 100+ stakeholder reviews, resolving sales and margin variances, and ensuring **90% closure of action items** through strong governance and execution.
- Saved **100+ man-hours** and reduced manual errors by digitizing vendor bidding processes and transitioning product dashboards to Power BI, accelerating insights across SKUs, NDQ, and discount tracking.
- Maintained **NDQ under 2%** and improved inventory productivity by analysing sales across comp, non-comp, new, and de-growing stores, flagging non-movers for RTV or liquidation, and leading targeted growth initiatives.
- Increased **Retail NPS to 70** from 65 and improved Croma.com NPS by 15 points by establishing SOPs for post-launch tracking of 80+ products and conducting monthly training for 50+ regional trainers to strengthen store readiness and customer experience.

Tata CLiQ | Manager – Electronics Category Operations | Mumbai

- **Redesigned the return experience** by benchmarking competition; launched “No Questions Asked” returns for sub-₹600 items and implemented ‘**Replacement Only**’ policy for premium brands like Apple. **Saved ₹2L**, improved perfect return orders by **10%**, and reduced contact rate by **5%**.
- **Standardized repair & replacement SOPs** with brand partners, reducing **high-ASP return losses by 8–10%**. **Piloted a returns project** with Bizlog to streamline pickups and improve turnaround times.
- **Improved installation SLAs** by automating call logs across 5 brands; **reduced API failures by 10%**, cut SLA breaches to **<12%**, and improved on-time installs from **75% to 85%**.
- **Enhanced fulfilment reliability** by enforcing a **48-hour shipping SLA**, automating delay triggers, launching a **Seller Reward Program**, and introducing cancellation penalties. Achieved **95% on-time festive shipments**, cut fulfilment breaches by **5%**, and reduced customer contacts by **10%**.
- **Built a real-time Tableau P&L dashboard** integrating cross-functional costs to track SKU-to-group profitability. **Enabled ₹2 Cr+ in margin-optimized festive sales** and improved pricing and reporting efficiency.
- **Reduced shipping and COD costs by 0.5%** of net sales via **UPI discounting and shipping cost experiments** for low-ASP COD orders, **maintaining conversion rates**.
- **Increased forecast accuracy to 90%** by aligning projections across sales, logistics, packaging, and marketing. **Improved CX and NPS** through cross-functional reviews and coordinated planning.
- **Led No Cost EMI and cashback programs as SPOC** during the festive season; secured co-funded campaigns with banks and internal teams, delivering **~50% of festive sales**.
- **Headed weekly business reviews** for the Electronics vertical, presenting insights to the **CEO and leadership**. Represented the team in **RCA forums** for resolution and continuous improvement.

Mu Sigma Business Solutions Pvt. Ltd.| Apprentice Leader | Bangalore

- **Led data analysis using real-world datasets (Truven, CMS, Premier)** for 2 published papers with Johnson & Johnson on surgical complications, shaping device strategy and marketing decisions.
- **Evaluated wound closure technology outcomes in orthopaedics surgeries to guide clinical strategy**
- Automated delivery workflows (**SQL, VBA**), **reducing turnaround by 30%**
- Led 3-member team **to build a global dashboard for a CPG client, enabling ROI tracking** for 30+ stakeholders
- **Improved forecast accuracy by 25% using ATAR and price elasticity modelling for a new product launch**
- **Built a social media listening tool (NLP) and a segmentation model (K-means) to identify high-growth markets**

Education

BE (Information Technology) – Lakshmi Narain College of Technology and Science | Bhopal

Accomplishments and Awards

- FY24, Annual Award Ceremony awarded “Backbone of Own Brand”
- In FY23, selected for and successfully completed the Tata Bluemint Young Leadership Programme, a prestigious leadership development initiative conducted in collaboration with London Business School.
- FY22 Promoted to Category Operations Manager within 2 years of joining Tata CLiQ
- Awarded Bar Raiser Award for improving installation breaches within 12% in Tata CLiQ
- In FY17 Mu Sigma, Awarded Spot Award for mentoring freshers and for conducting tableau workshop for clients
- Awarded Tuition Fee Waiver Scholarship in Graduation in Engineering

License & Certifications

- In FY25, earned Green Belt certification in Six Sigma methodology, enhancing expertise in process improvement, waste reduction, and operational efficiency.
- Yoga and Wellness: Yoga Beginner Certificate
- Held the rank of Corporal in the National Cadet Corps (NCC), and completed Certificate "A" under the Ministry of Défense, Government of India

Co/Extra-curricular

- Volunteered with the Bachpan Project to support underprivileged children by helping them build interpersonal skills and explore career options in a supportive environment.
- Participated in the Tata Mumbai Marathon in FY23
- Participated in Tata Pro Engage’s career mentoring program, providing guidance and support to underprivileged youth to help them explore career opportunities.
- Part of the Core Media and Marketing Team for IIM Ahmedabad’s PGPX program, contributing to branding, communication strategy, and outreach initiatives to enhance program visibility.
- Organized and hosted a 2-day FY24 Own Brand Annual Awards and Feedback event for a 150+ member team, celebrating achievements, encouraging open feedback, and strengthening cross-functional collaboration.