



# Athul Santhosh Kumar

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## Summary

Accomplished growth and strategy professional with demonstrated ability in building brands loved by consumers and delivering exceptional customer experiences. Proven track record managing cross-functional projects across industries from quick-commerce to luxury retail.

## Professional Experience

### Growth Manager - Revenue & Growth, Instamart | Swiggy Limited | Bengaluru

- Generated ~700k+ downloads & ~200k incremental monthly orders in 6 months as project manager for a Progressive Web Application (PWA) that allows Android users to order tobacco products in addition to groceries
- Created monthly savings in delivery costs of ₹80 lakhs by driving the launch, implementation and impact assessment of a brand-funded product feature that allowed users to unlock free delivery
- Drove the baseline Average Order Value by ₹30 in a span of 6 months by coordinating efforts between various cross-functional teams like Product, Engineering, Supply chain, Category & Storefront to improve profitability
- Responsible for monthly utilisation of ₹1.8 CR discounting budget for initiatives to improve Average Order Value
- Increased share of high value orders (over ₹1000) by 20,000 (3% increase) by running relevant freebie incentives
- Responsible for assortment addition strategy to improve platform perception & drive revenue generation through competition benchmarking & market research
- Conducted user feedback calls and consumer immersions every week to understand qualitative impact of in-app changes and share feedback with product and business stakeholders
- Facilitated critical business decisions related to average order value metrics by building performance reports for weekly business reviews

### Business Associate, Storefront Merchandising, Instamart | Swiggy Limited | Bengaluru

- Improved search conversions by 2% by conducting a series of A/B experiments leading to the introduction of a revised search ranking logic and actively solving for null searches
- Optimised conversions rates for storefront campaigns and enabled better layout decisions through root cause analyses
- Enabled better storefront layout decisions by preparing weekly and daily performance scorecards for senior leadership including metrics like traffic, click-through-rate, add-to-cart and average order value

### Team Lead Sales | Mercedes Benz Silver Star | Hyderabad

- Fast tracked to Team Lead Sales, spearheading a team of 5 members by optimising sales funnels, managing critical customer escalations and assisting in critical sales closures
- Sold an average of 18 luxury cars per month (GMV contribution of ₹10 cr) by maintaining healthy sales funnels and actively monitoring team performance metrics using Salesforce to ensure individual and team targets
- Generated additional monthly revenue of ₹20 lakhs through the sale of auxiliary products like service packages, extended warranty, in-house financing and accessories
- Closed 10+ multi-car deals worth between ₹1 cr to 5 cr and signed 12 exclusive sales agreements with CXOs from top MNCs
- Yielded an average corporate penetration of 40% per month by analysing sales data to determine focus segments and created targeted activity plans
- Negotiated & resolved teams' escalated customer concerns, contributing to the dealership average CSI score of 4.5/5 during my tenure
- Served as the liaison between management & sales staff for optimisation & communication of sales incentive structure

### Management Trainee | Raam Group | Hyderabad

- Served as PoC for sales support claims management, resolved ₹5 cr worth of rejected claims from 2017-2019
- Built a strong pipeline of 30 pre-bookings and 100+ warm customers through cold calling for the launch of Morris Garages

## Education

BTech (Mechanical Engineering) – National Institute of Technology, Calicut | India

## Accomplishments and Awards

- Fast tracked career progression at Mercedes-Benz Silver Star in two years- progressing from Management Trainee to Team Lead and ultimately Corporate & Fleet Sales Manager
- Received the Employee of the Month in May 2021 at Mercedes-Benz Silver Star for outstanding performance towards driving high volume sales during COVID
- Received the Swiggstar Award (Employee of the Month) at Swiggy in October 2021 for outstanding performance towards improving the Instamart Storefront Experience

## License & Certifications

Lean Six Sigma, KPMG

## Co/Extra-curricular

- Member of Literary And Debating Club – NIT Calicut
- Member of Organising Committee for Tathva, technical festival at NIT Calicut
- Competitive participant of the Devil’s Circuit- Asia’s Toughest 5k race in 2022 and 2024