



# Nihitha Alicherry

E-Mail: [x25nihithaa@iima.ac.in](mailto:x25nihithaa@iima.ac.in) Mobile: +91 8547793100 LinkedIn: [www.linkedin.com/in/nihitha-alicherry/](https://www.linkedin.com/in/nihitha-alicherry/)

## Summary

Seasoned business leader with a track record of building high-growth consumer brands. Scaled one of India's first FemTech startups from inception to ₹100Cr+ and led Marketing, Category Management and NPD. Later, led the 30+ SKU launch strategy and channel expansion for a celebrity-backed wellness brand. Brings deep expertise in consumer-first brand building and cross-functional leadership.

## Professional Experience

### AVP, Co-founder's Office | 82°E | Mumbai & Bangalore

- Executed an exclusive deal with Reliance along with the cofounder by leveraging strategic negotiations and building a solid partnership, which added INR 30 lakhs in monthly sales with zero marketing expenditure.
- Assisted the co-founder to negotiate contracts with vendors to secure favourable pricing terms and receive cost benefits of up to 30%, enhancing overall efficiency and margin growth.
- Collaborated with the leadership for all marketplace and geography expansion conversations with major international partners including Sephora, Nykaa and Amazon.
- Led over 50 brand partnership conversations in 3 months to improve top-of-funnel traffic.

### Senior Manager, Co-founder's Office | 82°E | Mumbai

- Collaborated with the founders to develop and launch over 12 products and two new categories, which account for 50% of the revenue.
- Spearheaded multiple projects with leading beauty manufacturers from across the world to build a portfolio of over 20 SKUs for a new category launch.
- Developed and implemented SOPs to streamline operations and enhance productivity across teams, resulting in a 50% reduction in product launch timelines.
- Developed and directed projects in collaboration with the R&D, marketing, and operations functions to produce more than eight products that received global awards, including CertClean Awards, Universal Beauty Awards, Beauty Insider Awards, Global Green Beauty Awards, Elle Beauty Awards, and PETA India Vegan Fashion Award.
- Collaborated with the co-founder to create a framework that is driven by consumer insights and market research to identify and create new product briefs, resulting in an increase in the product portfolio from eight to nearly thirty SKUs.

### Senior Category Manager | Nua | Mumbai

- Led the Program Management Office to improve the company's profitability with a goal of achieving a positive CM2% within 18 months.
- Established Nua as one of India's leading D2C brands with a strong, loyal community of over 1 million customers through marketing initiatives and portfolio expansion.

### Category Manager | Nua | Mumbai

- Launched and became the P&L owner of two new categories (PMS and Intimate Hygiene), which accounted for 30% of the revenue within 12 months.
- Managed and worked with 8 different teams with over 30 members to achieve business milestones and ensure steady growth m-o-m.

### Marketing Manager | Nua | Bangalore & Mumbai

- Part of the founding team: Employee #4, 1st marketing team member.
- Led all marketing initiatives to grow the D2C business from <INR 5 lakhs/month to INR 25 lakhs/month within 4 months & achieved a CAGR of >450% in the first 3 years.
- Built a strong subscription model and CRM strategy to achieve a stellar monthly repeat rate of 50%.

### Assistant Account Executive | Edelman | Bangalore

- Managed clients such as Bosch, Tesco, Shell and other projects by providing media relations, content and account management services.
- Content writer for Bosch, Tesco Retail and GE's employee engagement program.
- Executed multiple on-ground PR activations to boost the clients' reputation among media, KOLs and influencers.

## Education

BA Journalism and Communication Studies – *Manipal University* | India

## Accomplishments

- Secured Entry Scholarship worth 25% of the total fees for the MBA (PGPX) program at Indian Institute of Management, Ahmedabad.
- One of the 3 students selected from the college for the semester exchange program to Erasmus University, Rotterdam in 2016.
- South region kabaddi player in the under 19 years age group for the years 2009 and 2010.
- Secured first position in English for Class 12th in the CBSE board at the school level.

## Certifications

Lean Six Sigma, Green Belt Programme, KPMG

## Extra-Curriculars

- GMLC PGPX Placement Cell Head 2025-26 – Selected as the PGPX placement cell head for the General Management and Leadership Club (GMLC) at IIM Ahmedabad.
- Led CSR initiatives at Nua – Partnered with C.R.Y. to conduct a menstrual wellness workshop and donate over 10,000 sanitary pads at a government school, and partnered with Red Cross to donate over 5,000 sanitary pads to women impacted by the Kerala floods.
- Editorial Intern at Femina (2015, Bangalore) – Wrote and edited articles for Femina South, Karnataka supplement, and Femina Online; contributed three solo bylines and supported digital content revamp that improved website traffic.
- Editorial Intern at Gulf News (2013, Dubai) – Reported press conferences and shared bylines with senior journalists; supported launch of the online “Guides” section through research and content development.
- AIESEC – An active member of the Manipal University chapter for 2.5 years and organised multiple events covering over 100 participants.
- Summit Manipal (MUN of Manipal University) – Selected as the Under Secretary General for the 2015 edition.
- Bharat Scouts and Guides – An active member of the program for 9 years (2004 - 2013) and represented the school at the Regional Tiritiya Sopan Testing Camp (2008).
- Bharatnatyam dancer with 3 years of formal training.