



Sai Prasad Kanuru

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Summary

Strategy leader with around 8 years of experience across retail and e-commerce. Aspiring to drive strategic transformation and sustainable value creation across organization. Proven track record in P&L ownership, 0-1 builds, and large-scale program leadership. Led Amazon fresh expansion to 40+ cities and built Urban Company's Native brand to INR ~50 Cr NRR in six months.

Professional Experience

Program Lead, Omni Growth & Expansion | More Retail (Amazon Fresh) | Mumbai

- Led **₹7 Cr monthly** revenue increment through Amazon Fresh pan-India expansion launching 50+ dark stores across spanning 40+ cities driving 10% incremental business growth (FY25), owning end-to-end program performance and P&L accountability.
- Designed infrastructure, staffing, and inventory capacity systems that unlocked 25–30% higher order volumes during seasonal demand peaks, generating **₹5+ Cr in additional monthly revenue** without service-SLA disruptions.
- Led cost optimization programs delivering **~₹1.5 Cr monthly** in savings (**120 bps** improvement in profitability) through overhead reduction, improved capacity utilization, and consolidation of underperforming stores.
- Built the FY26 dark store strategic growth plan targeting tier-2 city expansion while replacing high-rental, infra-constrained stores, saving **~₹15L/month** in rentals with a leaner, higher-margin network footprint.
- Formulated a strategic roadmap to transition Amazon Fresh's store network from 2/3-hour slot delivery to sub-30–45-minute **quick commerce fulfilment in Tier 1/2 cities** consolidating high-density clusters, defining optimal dark store configurations, and redefining Q-comm SOPs, staffing ratios, picking path, SLAs to compete with Blinkit, Swiggy Instamart, and Zepto.
- Led the end-to-end launch plan of 70+ dark stores across 50+ cities in 9 months as part of Amazon Fresh's pan-India expansion, defining clear accountability and driving collaboration across Operations, Tech, Category, Projects, and external stakeholders.
- Accelerated dark store launch timelines from 4 months to 3 months on average by digitizing project workflows through an in-house monitoring tool and standardizing cross-functional task tracking.

Associate Program Manager II, Central Strategy & Operations | Spinny | Gurgaon

- Spearheaded a team of **10** analytics and operations professionals, building a structured data-driven decision-support function standardizing reporting for one of India's largest used car marketplaces, building management dashboards used across Operations, Product, and Sales leadership.
- Built dynamic stock-in/stock-out margin models and conducted multivariate analysis across dealer behavior, car quality, and pricing variations, improving margins by **~35 bps (~₹30L/month)**.
- Detected and mitigated systematic dealer fraud through multivariate analysis of backout patterns and auction bidding behavior, designing centralized penalization workflows that generated **~₹40L/month** in additional recovered margins.
- Improved auction quality and per-car dealer visibility by reducing the number of auctions each car ran through, increasing unique dealer exposure per auction and improving overall price discovery and throughput.
- Expanded the active dealer base through structured dealer cohortization, re-engaging inactive dealers through targeted programs, doubling first-auction pricing coverage and reducing re-auction **bandwidth by 20%**.
- Designed and launched KAM incentive programs with structured payout frameworks tied to dealer performance metrics AND launched the Spinny Premier League (SPL), a region-level sales competition structured across all key performance metrics to drive competitive engagement and improve target achievement rates across the sales vertical.

Senior Manager, Native Brand (D2C) | Urban Company | Gurgaon HO

- Launched and scaled Urban Company's Native Water Purifier brand from scratch to **~₹50 Cr NRR** in six months as founding member, one of Urban Company's fastest-ever category scale-ups (currently at **₹250 Cr NRR**), building end-to-end product and process flows across supply chain, installation operations, and customer support.
- Improved **P&L margins by 500 bps** through supply chain optimization and cost-optimized 3PL partnerships (Xpressbees, Bluedart) achieving **95% on-time deliveries** in top cities. Scouted and orchestrated the Xpressbees partnership (commercial, warehousing, last-mile SLAs) and scaled operations pan-India across **11 cities**.
- Improved sales funnel conversion from **4% to 8%** by refining funnel stages, assigning priority leads to sales agents, building an assisted-sales pod. Implemented sales SOPs, VC-support and incentive structures targeting the right conversion behaviours.
- Reduced customer returns from **10% to 2%** by designing closed-loop feedback mechanisms that surfaced and corrected production quality defects at the manufacturer level materially improving customer satisfaction and warranty cost burden.

- Built the complete CX infrastructure: agent SOPs, on-app help center and warranty flows, escalation tracking, and VC-assisted partner support improving escalation issue resolution rates to **80%**.

Manager, Central & City Operations, Appliances | Urban Company | Hyderabad

- Grew Hyderabad's appliances category to a record **₹50L+ monthly** service revenue in under 3 months by improving partner utilization by 35% and service delivery rate by 10 percentage points through hub-level supply planning.
- Improved partner NPS from **-30 points to +35 points** on average across categories through structured partner engagement, and escalation resolution reducing demand loss improving **demand by ~17%**; Awarded Heavy Lifter within 3 months of joining.
- Redesigned TV repair category pan-India: launched **20+** new services through market research and partner FGDs, restructured pricing, improved job acceptance rates, boosted **demand by 20%**, and improved **margins by 600 bps**.
- Built SQL-based RCA dashboards and standardized operational playbooks for demand fulfilment across appliance categories structured, data-driven frameworks later adopted across Urban Company's pan-India operations.
- Led the pan-India **IKEA** Appliance Installation partnership launches across all cities, significantly expanding Urban Company's service offering to a new premium customer segment.

Technical Account Manager | Hilti India Pvt. Ltd. | Hyderabad & Chennai

- Managed and grew a **₹2.4 Cr** key account portfolio by 100% YoY delivering **40% overall business growth** in 2021 and **250%** of digital channel sales targets, the highest share across the trade segment earning Hilti's Top Sales Club recognition for 2021.
- Developed annual **Account Development Plans (ADPs)** for key client accounts mapping client buying potential, project pipelines, and cross-sell priorities tracking progress against monthly targets to drive systematic engagement and revenue growth.
- Mapped and engaged the full **stakeholder hierarchy** at each client from site engineers and project managers to CEO/MD level positioning Hilti solutions at the project specification stage through management meetings and senior-level relationship building.
- Conducted project seminars and on-site technical demonstrations to embed Hilti as the preferred specification across major infrastructure projects, cross-selling across Hilti's product categories and Asset Management SaaS (Tool fleet management).
- Achieved **top sales** in India in Feb 2019 at **350% of monthly target**, the highest in the country that month, through systematic cross-selling across Hilti's product portfolio and multichannel selling.
- Revived a degrowing territory (contributing **80%** of target) by building a **50% new client pipeline** through deep project mapping and multi-level stakeholder engagement in Heavy Civil Engineering infrastructure projects across Chennai.

Education

B. Tech, Mechanical Engineering – National Institute of Technology (NIT) Trichy | India | Jul 2014 – May 2018

Accomplishments and Awards

- Heavy Lifter Award 2023, Urban Company - Best performer for improving Native brand's P&L margins by 500 bps; reducing customer returns from 10% to 2%; improving sales funnel conversion from 4% to 8%.
- Heavy Lifter Award 2021, Urban Company - Highest-ever monthly service volume in Hyderabad appliances within 3 months.
- Top Sales Club 2021, Hilti India - Achieved 250% of annual sales target; highest digital channel adoption across India.
- Top Sales Club 2019, Hilti India - Achieved 350% of monthly target in Feb 2019, the highest in India that month.

License & Certifications

Excel Skills for Business: Advanced
 Pre-MBA Statistics
 Excel: Advanced Formulas and Functions (2022)
 Learning Excel: Data Analysis (2019)
 Google Universal Analytics Essential Training (2020)
 Power BI Essential Training (2019)

Co/Extra-curricular

- Overall Coordinator, Synergy'18, NIT Trichy – Mechanical Engineering dept. annual symposium: 1700 registrations.
- Gold Medal – Kabaddi; Bronze Medal – Badminton (Doubles), Sportsfete Inter-Department Fest, NIT Trichy (2017)