



Sai Prasad Kanuru

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Summary

Strategy and operations leader with ~8 years across retail, e-commerce, and B2B sales. Proven track record in cross-functional program management, data-driven decision making, and CXO stakeholder engagement. Built Urban Company's Native brand from scratch to ₹50 Cr NRR in six months (currently ₹250 Cr). Led Amazon Fresh's pan-India expansion across 40+ cities driving ₹7 Cr monthly incremental revenue with end-to-end P&L ownership.

Professional Experience

Program Lead, Omni Growth & Expansion | More Retail (Amazon Fresh) | Mumbai Jan 2025 – Mar 2026

- Led Amazon Fresh's pan-India expansion launching 50+ dark stores across 40+ cities in 9 months (part of 50+ cities plan), driving ₹7 Cr monthly incremental revenue (10% business growth, FY25) with end-to-end P&L accountability; accelerated launch timelines from 4 to 3 months by digitizing workflows and streamlining cross-functional project tracking.
- Delivered ~₹1.5 Cr monthly saving (120 bps profitability improvement) through store consolidation and overheads optimization; built the FY26 tier-2 expansion growth plan and replacing high-rental stores, saving ~₹15L/month for a leaner network footprint.
- Designed infrastructure, staffing, and inventory capacity systems unlocking 25 to 30% higher order volumes during seasonal peaks, generating ₹5+ Cr additional monthly revenue without SLA disruptions.
- Formulated the strategic roadmap to transition from 2/3-hour slot delivery to 30-45-minute quick commerce fulfillment, redefining store configurations, staffing ratios, picking paths, and SLAs to compete with Blinkit, Swiggy Instamart, and Zepto.

Associate Program Manager II, Central Strategy & Operations | Spinny | Gurgaon Mar 2024 - Dec 2024

- Led a 10-member central team building a centralized decision-support function with standardized reporting and management dashboards used across Operations, Product, and Sales leadership for data-driven decision making.
- Built margin models and fraud detection systems through multivariate analysis, improving margins by ~35 bps (~₹30L/month) and recovering ~₹40L/month through dealer penalization workflows.
- Expanded active dealer base through structured cohortization and re-engagement programs, doubling auction pricing coverage and reducing re-auction bandwidth by 20%; designed KAM incentive programs to drive competitive sales performance.

Senior Manager, Native Brand (D2C) | Urban Company | Gurgaon HO Jun 2022 - Feb 2024

- Launched and scaled Native Water Purifier brand operations from scratch to ~₹50 Cr NRR in six months as founding member (currently ₹250 Cr NRR), building end-to-end flows across supply chain, installation operations, and customer support.
- Improved P&L margins by 500 bps through supply chain optimization and 3PL partnerships achieving 95% on-time deliveries; doubled sales conversion from 4% to 8% through funnel redesign and assisted-sales pod.
- Reduced customer returns from 10% to 2% through tracking closed-loop feedback on manufacturing & assembly issues; built complete CX infrastructure including SOPs, help center, warranty flows, and escalation tracking (80% resolution rate).

Manager, Central & City Operations | Urban Company | Hyderabad Jul 2021 - May 2022

- Drove Hyderabad appliances to record ₹50L+ monthly revenue in under 3 months improving partner utilization by 35%; improved partner NPS from -30 to +35 points, boosting demand by ~17%. Redesigned TV repair category pan-India: launched 20+ services, restructured pricing, improved demand by 20% and margins by 600 bps.

Technical Account Manager | Hilti India Pvt. Ltd. | Hyderabad & Chennai Jul 2018 - Jul 2021

- Grew a ₹2.4 Cr Hyderabad infrastructure key account portfolio by 100% YoY (40% business growth, 250% digital sales target).
- Strategized Account Development Plans mapping client buying potential, project pipelines, and cross-sell opportunities; conducted project seminars and on-site technical trainings to embed solutions as the preferred specification across projects.
- Engaged stakeholder hierarchies from site engineers to CEO/MD level; revived a degrowing Chennai territory by building a 50% new client pipeline through deep key stakeholder engagement and project mapping.

Education

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

Accomplishments and Awards

- Heavy Lifter Award 2023/2021, Urban Company
- Top Sales Club 2021/2019, Hilti India

Co/Extra-curricular Activities

- Events and Speakers cell head, GMLC Club, IIMA
- Overall Coordinator, Synergy - 2018, NIT Trichy
- Gold Medal – Kabaddi; Bronze Medal – Badminton (Doubles), Sportsfete Inter-Department Fest, NIT Trichy (2017)

License & Certifications

- Six Sigma Green Belt (2026), Business Writing, Advanced Excel Skills for Business, Pre-MBA Statistics, Excel: Advanced Formulas and Functions, Excel: Data Analytics, Google Universal Analytics Essential Training, and Power BI Essential Training.