Vikram Singh Rathore

Brand Manager

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Personal statement

Brand manager with 7 years in FMCG snacks and dairy, currently owning a ₹180 crore snacks brand P&L across West India. Grew retail-audit market share from 6.2% to 7.9% through price-pack architecture, a packaging refresh and two flavour launches, working closely with sales, R&D and agencies.

Work experience

Brand Manager – Snacks · Sahyadri Consumer Products Ltd, Mumbai — Apr 2023 – Present

- Own the P&L for a ₹180 crore namkeen and chips brand, including pricing, media plan and annual operating plan.
- Grew value market share in Maharashtra and Gujarat from 6.2% to 7.9% in 2 years, as measured by retail audit data.
- Introduced ₹10 and ₹20 price packs for rural general trade, which now contribute 31% of brand volume.
- Led a packaging refresh and 2 regional flavour launches, improving gross margin by 2.4 percentage points through board and laminate changes.

Assistant Brand Manager · Narmada Dairy Foods Ltd, Ahmedabad — Jun 2019 – Mar 2023

- Launched a flavoured milk range in PET bottles that reached ₹22 crore in annual sales by year two.
- Commissioned and presented 6 consumer research studies (concept tests, usage and attitude) to guide positioning.
- Managed TV and digital campaigns with the creative agency, lifting spontaneous brand awareness in Gujarat from 34% to 46%.

Education

MBA in Marketing · Western India Institute of Management, Indore — 2017 – 2019
Grade: 3.4 / 4 GPA

B.E. in Mechanical Engineering · Marudhar Engineering College, Jodhpur — 2012 – 2016
Grade: 7.4 CGPA

SKILLS

Brand P&L management
Consumer insights
Price-pack architecture
New product development
Packaging development
Media planning
Retail audit analysis
Advanced Excel

CORE SKILLS

- Strategic thinking
- Cross-functional leadership
- Agency management
- Data-driven decisions
- Business presentations

LANGUAGES

English · Fluent
Hindi · Native
Gujarati · Conversational
Marathi · Conversational

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