

Ravi Kiran

VP — GROWTH & SPECIAL PROJECTS • OPEN TO ANYWHERE

+91 93848 99912 • ravikiran96@gmail.com • linkedin.com/in/ravikiran96 •

Growth operator with **5+ years scaling high-velocity consumer businesses** across D2C market place, e-commerce & quick commerce. At Zomato, progressed from Account Manager to **Business Head of Tamil Nadu** — owning a ₹100Cr+ P&L, 12 cities, and 50+ people — in under 3 years. At Shree Anandhaas (backed by A91 Partners), **doubled online revenue contribution in 3 months**. Rare combination of product thinking, commercial ownership, and people leadership. Available to relocate or work remotely, globally.

EXPERIENCE

Vice President — Special Projects

Sep 2025 — Present

Shree Anandhaas Sweets & Snacks • Backed by A91 Partners

2x online contribution in 3 months

Launched & Scaled D2C and Q-commerce

200+% YoY growth across channels

- Led all online revenue channels — Food delivery, Quick commerce, and D2C website/app — end-to-end.
- Doubled online contribution from 5% to 10% of total revenue within 3 months while overall business grew 25% MoM.
- Launched an app owning last mile logistics to cater to hyperlocal demand.
- Defined and standardised brand language across all marketing and customer-facing communications.

Business Head — Tamil Nadu

May 2025 — Sep 2025

Zomato Limited

₹100Cr+ P&L

15% MoM GMV growth

20% EBITDA improvement

10% logistics cost reduction

- Owned end-to-end supply, operations, logistics, and product for Tamil Nadu — 12 cities, ₹100Cr+ monthly turnover, 50+ member team.
- Drove 15% MoM GMV growth and improved EBITDA margins by 20% within 2 months of taking charge.
- Reduced per-mile logistics cost by 10% through optimised routing and fleet planning.

City Growth Lead

Oct 2024 — May 2025

Zomato Limited

30% monthly GOV growth

Highest-ever EBITDA

Record market share

- Led POI activation, serviceability expansion, and ad delivery optimisation — drove 30% growth in monthly GOV and 15% increase in daily transacting users.
- Directed cross-functional teams to achieve highest-ever absolute EBITDA, surpassing previous records by 20%.
- Achieved consistent 20% month-on-month growth across Q3 2024 — record-high relative market share.
- Reduced average delivery time by 5 minutes through analysis and optimisation of estimation metrics.

Product Manager — Generative AI & Categories

Jul 2024 — Oct 2024

Zomato Limited

30% search-to-order lift

30% checkout improvement

75% merchant rejection drop

- Built three product verticals: **Gen AI cart planning**, **Search & Discovery** for categories, and **healthy nudges** for conscious ordering.
- Led a cross-functional team of **5 engineers + 3 product analysts**.
- Improved **Search-to-Order metric** by **30%** across Mithai, Ice Cream, and Dessert categories.
- Scaled **order scheduling** nationwide — **20% adoption increase**, **75% reduction in merchant rejections**.

Program Manager — Customer Engagement & Growth

Jul 2023 — Jul 2024

Zomato Limited

40% lapsed user resurrection

30% new user acquisition

30% GOV uplift from coupons

- Directed festival growth charter — improved lapsed user resurrection by **40% YoY**, new user acquisition by **30%**, overall retention by **30%**.
- Built time-limited coupon engine: **30% increase in gross order volume**, **15% retention boost** among discount-sensitive users.
- Launched POI-level campaigns across colleges, workplaces, and apartments — achieved **5% market share shift** in target segments.
- Developed **behavioural targeting system** based on app-open patterns, improving platform NPS significantly.
- Shipped a viral food persona matching game — generated measurable social media buzz and engagement.

EDUCATION

Masters in Automotive Systems

HAN University of Applied Sciences, Netherlands

Specialisation: Vehicle Dynamics & Autonomous Driving

Bachelor of Technology — Mechanical Engineering

SRM University, India

SKILLS & DOMAINS

BUSINESS

P&L Ownership • Revenue Growth • Unit Economics • GTM • Market Expansion

PRODUCT

Product Strategy • Gen AI • Search & Discovery • E-commerce • Quick Commerce • D2C

LEADERSHIP

Cross-functional Teams • Ops & Logistics • Supply Chain • Customer Engagement • Brand