



ABIR BASU

Experienced Retail Area Operations Manager | NSO Expansion |
Omni Channel | Q-Commerce | Driving Operational Excellence | P&L |
Area Loss Prevention | Business Growth | People Management

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A seasoned retail professional with over 17+ years of extensive experience in OMNI channel operations, NSO Expansion and team management across leading retail organizations such as Reliance Industries Ltd., Aditya Birla Retail (MORE), and Spencer's Retail.

Core Competencies

Area Operations

Omni Channel Operations

Quick Commerce Operations

Area Loss Prevention

SOP & Audit compliance

Inventory Management

Cost control & P&L management

Stakeholder & Vendor Management

Order Fulfillment & last mile coordination

KPI & productivity Management

Education

- **Bachelor of Commerce (B. Com)**
Calcutta University / 2012
- **Diploma in Automobile Engineering**
Institute of Motor Industry (IMI) / 2005
- **Higher Secondary Education (10+2)**
CBSE Board / 2002
- **Secondary Education (10th)**
CBSE Board / 2000

Summary

Profile Synopsis

- Currently serving as NSO- Area Manager at More Retail Pvt. Ltd.- Scaling OMNI business growth with rapid NSO launches & managing Multi store operation including Amazon Fresh in Hyderabad & upcountry towns in Telangana
- Managed OMNI channel Quick Commerce operation in North Kolkata for Apna Mart Retail.
- Support operations for 25 Reliance Retail Fashion & Lifestyle stores in terms of SOP, visual merchandising standards and operational best practices
- During the tenure at Aditya Birla Retail successfully managed 21 Store (Supermarket & Hypermarket) with the monthly turnover of ₹9 Cr, launched 30 new stores, and implemented strategies to reduce shrinkage and operational costs.
- Handled both offline and online retail operations, including Amazon powered OMNI channel management, and has experience in startup ventures, have managed a CHOCO HUT-café shop at AIIMS-Kalyani.

Recognition & Certifications

- **Best Store Manager for the Year 2014-15 (KOL-Region)** – Recognized for outstanding performance in sales and operations.
- **National Best Store Manager (FY 2014-15)** – Awarded for lowest damage, shrinkage, and expiry management.
- **Mid-Year Increment (FY 2013-14)** – Turned a loss-making store into a profitable one.
- **Successful Store Launches** – Played a key role in launching 30+ supermarkets for Aditya Birla Retail.
- **Best Employee of the Quarter (October 2011)** – Acknowledged for exceptional performance.
- **Promotions at Aditya Birla Retail** – Progressed from Customer Service Supervisor to Manager - Area Operations through consistent performance.

Career Graph

NSO-
Manager
Area
Operations

Co-Founder

Manager-Loss
Prevention

Area
Manager
Operations



Work Experience

NSO -Area Manager

More Retail Pvt. Ltd.

Since Jan '2026

- Scaling retail **OMNI business** in **Hyderabad** & upcountry towns in **Telangana**. Scout property & negotiate rentals for stores.
- Launch & operate NSO stores, stabilize stores operations through SOP drive & process implementation.
- Drive **Online** business through **More OMNI** & **Amazon Fresh** operations.
- Monitor daily **Online & Offline metrics** like **ODR, INF, UPH, C2S, PDR, Fill rate, SALE, ATV, NOB, LTL, Category Contribution** find gaps & implement corrective actions to improve cluster performance.

Area Manager – Operations

Apna Mart

August' 2025 – Dec' 2025

- Driving **Omni channel** Store & **quick commerce 15 minutes delivery** operations in Kolkata suburbans & tire- 2 towns in West Bengal.
- Drive **Q commerce metrics** by monitoring **Key KPIs** such as **Order Fill rate, Order Defective rate, pick delay, Delayed delivery, on time Put way, on time receiving, GRN**, daily on time **fresh write offs**.
- Drove Productivity improvement through effective manpower planning & work force optimization.
- Ensured optimal inventory availability by minimizing stock out, control **inventory aging & improve replenishment** efficiency.
- Pivotal role plays in business, store rollout strategy, enabling sustainable growth & capturing a wide share in modern retail in East.

Manager –Loss Prevention

Reliance Retail Ltd.

March' 2024 – July' 2025

- Support operations & compliance for **25 Reliance Retail Fashion & Lifestyle stores**, including **Trends, Fashion Factory & Footprint** in **Kolkata**.
- Ensure execution of SOP, visual merchandising standards and operational best practices across stores.
- Conducted regular store audits covering inventory, cash management, customer service & process compliance.
- Monitor store performance metrics & coordinated corrective actions to improve operational efficiency.
- Supported seasonal launches, promotions & merchandise rollout to ensure timely execution.
- Coordinated with cross function teams including supply chain, HR, VM & Commercial functions for seamless store operations.
- Support NSO activities including pre-opening audits, merchandise setup & operational readiness.

Co-Founder

Choco Hut (Café Shop)

July 2023 – Feb' 2024

- Established and managed a 500 sq. ft. campus café within AIIMS-Kalyani, catering to students, staff, and visitors.
- Oversaw end-to-end operations, including customer service, procurement, marketing, and menu development.
- Strategized pricing and margin setup to optimize profitability while maintaining affordability.
- Managed vendor relationships to ensure quality sourcing of ingredients at competitive rates.
- Implemented cost-control measures and streamlined operations for efficient financial management.

Manager – Area Operation

More Retail Pvt. Ltd

Oct 2018 - July 2023

- **Manager - Area Operation** (January 2023 - July 2023)
- **Manager - Cluster Operation** (October 2022 - December 2022)
- **Deputy Manager - Cluster Operation** (September 2021 - September 2022)
- **Assistant Manager - Cluster Operation** (August 2019 - August 2021)
- **Trainee Cluster Manager** (October 2018 - July 2019)
- **Senior Store Manager** (April 2017 - September 2018)
- **Store Manager** (April 2015 - March 2017)
- **Assistant Store Manager** (July 2012 - March 2015)

Internal Growth



- Managed **250-260** employees across 21 stores (**6 upcountry, 15 city, 1 hybrid OMNI store with Amazon support**), achieving monthly sales of **9 Cr over 47,000 sq. ft.**
- Consistently achieved 95%+ sales targets, reduced wastage, and improved KPIs. Analyzed monthly P&L to enhance margins.
- Launched 30 supermarkets in West Bengal, handling location scouting, layout planning, assortment, GTM strategies, and store setup.
- Oversaw **OMNI operations** for 19 stores, averaging 10L monthly sales and **60-70 OPD/store**. Managed **First, Middle, and Last Mile operations**.
- Controlled inventory shrinkage, motivated teams through incentive schemes, and trained 35-40 associates bi-weekly to groom future Team Leaders.
- **Additional roles:** Category SPOC for FMCG-nonfood & BDF in the East Circle.
- **Internal Trainer:** Trained & developed internal talent for Team Leader and Store Manager positions through weekly training sessions with 35-40 associates.



• Key Projects:

- **Mission Happiness (2016-2017):** Improved customer experience, addressed feedback gaps, and boosted NPS.
- **NSO Store Manager (2017-2018):** Validated sites, planned assortments, and ensured OPEX-positive post store launches within the first quarter.



• Prior Experience

- **Team Lease Services Ltd | Customer Service Supervisor | (December 2009 - June 2012)**
- **Spencer's Retail | Customer Service Associate | (August 2007 - November 2009)**

Personal Details

- **Date of Birth:** 1st October 1984
- **Language Known:** English, Hindi, Bengali
- **Hobbies:** Cooking & eating

