

Kaushik Basu

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Professional Summary

Dynamic sourcing and production professional with over 29 years of experience, recognized for a proven track record in international marketing, product development, and corporate communication. Extensive travel across Europe has enriched expertise in both manufacturing and buying sectors, particularly in apparel, home furnishings, knitwear, and accessories sourcing. Skilled in providing leadership and strategic counsel to enhance client satisfaction while accelerating profitability through synergy within corporate functions. Adept at monitoring market dynamics and global intelligence to identify business opportunities, streamline production planning, and improve key performance indicators by fostering a strong team with the right values and skills.

Core Competencies and Skills

- Merchandising
- Fashion merchandising
- Textile expertise
- Collaborative strategic planning
- Operational productivity improvement
- Strategic team guidance
- Supplier engagement strategies
- Competitive market analysis
- Interdepartmental collaboration expertise
- Product innovation
- Customer relationship management
- Merchandising planning
- Strategic communication planning
- Design Education & Training
- ERP Systems & MS Office Proficiency

Professional Experience

Business Unit Lead – Pashma (Leading International Brand) Oct'22 – Aug'25

- Led strategic business initiatives that enhanced operational efficiency, resulting in optimized resource allocation and improved team performance.
- Developed and executed comprehensive business strategies that drove growth and increased market share through innovative solutions.
- Collaborated with cross-functional teams to implement process improvements, fostering a culture of continuous improvement and accountability.
- Mentored and guided junior staff, enhancing their skills and contributing to the overall success of the business unit.
- Established key performance indicators to measure business unit performance, facilitating data-driven decision-making across all levels.

Head of Sourcing - Artee Collections(American Home Retailer) Mar'21 – Sept'22

- Responsible for total southeast Asia production and sourcing operation.
- Handle all kinds of customized home furnishing products. Coordinate with all 20 stores for all the production outsourcing.

- Developed and implemented sourcing strategies that enhanced supplier performance and optimized procurement processes across multiple product categories.
- Led cross-functional teams to evaluate vendor capabilities, ensuring alignment with organizational goals and fostering strong supplier relationships.
- Streamlined the sourcing process by integrating advanced analytics tools, resulting in improved decision-making and reduced lead times.
- Mentored junior sourcing professionals, providing guidance on best practices and driving continuous improvement within the sourcing department.

Head Of Merchandising - GeeBee Garments - Dhaka - Sept'19 – Mar'20

- Led the development and execution of merchandising strategies, enhancing product visibility and driving increased sales across multiple channels.
- Collaborated with cross-functional teams to optimize inventory management processes, resulting in improved stock turnover and reduced excess inventory.
- Analyzed market trends and consumer insights to inform product assortment decisions, aligning offerings with customer preferences and market demands.
- Mentored and trained merchandising staff on best practices, fostering a culture of continuous improvement and professional development within the team.
- Established strong relationships with vendors, negotiating favorable terms and improving supply chain efficiency to support merchandising objectives.

Head Of Merchandising - Tricot Industries Pvt Ltd – Kathmandu - Mar'18 – Aug'19

- Developed and implemented comprehensive marketing strategies that enhanced brand visibility and increased market share through targeted campaigns.
- Spearheaded trade show participation, showcasing company offerings while networking with industry professionals for future partnerships.
- Led cross-functional teams in executing merchandising initiatives that improved product placement and customer engagement, driving sales growth.
- Analyzed market trends and consumer behavior data to inform product development, resulting in successful launches that met evolving customer needs.

Division Head - T&FG (Timex & Fergasam) – Colombo – Jan'16 – Feb'18

- Led cross-functional teams to develop and implement strategic initiatives, enhancing overall operational efficiency and effectiveness.
- Collaborated with senior management to align departmental goals with corporate strategy, ensuring cohesive organizational direction.
- Oversaw budget management, ensuring optimal allocation of resources to drive project success and cost savings.
- Established performance metrics and benchmarks, fostering a culture of continuous improvement and accountability across departments.
- Spearheaded talent development programs, mentoring staff to enhance skills and promote leadership within the organization.

Senior Manager - Sarita Handa Exports – May'12 – Dec'15

- Led cross-functional teams to develop and implement strategic communication plans, enhancing stakeholder engagement and brand visibility.
- Established strong relationships with clients and stakeholders, ensuring long-term partnerships and repeat business.
- Spearheaded project management initiatives to streamline operations, resulting in improved efficiency and timely project delivery.
- Oversaw corporate communication strategies, ensuring alignment with organizational goals and fostering a consistent brand message.
- Mentored and developed junior staff in project management and communication best practices, promoting professional growth and team collaboration.

DMM – Vineetaz Exports – April'10 – April'12

- Job profile include managing the merchandising team of 8 Sr. merchants and Merchants.

- All three divisions Apparel, Accessory and Home furnishings is managed by myself and the team. Company's clients include Le Radoute, Somewhere, Monoprix, Jacquline riu, Galleries Lafayette, Sonia Rykiel, Anna Sui, Dries Van Noten like high fashion also it does the highstreet retailers like Debenhams, Zara and John Lewis. Buying Houses dealing Redcats, Taffles, Acko, IBH etc.
- Spearheaded the development and implementation of operational strategies to optimize supply chain efficiency and reduce costs.
- Led cross-functional teams to enhance product quality and compliance with industry standards, fostering a culture of continuous improvement.

AMM - Orientcraft Ltd. – Jun'07 – Mar'10

- Dept. Marks & Spencer
- Job profile include managing the merchandising team of the division Marks & Spencer for childrenswear.
- During this 1 year the division has managed to penetrate into the Childrens sleepwear dept. and increased the sales from 18 cr. To 35 cr. For the next qtr.
- The division has already booked a business of Rs.12 cr. For Fall/winter'09/10.
- Based on the information provided, here are eight experience statements for the role of AMM at Orientcraft Ltd., reflecting the responsibilities and context of the position:
- Developed and implemented process improvements that optimized operational workflows and enhanced productivity across various departments.
- Led cross-functional teams in project initiatives, fostering collaboration and achieving project milestones within designated timelines.
- Streamlined inventory management practices, reducing excess stock and ensuring timely replenishment to meet production demands.

Sr. Merchandiser to Manager - Merchandising & Business Development - Creatnet Services Ltd. – 2001-2007

- Sourcing in India for the US market for a customer profile including High-end brands, retailers.
- Product Development and Execution.
- Responsibilities included Product Development, Sourcing and Production, Merchandising and Vendor Matrix Management.
- Grew business from under US\$ 1M in 2004 to close at US\$ 5M in the year 2006.
- Growth target for the year closing 2007 was US\$ 10M.
- Visited New York in Sept'04 for Acquiring insight into working of US Retail Market played a pivotal in identifying potential customers and devising strategies to bring them to India.
- Led merchandising strategies that enhanced product visibility and improved overall sales performance across multiple categories.
- Developed and executed business development initiatives that strengthened partnerships, driving increased market share and customer engagement.
- Managed inventory optimization processes, ensuring accurate forecasting and timely replenishment to meet customer demand effectively.
- Conducted market research to identify emerging trends, informing strategic decisions that aligned with consumer preferences and company goals.

Merchandiser to Sr. Merchandiser in Remya Fashion and JJ Exporters Ltd. From 1996 - 2001

Education

- PGD in Merchandising - National Institute of Fashion Technology, Delhi – 1998
- AD in Fashion Marketing - International Intitute of Fashion Technology – 1995
- Bachelor in Arts – Delhi University – 1996
- Executive MBA – Sikkim Manipal University – 2019