

Pranay Piplani

A first-generation entrepreneur, investor and an academician. Advisor to global consumer product companies. Mentor to budding entrepreneurs. Visiting faculty at leading business schools. Writer on contemporary marketing issues. Public Speaker.

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📍 India

EXPERIENCE

CEO

Accretive Ventures

2017 - Present

– Accretive Ventures works with global consumer companies in establishing presence in India, especially by way of direct-to-consumer (D2C) channels. D2C is a new-age channel which plays on the advantages offered by online and e-commerce marketplaces on the one hand, and internal digital and logistics capabilities on the other. In the past couple of years, there have been scores of D2C success stories in categories like Health & Personal Care, Beauty, Food & Beverage, and others. While D2C is relatively low-cost and with reduced entry barriers, each brand/category requires a unique, differentiated and fine-tuned strategy typically revolving around an interplay of time (go-to-market), budget and logistics innovation. The ideal D2C strategy strives for a balance of sales throughput (and resource allocation) from proprietary brand website, and from e-business sub-channels including hyperlocal, subscription, democratic marketplace, e-grocer, online pharmacy, offline retailer extension/omnichannel, digital-only, B2B e-commerce.

Director - Sales and Marketing

Essity Hygiene & Health India Pvt. Ltd. - world's largest hygiene products maker

2014 - 2017

Marketing Manager

Nivea India Pvt. Ltd.

2009 - 2014

Key Accounts Manager

Perfetti Van Melle India Pvt. Ltd.

2005 - 2009

ACHIEVEMENTS

Authored the first-ever handbook on managing organised retail in consumer goods industry

Association of 11+ years with top business schools as a visiting faculty in marketing, retail, entrepreneurship and e-business

Member, Admissions Panel - Fore School of Management

Member, Entrepreneurship Development Cell - DY Patil University, Delhi Technological University

SKILLS

Leadership

Communication

Marketing Strategy

Sales Strategy

Brand Marketing

E-commerce

Negotiation

Product Development

GTM Planning

Digital Marketing

Supply Chain

Entrepreneurship

PUBLICATIONS

Roadmap to winning the Wound-Care category in organised retail - an approach paper

India market potential for The Games Workshop, a British maker of miniature wargames

'Sweet Nothings?' - a clarion call to modern retailers highlighting confectionery business prospects, published in The Progressive Grocer

'Marketer Par Excellence' - a tribute to actor Aamir Khan published in The Free Press Journal

'Food for Thought' - evolving trends in food retail, published with The Retailer

'Private Labels' - Retailer magazine

'Every dark cloud has a silver lining' - on post-Covid challenges and solutions for B2C industry

EDUCATION

Masters of Business Administration

Narsee Monjee Institute of Management Studies, Mumbai

Jun 2003 - May 2005

Bachelor of Business Studies

Shaheed Sukhdev College of Business Studies, University of Delhi

Jun 1999 - Jun 2003