

Profile of S Kalugasalamurthy

Now a retailer by passion, S Kalugasalamurthy (short named *as Murthy*) is a fisheries professional by his education and also by his stint experiences. Later part of 12 years in the 28+ years of industrial experience, he spent his retail life in handling category management in modern retail with a focus on sourcing and new product development.

His core expertise lies in building new business models and developing the retail merchandise categories from scratch and getting new products on board innovatively through deep customer understanding.

Murthy is currently working as a Chief Merchandising Officer, heading the merchandising and fulfilment operation in *kasback*, the new e-retail (online market place) start-up platform from Kemia Industries Limited, Chennai, focusing the merchandise groups of Lifestyle, Consumer Electronics, Food & Groceries and Books and Journals in a single platform and this platform will go live soon with pan India presence.

A Journey

He has started his career in Indian seafood processing sector after his graduation from Fisheries College, Tuticorin in 1987 and has also completed his MBA (Agribusiness Management) from Tamil Nadu Agricultural University, Coimbatore in 1992.

He associated with Indian seafood processing and aquaculture companies for more than 17 years and handled various responsibilities in the areas of Quality Control, Processing, Procurement, Export Marketing Operations, Import, Feed and Aquaculture Input Distribution, Contract Farming, Shrimp Hatchery and Processing Plant Projects in this sector. Between 1998 - 2006, he travelled extensively to Singapore, Malaysia, Hongkong, Taiwan, Indonesia and Myanmar for trade development purposes.

In 2006, he took up his new role in modern retail and he was pioneer and instrumental in developing the business model and setting-up of retailing of non-veg foods category in Relaince Retail when the company launched *delight* branded stores in Chennai. Later he associated with the retail companies such as Spencers' Retail, Western Farm Fresh and Ucan Farmyards. In the modern retailing he handled Category Management, Logistic & Supply Chain, Retail Product development, Retail Production, etc, by covering the entire gamut of food retailing.

During 2016 - 2017, he handled the responsibilities of designing the MBA (Fisheries Enterprises Management) and also developing the syllabus and curriculum, which is a flagship program of Tamilnadu Dr Jayalalitha Fisheries University, to be started soon in its OMR Campus, Chennai.

From 2016, he is pursuing his Doctoral Research in Retail Management in the area of Consideration Sets (Shoppers') Behaviour Theory and planning to complete by 2020. He is a member of the Association of Consumer Research, USA, American Marketing Association, Academy of Management, USA, Academy of Marketing Science, USA, Association of International Business, Chartered institute of Procurement & Supply, UK and Madras Management Association.

He wishes to share the vision of moving the Fisheries and Aquaculture sector from its current unorganised or partially organised status to the fully organised, on par with any other industrial sectors of this country. With this agenda in heart, he is currently equipping himself for taking-up the above vision in full time role in next 5-7 years time and thereafter to engage in servicing and contributing strategies to this sector in achieving the vision.

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