

Amalesh Deka

12 Years 3 Months Overall Experience

12+ years of experience across Category Management and Buying in Home Furnishing/Decor and Kid's Furniture for leading retailers in India. Successfully launched and scaled product categories in both established and new brands, building vendor ecosystems, pricing strategy, and go-to-market plans. Proven leadership in managing cross-functional teams, delivering P&L goals, driving customer-centric assortments, and mentoring talent. Contributed to digital transformation initiatives by representing teams in tech solution development including PLM and e-commerce architecture.

Industry

- E-commerce
- Retail

Functional Areas

- Category Management
- Vendor Management
- Supply Chain Management
- Strategic Sourcing
- Buying and Merchandising

Education

IIM Indore

MBA

2025-2026

National Institute of Fashion Technology, Bangalore

Bachelor of Fashion Technology

2008-2012

National Law School of India University, Bangalore

Postgraduate Diploma in Consumer Law & Practice

2022-23

Certification

Lean Six Sigma – Green Belt

Lean Six Sigma – Green Belt (from KPMG India)

2025

CSPO

Certified Scrum Product Owner (From Scrum Alliance)

2025

Accomplishment

Branding & PR Committee Member – IIM Indore EPGP

Spearheading content strategy and brand visibility initiatives for program positioning across digital and institutional platforms

Ideator and process innovation award

Received Ideator and process innovation award in 2017 at Lifestyle People Oscar Award.

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Experience

Lifestyle International Pvt. Ltd

9 Months

Senior Manager- Buying

Jul' 24 - Mar' 25

- Led the India launch and end-to-end category development for Nursery Furniture category in Babyshop, building assortment, pricing, vendor base, and GTM strategy from the ground up
- Developed annual business plans, budget forecasts, and assortment strategies to drive category sales and margin in alignment with overall brand goals
- Onboarded 30+ private label and external brand vendors within 2 months, ensuring supply chain scalability and long-term vendor partnerships
- Collaborated with regional teams, including GCC stakeholders and sourcing hubs in Asia, to align product development and commercial processes
- Worked cross-functionally with planning, design, and marketing teams to define product specs, packaging, and promotional calendars
- Oversaw order management and SLA tracking while optimizing vendor performance through centralized buying and cost-control initiatives
- Managed and mentored a buying team, setting KRAs, conducting appraisals, and driving succession planning and performance motivation
- Conducted market and competition benchmarking to guide category design, pricing, and new product introduction strategies

Reliance Retail Ltd

1 Year 11 Months

Senior Manager- Buying

Aug' 22 - Jun' 24

- Led buying, curation, and business planning for Home Furnishing category by integrating Indian craft techniques with modern consumer demands
- Built category strategy for pricing, forecasting, and ordering to achieve AOP targets and ensure inventory availability
- Defined structured sampling, costing, PO creation, and product development workflows to support scale and authenticity
- Crafted customer-facing stories and promotional events celebrating craft and artisans
- Acted as business-side representative providing user feedback to external vendors building PLM and e-commerce tools, and contributed to defining page architecture for the Home Furnishing category on digital platforms.

Lifestyle International Pvt. Ltd

9 Years 7 Months

Manager- Buying

Jun' 12 - Jan' 22

- Managed Buying and category development for Home Furnishing and Decor category across offline and e-commerce platforms.
- Executed seasonal assortment planning, SKU selection, vendor negotiations, OTB and order tracking for the category
- Built pricing ladders and product architecture aligned with vendor costs, trend insights, and seasonal promotion cycles
- Coordinated with planning, visual merchandising, and marketing teams for merchandising and in-store experience.
- Provided business-side inputs to external tool developers working on PLM /QMS solutions for product lifecycle tracking