

Avishkar Shantinath Patil

Assistant Manager

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Profile Summary

Agribusiness professional with 1.3 years of experience in category management, key account handling, demand planning, and fresh produce operations across multiple fruit categories including Apple, Banana, Mango, and Pomogranate. Experienced in managing modern trade and B2B accounts, pricing, customer P&L, and fulfilment execution with strong focus on growth, quality compliance, and supply efficiency.

Key Skills

Category Management | Partner & Vendor Onboarding | Supply & Demand Planning | Operations Excellence | Process Improvement | Customer & Partner Experience | Cross-Functional Project Execution | Inventory Planning | Pricing & Negotiation | P&L Management | Advanced Excel (Dashboards, Forecasting, Pivot, XLOOKUP) | CRM | ERP | Stakeholder Management | Problem Solving & Ownership

Professional Experience

Assistant Manager – Category | Vegrow

Feb 2025 – Present

- Managed multiple fresh fruit categories including mango, apple, banana, and pomegranate across B2B and modern trade channels.
 - Onboarded and managed 15 key B2B and modern trade accounts, driving customer retention through CRM-led engagement and relationship management.
 - Handled a monthly business portfolio exceeding INR 1 crore with 200+ tons monthly volume, achieving 20% month-on-month growth.
 - Led indent collection and demand planning for D+1, D+3, and D+7 cycles to improve forecasting accuracy and supply alignment.
 - Oversaw sales order generation, GRN closure, and destination-level quality checks to ensure seamless order execution.
 - Managed pricing decisions and commercial negotiations with customers to improve category profitability.
 - Maintained 98% fill rate and improved fulfilment by 1% through proactive demand planning and strict quality compliance.
 - Owned customer-level P&L monitoring, dashboard reporting, ledger tracking, and ERP-based account management.
 - Coordinated with cross-functional teams including supply chain, operations, and quality for smooth execution.
 - Consistently surpassed GMV targets through effective category planning, customer engagement, and pricing execution, contributing to strong category performance in the Apple segment.
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Internship

Category Intern – Supply Chain Optimization | Vegrow

- Designed and implemented a liquidation strategy for B-grade bananas by onboarding 10 new trading partners, reducing monthly dump from 2.5 tons to less than 200 kg.
- Reduced Cost of Poor Quality (COPQ) by 15% through improved market linkages and pricing optimization.

- Negotiated with buyers to increase liquidation stock average selling price by INR 2 per kg using daily market benchmarking.
 - Monitored distribution centre sorting and grading operations to maintain a 98% fill rate with minimal customer rejections.
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Education

PGDM – Agribusiness Management

Indian Institute of Plantation Management, Bangalore | CGPA: 7

B.Sc Agriculture

Mahatma Phule Krishi Vidyapeeth, Ahmednagar | CGPA: 8.3

Awards

Bravo Award – Vegrow (Sept 2025)

Recognized for outstanding performance and high-impact execution in the Apple category

Academic Project

Value Chain Analysis of Sericulture and Apiculture Products and By-products

- Conducted value chain mapping of production, processing, and market linkages for sericulture and apiculture sectors.
 - Analysed by-product utilization opportunities and commercial bottlenecks across supply stages.
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Languages

- English - Professional Proficiency
- Marathi - Professional Proficiency
- Hindi - Professional Proficiency
- Kannada - Conversational Proficiency