

# Rajat Wahi



## **RAJAT WAHI**

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## **Background**

- Rajat has over 28 years of experience in CPG & Consulting. Prior to Deloitte, Rajat has worked with global consulting and CPG companies at senior management positions – KPMG India (S&O Practice, EMA Consumer Business Head, and India Head Consumer, Retail and Agri sectors), Indeed Strategy Consulting India (MD), Faces Cosmetics, Canada & India (COO & International President), Revlon Cosmetics, London (General Manager & EMA Head) and ITC Moscow (Sales Head).
- His areas of specialization include Corporate Strategy, Route to Market and Entry strategy, Sales & Trade Marketing, Distributor Management, Shopper insights, Sales Force Effectivity & SFA

## **Representative Engagement Experience**

- Work with leading CPG & Retail clients on areas like Route-to-market strategy, Shopper Behaviour, Shopper Marketing & Merchandising, Sales org design, Vision & Mission strategy, Data analytics, DMS & SFA, Sales assessment & distributor effectivity, D2C/Blended Commerce, etc.
- Develop Thought Leaderships on key challenges and opportunities in the CPG & Retail Sectors
- Working with alliance partners like Google Cloud, AWS, SFDC, SAP, Oracle, etc for tech implementation at CPG and Retail clients
- Work with M&A/PE team for investments & acquisitions/partnerships in startups and established CPG companies
- Support state governments on large Agri sector projects, Thought Leaderships and market assessment
- Member of FICCI Retail & CPG Industry Committee & CII Food & Agri committee
- Supported the Direct Selling industry body and leading DS companies in model re-design and regulatory compliance
- Managed the EMEA business based out of London for Revlon cosmetics through affiliates and distributors across 30 countries in Europe, Middle East, CEE, and Israel