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KIRUBA DEVI

Head Of Sourcing

 **zivame**

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Y

Our Transformative Journey In the Industry.

Fresh out of textile engineering, I dived into the dynamic world of a Tirupur-based buying office that exported to the US. My colleagues, hailing from prestigious institutions like IIT and NIFT, made the journey all the more enriching. Engrossed in product development, we crafted world-class offerings using cutting-edge techniques and premium fabrics, including Pima cotton, an active wear range, and captivating washes and embellishments. A personal realization struck me while shopping locally—I couldn't find this high-quality, innovative products in the Indian market. Inspired to bridge this gap, I transitioned into retail buying. This marked the beginning of my journey with Aditya Birla Retail Limited, Jubilant Retail, Mahindra Retail Private Limited, and Zivame, where I dedicated myself to bringing world-class products to the Indian market at affordable prices.

Today I feel half of this is accomplished and a long way to reach my goal that triggered at the very beginning of the career for Indian market.

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AN Inspirational Chapter Of Your Life that Stands Out

My professional journey started with a deep passion for the industry and consumers. On the job I discovered skills and talents within me and started building it with dedicated practice. While I started a retail journey with value formats, working hard for prices and quality, one of the categories I dealt with was Infants & kids and my heart went to these specialized categories and started exploring those.

This took me on the journey of more specialized categories like Infants, maternity wear and lingerie, shapewear and made me think deeper on innovation and category expansion.

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G Game-Changing Retail & Consumer Technologies In Your View

Any technologies that simplify consumer shopping and aids them to pacify decisions are the game changers. Digital transformation of the retail industry is the first step forward. Omni channel, AI driven retail demand forecast, recommendation on fitting, selection, contact less billing, retail video analytics, consumer journey analytics and metaverse are some of the known technologies that will carve a path to more new technologies.

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Observations On Gaps In the Industry & Recommendations for Enhancements.

As a tech rich country, we do a lot of work in technology for world top retailers, I think we should start using it to our fullest advantage and improve the retail & industry efficiencies with technology.

Sustainability should be taken seriously at all touch points, from product manufacturing to consumer delivery.

Y Our Endeavors Towards Supporting the Industry's Ambition Aligned With the Nation's Vision Of Becoming A Trillion-Dollar Textile Economy

Being associated with the Indian market for a long time my major focus was and will be to **“BUILD CAPABILITY IN INDIA TO DRAW WORLD’S ATTENTION ON OUR MAKE & TECHNOLOGY”**.

We need to focus on innovation which will help getting international buyers to India & retain Indian buyers within our country, build the entire ecosystem right from raw material, trims across all the contents so that India is self-sufficient to manage the entire supply chain within the country and support and guide manufacturing partners with the numbers and build capacities across all scale of the order volumes.

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The background of the slide is a light-colored collage of silhouettes of people of various ethnicities and ages, representing diversity. In the top right corner, there is a logo for BSL (Brands & Sourcing Leaders Association) consisting of the letters 'BSL' in a bold, dark blue font inside a rounded rectangular border. Below the logo, the text 'BRANDS & SOURCING LEADERS ASSOCIATION' is written in a smaller, dark blue font, with 'INCUBATOR | ACCELERATOR | CATALYST' written below it in an even smaller font.

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A Message You'd Impart to Galvanize - India's GenZ.

Understand the consumer, Innovate and stay top on technology with our heritage and values.

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While doing niche categories in any retail organization I had to do it all right from the scratch as the history is limited and the market is new like customer research, business planning, visual merchandising, stakeholders' management and the list goes on. This gave a 360-degree view for the business and pushed me to do academic learning PDGRM from symbiosis, MBA and Ph. D in consumer studies from Bharathiar University.

Practical applications of the studies and need to do more in the industry pushed me further into launching new product ranges in the market and today there are multiple patents applied on my name and have engineered many non-patented products commercially successful in the market too.

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