

Shreyans Surana

Introduction:

Shreyans Surana stands as a dynamic force and key personnel at the helm of Bazaar Style Retail Limited, weaving together the realms of fashion, finance, and manufacturing with unparalleled expertise.

As the Chairman & Managing Director of Bazaar Style Retail Limited, he has carved a niche for himself as a thought leader, leveraging his multifaceted experience to propel the company to new heights. With a keen understanding of consumer trends, market dynamics, and manufacturing processes, he spearheads the company's expansion, establishing it as a formidable player in the fashion industry.



Education and Early Career:

Growing up in a family immersed in the garment and fashion business, he gained exposure to diverse subjects and honed expertise in finance, manufacturing, and fashion from a young age. While graduating with honours in Accounting and Finance from St. Xavier's College, he became an active member of the Eastern India Chartered Accountant Student Association (EICASA), honing his leadership skills and commitment to excellence.

He is an experienced Chartered Accountant and certified CS with a demonstrated history of working in the retail industry dealing matters related to Tax, Corporate Finance, company law regulatory frameworks, Retail, Business Analysis, and Financial Analysis.

Beginning his professional journey, his tenure at **PwC** and subsequent roles in the retail sector, notably with **Zedd Retails Private Limited** and **Shreyans Creation Global Limited**, laid the foundation for his multifaceted expertise in retail manufacturing and financial management.

Venturing into Entrepreneurship:

In 2013, upon assuming the role of Co-Founder & Managing Director of Bazaar Style Retail Limited, he introduced transformative strategies that played a pivotal role in reshaping the business model and laying the groundwork for the establishment of Bazaar Style Private Limited.

In tandem with the esteemed management core committee members, he recognized untapped potential in suburban retail markets and positioned the company's market through **unique pricing strategy ranging**. Under his guidance, the company curated **inclusion of private label brands**, catering to the diverse needs of customers. Teaming up with divisional leaders, he spearheaded a cluster-based approach for expansion primarily across **Tier-II and Tier-III cities across 9 states**, making significant inroads into previously untapped markets in the Northeastern and Eastern regions of India.

He played a pivotal role in facilitating investor engagement, orchestrating equity-based capital raises, and securing financial aid to propel the company's expansion and sustained business growth. He further emphasized on **team building**, regional marketing initiatives through **robust CRM programmes**, leveraging **technological advancements**, streamlining operations, and **promoted sustainability** through optimized efficiency and minimizing wastage.

Philosophy and Impact:

His journey advocates for innovation, sustainability and inclusivity, driving positive change within society and nurturing future generations of entrepreneurs. He mentions **"Innovation is the cornerstone of progress. By bridging the realms of fashion, finance, and manufacturing, we pave the way for a future defined by creativity and resilience."**