

ace turtle appoints Karandeep Singh Jaiya as Chief Business Officer



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Brings expertise in retail management to bolster ace turtle's fashion and toys portfolio

ace turtle, new India's leading technology-native retail company today announced the appointment of Karandeep Singh Jaiya as the Chief Business Officer. In his new role, Karandeep will lead business operations of a cluster of brands. His vision and strong leadership skills will propel the expansion of ace turtle's fashion and toys portfolio, fostering innovation, and enriching the shopping journey for customers nationwide.

Karandeep boasts a remarkable 25 years of experience with extensive retail domain expertise across India and the UAE. He excels in various areas, including P&L management, buying & merchandising, and retail operations. His proficiency spans diverse categories and formats, encompassing apparel, homeware, beauty products, fashion, and electronics. Additionally, he possesses proven skills in crafting buying and revenue strategies for e-commerce platforms.

Commenting on the appointment, **Nitin Chhabra, CEO, ace turtle**, said, "Our brands are in a strong growth phase with tremendous potential. We are delighted to have Karandeep onboard and believe his business acumen, rich experience, and leadership will be critical in driving the business of our brands across India."

Karandeep brings a proven track record of leadership to ace turtle. Prior to joining, he served as Brand Head for Jack & Jones at Bestseller India, where he helped grow the brand's market presence. His experience spans key leadership roles across India and the Middle East. Notably, he managed a USD 180 million business as Business Head at Lifestyle, Landmark Group, Dubai, overseeing 180 stores and e-commerce channels across the GCC. Early in his career, he spent 14 years at Shoppers Stop leading their buying & merchandising function. There, he successfully revitalized their denim business and managed a significant revenue portfolio.

Embarking on his new role, **Karandeep Singh Jaiya, Chief Business Officer, ace turtle** said, *“As the retail industry shifts to tech-driven omnichannel mode in India, ace turtle stands at the forefront of innovation in this realm. I am deeply inspired by the company's relentless pursuit of retail innovation, setting new standards in the industry by utilising its proprietary technology, through data science from design to fulfilment to meet the ever-evolving needs of the customers. I look forward to partnering with the talented team at ace turtle and helping deliver business growth, seamless operations and exceptional value to our consumers.”*

About ace turtle

ace turtle, new India's leading tech-native retail company is spearheading the retail industry's next phase of transformation. The company is vertically integrated from design, local manufacturing and marketing to reach consumers directly. ace turtle is powered by its proprietary technology which uses data science from design to fulfilment to meet ever-evolving consumer expectations. Bengaluru and Singapore-based ace turtle is the exclusive licensee of iconic global brands Lee®, Wrangler®, Toys“R”Us®, Babies“R”Us® and Dockers® for India and other South Asian markets.

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