

About Freshly

Freshly is building a trusted daily-fresh food platform for India, delivering in minutes. We're rebuilding the traditional retail supply chains to reduce the production-to-plate cycle to hours, with a strong private-label economics, so that the consumer gets - fresh, clean, premium-quality food at accessible price points.

About the Role

You will own one or more categories end-to-end — strategy, assortment, pricing, product development, vendor development, sourcing, inventory, and P&L performance. This is a senior category role for someone who can think commercially, execute rigorously, and help build a differentiated food basket at Freshly.

What You'll Do

- Own category P&L, growth, margin, and customer repeat.
- Build and refine assortment across private label, branded, and co-branded products.
- Lead pricing, promotions, and margin governance.
- Manage vendor and manufacturing partnerships, including negotiations and service levels.
- Work with supply chain and operations to improve forecasting, fill rates, freshness, and inventory turns.
- Use customer, market, and competitive insights to shape category decisions.
- Partner with cross-functional teams to drive execution and reporting.

Who You Are

- 2+ years in category management, buying, merchandising, sourcing, or private label.
- Strong commercial and analytical skills.
- Experience in grocery, FMCG, QSRs & cafes, fresh food, e-commerce, or quick commerce.
- Comfortable with P&L ownership, negotiation, and high-velocity execution.
- Structured, consumer-minded, and able to work across functions.
- Graduate / Post-graduate from a Tier I college or university

Nice to Have

- Experience building private label or scaling a category from zero to one.
- Exposure to fresh food, QSRs or supply chain-led retail, or premium consumer products.

IMPORTANT: Interested candidates may drop an email to parvesh@freshly.live. Kindly attach your CV and mention your notice period.