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MANISH SINGHAI

Chief Business Officer, TMRW House of Brands

Manish Singhai, age 50, is a distinguished leader in lifestyle retail, currently serving as the Chief Business Officer at TMRW House of Brands. He holds an MBA in Finance and completed Strategic Retail Management at the Indian School of Business, bringing more than 25 years of extensive experience to his role. Throughout his career, Manish has managed, mentored, and built some of India's most iconic brands, offering a unique breadth of expertise that spans from fiber to fashion. Known for his strong strategic mindset, Manish combines functional knowledge with business acumen, making him a respected figure in the lifestyle and retail sectors, especially within emerging markets.

Manish's career is marked by his commitment to lifelong learning and developing industry expertise. He firmly believes that a deep understanding of industry processes and people forms the foundation of successful business strategy. As a leader, he is driven by the principle that effective leadership is measured by the ability to create and nurture other leaders. For him, the



legacy of a leader lies in cultivating a sustainable team of empowered individuals who continue to drive success beyond the leader's tenure. Additionally, Manish considers humility and empathy essential for effective leadership. By prioritizing active listening, patience, and respect for his team, he has consistently fostered an environment of trust and collaboration that drives lasting results.

Manish's leadership style is characterized by adaptability, persistence, and transparency. He advocates for an agile approach to leadership, encouraging the flexibility to respond to new challenges and the willingness to learn from

mistakes. His focus on managing stakeholder expectations helps to enhance operational efficiency while minimizing the risk of burnout—a principle that he views as essential for high-impact leadership.

For Manish, success is rooted in having the courage to dream big and the discipline to pursue those dreams while building a community of driven individuals who share a common passion. He also believes that effective leadership requires maintaining focus on long-term goals rather than getting lost in immediate challenges.

Manish's business strategy is based on a Blue Ocean approach that emphasizes creating new market opportunities. In line with this, his vision for TMRW is to build a leading House of Brands, achieving \$1 billion in revenue within the next 5-7 years. TMRW is dedicated to nurturing brand founders and teams, positioning them to become consumer-loved names in the industry.

In the coming year, Manish's top priorities include leveraging technology and data science to inform business decisions, innovating products tailored to Gen Z preferences, and creating an agile supply chain. Reflecting on his career, he wishes he had realized earlier the importance of using consumer insights and digital automation to drive business success.