

ABFRL	December 2024	The Franchising World (Page – 63)	National	Top 50 Franchisee Leaders
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SOORAJ BHAT

CEO, Ethnic Business, Aditya Birla Fashion and Retail Limited

Sooraj Bhat is a seasoned business leader and the CEO of the Ethnic Business at Aditya Birla Fashion and Retail Ltd. (ABFRL). He oversees the brand portfolio that includes Jaypore, Tasva, Shantanu & Nikhil, and House of Masaba. Sooraj has been with ABFRL for over 22 years, rising

through various leadership roles in operations, design, buying, sourcing, business development, and retail functions. His career has been marked by a deep understanding of both macro and micro perspectives, and he has had the opportunity to lead cross-functional teams across diverse areas, including HR, IT, and finance.

A key achievement in his career was the turnaround of the Allen Solly brand, an accomplishment that earned him the prestigious Chairman's Award for Exceptional Contribution to Business in 2014. In his current role, he is committed to shaping the strategic direction of ABFRL's ethnic business, focusing on innovation, operational excellence, and fostering synergy between physical stores and online platforms. Sooraj's leadership philosophy revolves around a relentless pursuit of growth through innovation and team empowerment.