

Nikhil Singh Moves from Bata to BHPC Lifestyle Global as COO – India

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In a major leadership development within India's fashion and lifestyle sector, **Beverly Hills Polo Club (BHPC) Lifestyle Global** has appointed **Nikhil Singh** as its new **Chief Operating Officer (COO) for India**. Singh, who previously served as **Vice President – Retail Operations at Bata India**, brings with him deep operational expertise and a strong track record in scaling retail businesses.

The move signals BHPC's renewed focus on aggressive expansion, stronger brand positioning, and deeper penetration in the Indian market.

A Strategic Leadership Appointment

The appointment of Nikhil Singh comes at a time when BHPC Lifestyle Global is strengthening its foothold across India. The brand has seen steady growth in apparel, footwear, and accessories. With the Indian premium-casual fashion market expanding rapidly, BHPC aims to accelerate its next phase of retail and distribution scale-up.

Singh's experience aligns well with this objective. His previous roles involved restructuring retail formats, boosting store profitability, and driving consumer-centric operational models.

Experience That Shapes Retail Growth

Before joining BHPC, Singh played a pivotal role at Bata India. As VP–Retail Operations, he contributed to the brand's nationwide performance, helped sharpen its store strategy, and strengthened operational efficiency across formats.

His career also includes working with established lifestyle and retail majors, giving him a broad understanding of consumer behaviour, merchandising, and brand-driven retail expansion. This experience positions him as a valuable asset for BHPC's long-term goals in India.

BHPC's Expanding Presence in India

Beverly Hills Polo Club has grown steadily in India through its licensing and retail operations. The brand is known for its classic American heritage styling and premium casualwear positioning.

The company plans to further scale operations as demand for global lifestyle brands continues to rise in India.

What Singh's Role Will Entail

As COO – India, Nikhil Singh will lead:

- Retail expansion and operational strategy
- Franchise and distribution development
- Merchandising efficiency
- Customer experience enhancement
- Digital and omnichannel initiatives

The leadership addition is expected to help BHPC streamline systems, make operations more agile, and strengthen its competitive edge in the lifestyle sector.

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