



MANI SINGHAL

MANAGING DIRECTOR

NEW DELHI

quick facts

- Co-leads the Consumer & Retail practice for A&M in India
- 20 years of experience in serving consumer sector clients across multinational corporations and promoter-led businesses
- Expertise in scaling businesses, go-to-market transformation, and operational cost excellence



Mani Singhal is a Managing Director with Alvarez & Marsal Business Transaction Services in New Delhi.

Ms. Singhal co-leads A&M's Consumer and Retail practice in India, bringing two decades of experience in driving growth, strategy, and operational transformation for consumer-facing businesses.

As a specialist working with multinational corporations, promoter-led organizations, and high-growth direct-to-consumer businesses, Ms. Singhal has helped clients optimize their commercial models, accelerate multi-channel expansions, enhance cost structures, and navigate evolving consumer trends.

Prior to joining A&M, Ms. Singhal was a Managing Director and Partner at Boston Consulting Group (BCG), where she was part of the Leadership team for the Consumer practice in India. During her 11+ years at BCG, she advised on strategy and execution for clients across sectors, including fast-moving consumer goods, beauty and personal care, consumer health, alcoholic beverages, fashion and lifestyle, and home improvement. Before that, she spent nearly a decade at Accenture Strategy, focusing on the execution of strategic initiatives for consumer businesses.

Ms. Singhal earned a bachelor's degree in commerce from Shri Ram College of Commerce, India and an MBA from the Faculty of Management Studies, New Delhi. For both degrees, she graduated as a "gold medalist".