**Pradeep Kumar**

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**PROFILE SUMMARY**

An astute & result oriented professional with nearly 7 Years of extensive field experience in Business Development, Sales & Marketing, Product Promotion and Team Management, seeking assignments in Solar, Wind, waste to energy, waste management & efficient lighting solution.

* Proficient in expanding the business operations, sales & marketing activities, promotion campaign, conferences and an efficient communicator to attain business goals.
* Flexible attitude to cope up with the changing situations and emerging with enhanced performance.
* Strong acumen to identify and build relationship with architects, builders and Developing new clients and negotiating with them to secure profitable business.
* Strong techno-commercial and financial knowledge to convert potential customer into Real customer.

**FUNCTIONAL SKILLS**

* Business Development
* Marketing & Sales
* Government Liaison
* Financial Modeling
* Presentation & Report writing
* Policy & Market Analysis

**ORGANISATIONAL EXPERIENCE**

**Present | Vyom Power Pvt. Ltd. - Manager Business Development - Solar Projects**

# Key Result Areas:

Identify new customers for solar power projects, Business Development in utility scale solar project and CAPEX & OPEX concept of Rooftop Solar Plant, PPA finalization for RESCO Model, tendering & bidding and non tender enquiries.

**Since Oct’15 – May 2017 | Indian Renewable Energy Development Agency BD & Project Engineer**

# Key Result Areas:

* Successfully expedited, contract negotiation, PPA finalisation and techno-commercial discussion with OEM’s supplier for 50 MW Solar project in Kasaragod, Kerala.
* Carrying out in-depth market analysis of new projects, preliminary financial & technical analysis, Project viability, financial modeling and tariff calculations.
* Managed progress of Green Energy Commitment (GEC) status and submit updates to MNRE and PMO.
* Successfully handled promotional campaigns, seminars, conferences & exhibitions and represent IREDA for focusing on solar market penetration and development.
* Dealt with International Solar Alliance (ISA) participating countries Hon’ble Ministers, project developers and investors to disseminate and exchange assistance for Policy, Financing & others issues for development in the unexploited solar market.
* Supervise and managed Renewable Energy Help Desk for dissemination of online information, support and services.
* Preparation of presentations and technical reports, and other relevant documents with key data and insights for the target audience to effectively capture potential opportunities.

**Since July’10 – Sept’15 | Malana Power Company Ltd., Noida (Bhilwara Energy Group) Sr. Executive - Business Development & Marketing**

# Key Result Areas:

* Identify new industrial & commercial Consumers, for power sale and achieving 109% annual sales target from 2011 to 2015.
* Identified and devised a framework to minimize Deviation Account charges, thereby bringing in Rs. 67 Million worth additional revenue during 2011 - 2015.
* Ensured billing and timely collection of payment from Discom’s, power traders and other customers.
* Negotiated and finalized contracts and PPAs with Commercial and Industrial consumers, private Discom’s and ensured timely delivery, thereby achieving 18% increased annual revenue during 2011-2015.
* Execute real time trading strategy that maximizes profits and minimize levels of risk exposure of the inherent bilateral contracts.
* Ensured approval for a 10 MW Solar PV project worth Rs. 650 million from Bihar Renewable Energy Development Agency, under the power purchase agreement with Bihar Electricity Board.
* Expedited bidding & tendering process, price negotiation, techno-commercial discussion with OEM’s, and land acquisition & right of way for wind power projects capacity of 105 MW worth Rs. 8500 Million in Rajasthan, Maharashtra and Gujarat.

**ACADEMIC DETAILS**

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| 2010 | **MBA (Power Management & Marketing)** from YMCA University of Science & |
|  | Technology, Faridabad with 7.9 CGPA. |
| 2008 | **B.Tech. (Electrical)** from YMCA Institute of Engineering, Faridabad with 61.58%. |
| 2005 | **Diploma (Instrumentation & Control Engineering)** from Govt. Polytechnic, Hisar |
|  | with 61.03%. |

**IT SKILLS**

* + Expert in MS Office Applications (Excel, Word, PowerPoint, Outlook), MS Projects, Internet application and tools.

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