

PRATEEK MAHAJAN

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INTRODUCTION

With an experience spanning 12+ years, I have been working in and building startups, across **Ecommerce, B2B SAAS** and other fields. I have seen the journey of **0-1** at **my startup**, **1-10** as a **senior leader at Unicommerce** and **10-100** as a middle manager at **Flipkart**. I have **managed roles across business growth, revenue & business operations**. A chance to learn new things across industries and meeting founders/CXOs across startups and clients to solve problems and expand my horizons, keeps me excited and motivated.

EXPERIENCE

Unicommerce Esolutions Ltd (Director and Head, Business Operations) **May 19-Current**

- Part of leadership team, that took the company to a **successful IPO in Aug 2024** and created investor wealth
- **Heading Business Operations** including Retention Revenue Growth, Customer Success, Customer Support, Analytics and Process excellence functions. Have also led functions within Product, Onboarding and Presales.
- **Delivered 10X revenue growth** in Enterprise Business in 5 years, with a Revenue Net Retention Rate (**NRR%**) of **120%+**, a low client **churn rate ~5%** and a **Net Promoter score (NPS) ~ 70%**
- Ensured that we scale up with a **positive and growing PAT** every year, by focusing on first principle approach and automations, ensuring profitability on **>90%** clients and reducing servicing cost per client every year
- Led the Operations hiring and training strategies, **crafting exposure** across various roles & levels, eventually forming a **strong layer of managers and future leaders** with an average tenure of 3+ years within the org.
- **Participated as a speaker/panelist** in multiple Ecommerce, D2C and SAAS centric events over 5 years

OYO Rooms, Gurgaon, (Head, Ops and Supply Excellence - B2B Sales, Pan India) **Mar 18-May 19**

- Headed processes, operations and supply shaping function as Core member of central B2B corporate team
- Developed a specific line of Corporate-Specific properties and **increased NPS by 8%age points**

Durapack, New Delhi (Founder and CEO) **Nov 16-Mar 18**

- Founded a company to cater to the bags and luggage market in India, launched a new brand called “Durapack”
- **Achieved revenue of Rs 1 Cr** by launching 40 SKUs in Backpacks and luggage on various online platforms
- Employed and mentored a team of 4 and set up operations for product prototyping, sourcing and warehousing
- Partnered with various factories in India and China for production, also setting up **credit periods up to 60 days**

Flipkart India Pvt Ltd, Bangalore (Business Head) **Mar 13-Oct 16**

- Headed Sports Fitness Category and Women’s Footwear **PnL for Rs 550 Cr**. Grew monthly sales by 50% in 6 months, while increasing gross profit margins by 30% *Aug 15-Oct 16*
- Headed **Operations for Rs 1600 Cr for Flipkart Fashion**, expanded operations to 8 warehouses and **increased gross margin of fashion division by 4 %** *Aug 14-Jul 15*
- Category Operations Manager for all **operations and planning for the footwear**, worked on warehousing, **pricing algorithms** and operational efficiencies *Mar 13-Jul 14*

Nucleus Partners, New Delhi (Pro-Bono Role, Investment Analyst) **Dec 12-Feb 13**

- Worked as a senior associate in a boutique investment bank and involved in PE/VC syndication

Lemken India Nagpur (Senior Manager, Exports) **Apr 12-Nov 12**

- Recruited as Senior Manager, Exports from IIM A placements, as part of core team of the Indian Subsidiary
- Headed and Initiated exports to South Africa and **contributed to approximately 25% of company’s turnover**

EDUCATION

PGP-ABM	2010-2012	Indian Institute of Management, Ahmedabad
B.E. (Food Technology)	2009	Department of Chemical Engineering, Panjab University, Chandigarh
XII (CBSE)	2005	Delhi Public School, Vasant Kunj, New Delhi