Hi there!
I am **Ajay Chahal**.

Born in Hisar, India.

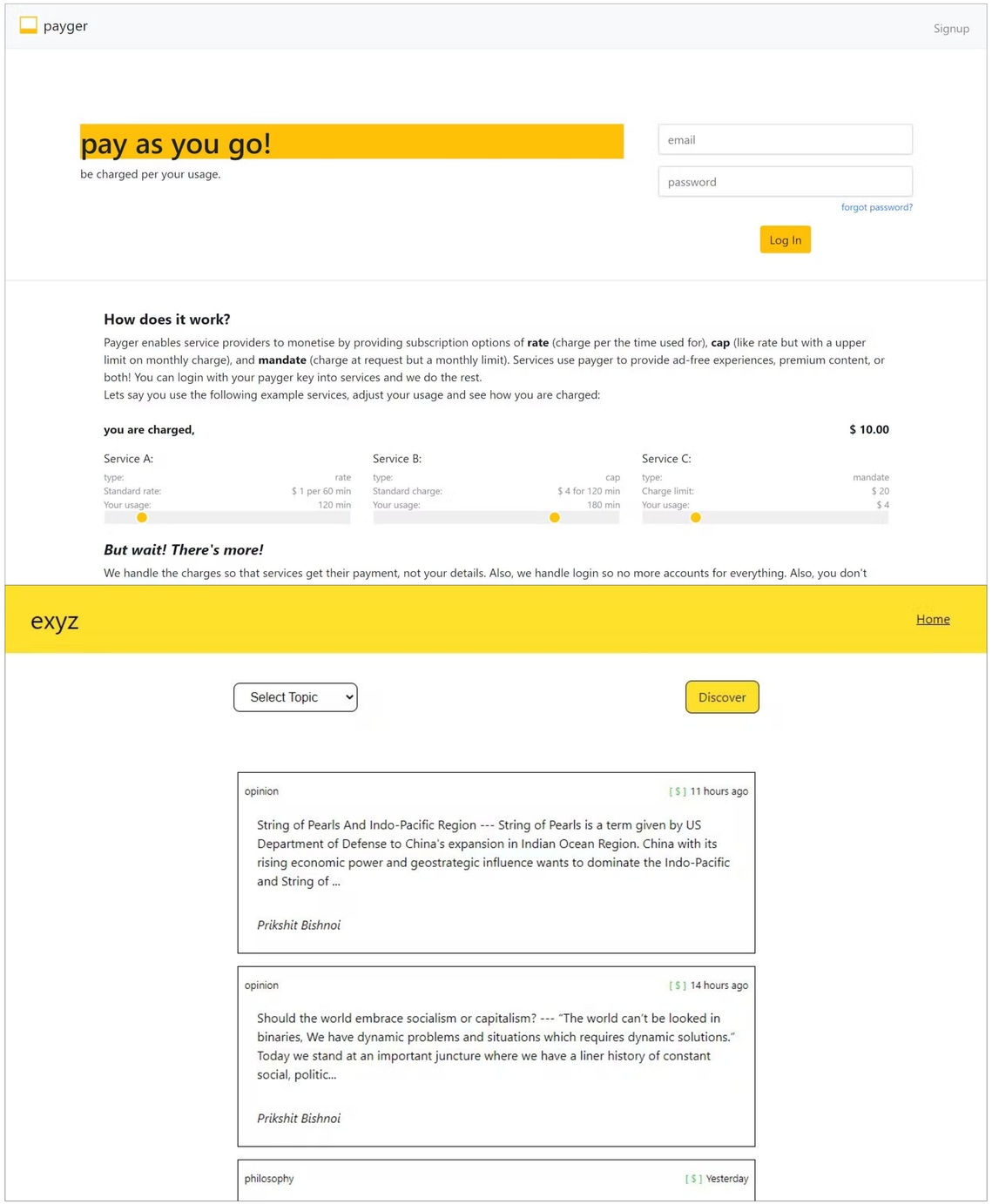
1. School was a big part of childhood. And I was doing good at academics, Awarded Scholar Badge for 7 consecutive years for academic excellence, Awarded ‘Student of the Year’ by school in the final year.
2. Lots of cartoons and snacks.
3. Lots of sports. Wanted to become a footballer at some point in time.
4. Wanted to become a successful entrepreneur (chose commerce in school, did projects: shoes with detachable soles, tyre recycling plant, a healthy snack bar made of jaggery, biographies of Steve Jobs and OP Jindal - a billionaire from our city).

Studied Business

1. Did Bachelor of Commerce from SRCC, Delhi. A really good college. Still some sports (football with college team). Travelled almost every week.
2. Wanted to start business. Had really random ideas. Did some interesting college projects.
3. Right after graduation, got in IIM Lucknow for MBA. Won P&G CEO challenge campus round. Shortlisted for scholarship. Dropped after 3 months. Did Masters in Economics while starting to do ‘things’.

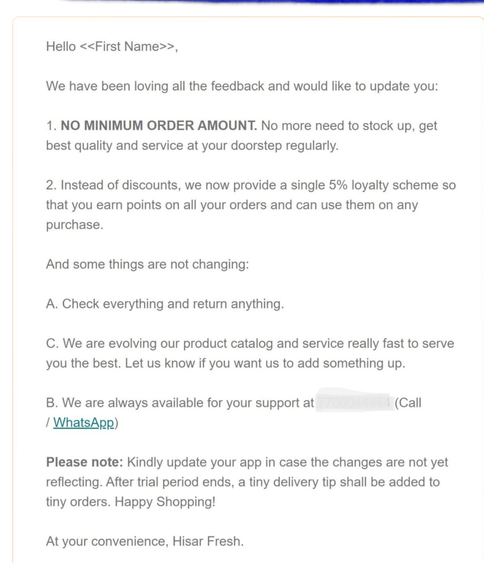
Built my own app.

1. Two major iterations:
   a. payger (for users to embed into website), and
   b. exyz (for users to host content on platform).
2. Learned lots of tech in the process (HTML, CSS, VanillaJS, SQL, AWS, and Python). (Later worked on Next.js, NoSQL, and more.)
3. Also learned lots about business in the process as well (registration of business in UK, marketing outreach, and legalities of payments).



Managed HisarFresh

1. Founded a hyperlocal grocery delivery startup in Hisar.
2. Started in Nov 2019. Worked through COVID lockdowns with relevant regulatory permissions. (Experienced ever changing dynamics: the supply, demand, and rules).
3. Led the team of around 15 people across multiple functions (purchases, delivery, store management, marketing, and office operations.)
4. Managed digital ops: social media, customer support, and ads.
5. Also managed the outreach: email, print, door-to-door.



Hello <<First Name>>,

We have been loving all the feedback and would like to update you:

1. **NO MINIMUM ORDER AMOUNT.** No more need to stock up, get best quality and service at your doorstep regularly.

2. Instead of discounts, we now provide a single 5% loyalty scheme so that you earn points on all your orders and can use them on any purchase.

And some things are not changing:

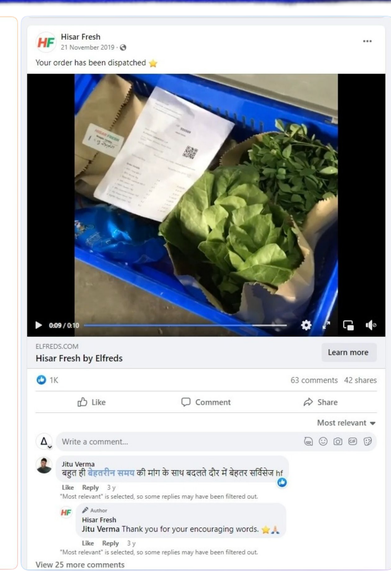
A. Check everything and return anything.

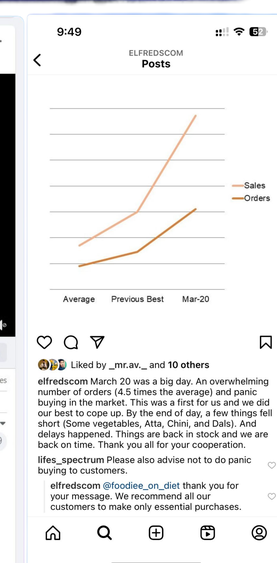
C. We are evolving our product catalog and service really fast to serve you the best. Let us know if you want us to add something up.

B. We are always available for your support at (Call / WhatsApp)

Please note: Kindly update your app in case the changes are not yet reflecting. After trial period ends, a tiny delivery tip shall be added to tiny orders. Happy Shopping!

At your convenience, Hisar Fresh.





I did market research.

For Daxue (daxueconsulting.com), a consulting firm.

1. Did secondary research on the Indian market landscape for an international cybersecurity company.
2. Used defined methodologies for market sizing, legal landscape assessment, subsegment revenue calculations, competition analysis.
3. Led multiple interviews with industry experts (supplier, consumer, regulatory) to get primary data/insights.

& stock research.

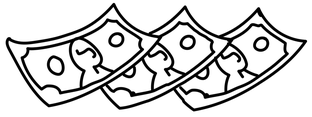
For Scalx (scalx.com), a stock investment app.

1. Used AI tools to generate financial insights across different parameters (historical, financial, competitive, USPs, and SWOT) for US S&P 500 companies from quarterly balance sheets and web results. Optimized research procedure to enhance qualitative comparability.
2. Learned a lot about the top companies and what makes a business successful.

& realty research.

For a private investor.

1. Researched real estate markets around world to find the best opportunities. Used statistical models to predict future growth using various factors such as demographic, economic, and comparative growth
2. Identified patterns and trends to help make sound investment decisions



I handled CRM and digital operations.

For AgeGroup (agegroup.io), a team managing multiple products for the elderly.

I setup CRM system.

For USP AI (usp.ai), a generative AI tool company.

I managed marketing, cold outreach and lead generation.

For OceanAds Agency (oceanads.agency), a media agency.

I worked on CE systems implementation.

For Powerverse (powerverse.com), a smart energy management company.

1. Worked on different systems and their integrations: Hubspot, Salesforce, Braze, other tools, and company app.
2. Worked on lead generation.
3. Worked on data migration exercise.
4. Assisted in defining standard processes.

Few more things:

1. I am a male human. I am still based out of Hisar, India.
2. Proficient in English and Hindi.
3. I have also worked on Data Analysis (using Python, SPSS Statistics, and Palisade @RISK). Also, data collection (surveys and scraping). Also, have done some API work.
4. I also have experience with multiple other tools like Zoho, Monday.com, Clickup, Jira, Dialpad, Aircall, Snovio, Google Analytics, Shopify, Wordpress, Postman, Zapier, and more.
5. I like to work at the intersection of business and technology. Invention of technology is a great feat. Effective applications of those technologies in society is equally exciting.
6. I am very excited about AI, robotics, and their potential. (Already used AI for a few business cases.) Also, generally, there's so much potential of growth everywhere!

Strategy, technology, or marketing?
I can handle it all.
For you

Hire me? chahal@elfreds.com

(Take a moment. Look away from screen. Stand up. Stretch. Hydrate. Talk to someone.)