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Ruchi Parekh

EXPERIENCED SOLAR PROFESSIONAL

Having expertise in Business Planning, Marketing, Sales and Market Research

Education & Credentials

2006

B.E.(Computer) From K.J Somaiya
College of Engineering , Mumbai
University; Secured -70 %

2009

PGDM (Marketing –RM) From Somaiya
Institute Of Management Studies
& Research; Secured -70 %

Key Impact Areas

- New Business Management
- Strategy / Business Planning
- Marketing Initiatives
- Business Operations
- Market Research & Competitor Analysis
- Vendor Relations

Executive Profile

Strategic Business Management specialist with over 8 years of experience in solar with a 360 degree view of managing business since inception

Notable accomplishments across the career

- Successfully started the business of dealing in solar photovoltaic raw materials
- Credit of doing a business worth 20 crore + successively for three consecutive years
- Successfully managed overseas and domestic partnerships
- Built strong relationships / networking in the solar sector.

Professional Experience

☞ Working as a Co-founder , RPCO (Renewable Power Channelizing Organization) Since 2011

RPCO is an authorized representative of solar photovoltaic raw materials for few of the recognized brands across the globe. The company's role is to be an extension of the organization/ company it represents in India. The company handles extensive marketing and business development initiatives on behalf of Foreign and Domestic principals to help further their business Interests in the Indian market.

- Key driver for generating the business idea and its finalization
- Doing thorough research w.r.t. the market potential & competition for the finalized product
- Active participant in company formation
- Identifying the right vendors and tying up with them for sourcing the product

- Closely monitor marketing collateral development
- Identify potential customers for product marketing / distribution / sales
- Periodically contact existing / potential customers for fulfilling their current / future requirements
- Closing customer deals and ensuring quality product delivery on time
- Ensuring smooth functioning of the business - Core & Support functions
- Monitor Customer Service & Customer feedback management system

☞ **Working with Global Powersource India Pvt. Ltd. as Manager – Marketing (April 2009 to June 2011)**

Global Powersource is an Indian subsidiary of Global Battery Co. Ltd., a South Korean entity known to be a world leader in manufacturing & distribution of SMF VRLA batteries under brand name Rocket

Job Profile

- Associated with the Sales & Marketing team, responsible for developing existing business and team management to improve the top and bottom line
- Spearheading the pre and post launch promotions of new products
- Managing Website, Marketing / Business events & communication, Customer Education events
- Preparing Annual Marketing and Advertising budget for the Sales & Marketing team
- Also a part of the team that identifies opportunities and develops / implements it as a part of the company's 360° growth initiative
- Competitive analysis and business intelligence studies
- Periodically prepare performance reports for sharing it with the top management

Projects undertaken

Solar Project

- Conducted preliminary research on “Solar Battery Industry” for gauging battery business potential in India
- Did feasibility study to power Indus Towers’ (JV between Idea Cellular, Airtel & Vodafone) Telecom infrastructure by Solar
- Planning a Solar power project for a Mumbai based Educational Institution

Sales Channel Development

- Gathered database of dealers across the country via B2B exhibition, existing dealer network and other sources
- Developed & Distributed Marketing collaterals amongst identified potential dealers
- Worked towards appointing the right dealers

Personal Details

Date Of Birth : 22nd November, 1984
 Languages Known : English, Hindi, Marathi and Gujarati
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