

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

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|------------------------|---------------------------------|
| - Business Development | - Financial Modeling |
| - Marketing & Sales | - Presentation & Report writing |
| - Government Liaison | - 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

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.
