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## Pradeep Malhotra

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### Objective

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I am a results-oriented sales professional with proven experience in consistently exceeding targets and building long-term client relationships. I have over 8 years of professional experience in areas such as distributor and dealer network expansion, franchise development, business development, B2B sales, and hard collections. I am now eager to join a leading and forward-thinking organization to contribute to its revenue growth and customer satisfaction.

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### Experience

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- **Nestcare Techserve Pvt Ltd ( MAITYS Elderly Care)** September 2025. - Till Date.  
Area Manager.  
Role & Responsibilities.
  - Manage and supervise 70+ healthcare staff including caregivers, GDA, nurses, and attendants.
  - Oversee daily elder home care operations across multiple locations.
  - Ensure proper deployment for 12-hour and 24-hour patient care services.
  - Conduct recruitment, training, and performance evaluation of field staff.
  - Handle patient onboarding, home assessments, and client coordination.
  - Maintain high service quality and resolve complaints/escalations.
  - Monitor attendance, shift planning, and emergency replacements.
  - Track billing, collections, and operational costs.
  - Ensure compliance, documentation, and staff background verification.
  - Develop hospital tie-ups and B2B partnerships for business growth.
- **Chifu Agritech private limited (Vegrow).** Oct 2022 - September 2025.  
Assistant Manager - Demand.  
Role & Responsibilities
  - Driving Business Growth & Strategic Partnerships As per Company Norms.
  - Spearhead revenue expansion by onboarding new business partners wholesaler and Semi wholesaler in the F&V sector in Uttar Pradesh and Utrakhand.
  - Handling Imported and Domestic Fruits demands in Assigned Territory.
  - Manager Last mile logistics, 3PL, Vehicle tracking for on time delivery, Local transporter onboarding,
  - Generate Sales order, GRN, Publish Daily Market MIS, Demand forecasting.
  - Visit regularly on delivery location to ensure the quality of product.
  - Successfully launched the company partnership model in the market, and ran it successfully through market commission agents (mandi aadhtiyas), which led to a 6–8% reduction in overall expenses.
  - Presently Handling Agra, Aligarh, Mathura, Moradabad, Bareilly, Kanpur, Lucknow, Allahabad, Varanasi, Muzaffarnagar, Saharanpur, Haridwar, Dehradun, Vikas nagar, Haldwani & Gwalior.
  - I have overall more than 50+ dealer and Distributor network.
- **Waycool foods and Products Pvt. Ltd.** July 2021. - Oct 2022.  
Assistant Manager - Franchise Expansion.
  - Role and Responsibility.
  - Responsible for onboard Franchise Partners for Waycool foods and Products Pvt Ltd, In All over UP, Haryana, Uttarakhand & Punjab.
  - Responsible for Sales of Imported Fruits via our Franchise Partners.
  - Publish MIS, Market trend, Demand forecasting, Sales Order, Book GRN.
  - Overall responsible of timely payment.
  - Working experience in different-different markets like Varanasi, Lucknow, Kanpur, Bareilly, Allahabad, Saharanpur, Aligarh, Panipat, Haridwar, Rishikesh, Dehradun, Haldwani, Ludhiana, Jalandhar, Chandigarh etc.

- **Agrowave Agscience Pvt. Ltd.**  
Senior Mandi Executive.  
• Role and Responsibility.

Jun 2019. - May 2021.

- Daily visit in APMC markets of Delhi/Ncr.
- Publish MIS on daily basis.
- Identify New Customer for Bulk Sale order.
- Procured fresh fruits and vegetables from local mandis and suppliers.
- Negotiated prices to ensure quality products at optimal cost.
- Managed daily stock, inventory control, and wastage reduction.
- Supervised grading, sorting, and quality checks of produce.
- Coordinated logistics and timely dispatch of goods.
- Maintained purchase records, bills, and daily reports
- Built strong relationships with farmers, vendors, and traders.

- **Janalakshmi Financial Services Ltd.**  
CREC ( Customer Relation Executive For Collection).  
• Role and Responsibility.

Apr 2017. - Apr 2019.

- Handling around 4000 customers of 5+ Hard Bucket on Monthly Basis.
- Daily Door to Door Visit around 150 to 200 Customers.
- Daily visit on Different-Different locations in Assigned Area.
- Identify where we can Expand and disbursed new group Loans.
- New file login, Documentations, Disbursement Planning, Group Loan settlements.

- **Shree Ganesh Tent House.**  
Family owned Business

2007 - 2017

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### Education

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- **Ch. Charan Singh University Meerut.**  
Graduate in Commerce. 2006.  
2nd Division.
- **CBCS Board.**  
Intermediate. 2003  
2nd Division.
- **CBSE Board.**  
Highschool 2001  
2nd Division.

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### Skills

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- Business Development and Revenue Growth.
- Strategic Partnerships.
- Supplier/Vendor Documentation and Onboarding process.
- Market Research and Analysis.
- TEAM Leadership.
- Client Relationship Building.
- Team Handling and Team management.
- Lead generation and Demand forecasting.
- Identify potential Customers.
- Industry/Market Trend Awareness.

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### Achievements & Awards

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- Two times winner of Best Performer Award in Vegrow.

- Winner of Centurion Award in Coconut Category in Vegrow.

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**Languages**

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- Hindi
- English

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**CRM Tools.**

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- MRR.
- Salseforce.
- Zoho CRM.
- LeadSquared.
- Keka.
- Slack.
- Full stack etc.