





# NILESH BORADE

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 Pimpalgaon Khamb,  
Tal. Dist. Nashik-422010,  
Maharashtra,  
India

## SKILLS

- Business development
- Negotiation
- Operational management
- Revenue generation
- Market Survey
- Data Analysis
- Presentation

## LANGUAGES

- English
- Marathi
- Hindi

## INTEREST

- Travelling
- Social Interaction
- Internet Surfing
- Listening Music

## PROFESSIONAL SUMMARY

Forward-thinking senior executive with experience in Agribusiness for 3 year. Driven and ambitious change manager dedicated to continuous business improvement focused on enhancing revenue and streamlining business operations. Focused on profit maximization through multifaced business approaches.

## WORK HISTORY

**Tirth Agro Technology Pvt Ltd (Shaktiman) - Senior Executive, International Marketing**  
*Pune, MH • 06/2017 - Current*

### • Market research:

- Analysing the exports data of farm machinery and tractors, providing the Competitors analysis/Market trends reports to the management and exports team on monthly basis.
- Reviewed constantly the customer feedback and then suggest ways to improve the process and customer service levels (We able to increased the customer satisfaction rate from 70% to 95% at Sri Lanka).
- Market survey for understanding the customer needs and searching the opportunities for Brand Extension, Making the framework for successful new product development.( Successfully Launch 7 new products at Israel and Sri Lanka)

### • Market Development:

- Generating new international business leads through extensive market research.
- Regular Business Visits to establish and maintain strong relationships with the Prospective & Potential Customers and Existing Customers. Responsible for Developing and driving export sales activity by considering the sales offers and evaluating potential in Israel, Sri Lanka, Bangladesh and South Africa.
- Generating orders, Follow-ups for payment collection and ensure smooth operational process.
- Participated in International Exhibitions/Trade Fairs at Israel, South Africa and EIMA(Delhi) to represent "Shaktiman".

### • Operations:

- Generating proforma invoice on SAP, Making loadplan and Placing order to production.

- Coordinating with HO for the production of goods and dispatch well on time.
- Pre & Post shipment follow-up regarding quality and Documentation.

**MITRA Agro Equipment Pvt. Ltd. - Territory Manager**

*Nashik, MH • 06/2014 - 06/2015*

- Responsible for Planning and implementing of brand promotional activities in entire Maharashtra.
- Responsible for organizing employee grooming and technical training.
- Planning and implementation of product based region based marketing campaigns which include Demonstration, Van Campaigning, Wall Painting, Bulk SMS, etc.
- Design of new marketing material.

**INTERNSHIP AND PROJECTS**

- Internship and Project:  
Tirth Agro Technology Pvt Ltd (Shaktiman) : Jan- May 2017  
A survey on the project entitled “A STUDY ON FARMERS' BUYING BEHAVIOR TOWARDS MOBILE SHREDDER”
- Summer Internship:  
Rastriya Chemicals and fertilizers Limited : May 2016  
A study on brand awareness of water soluble N:P:K fertilizer in Nashik District of Maharashtra”
- Project:  
Jain Irrigation Systems Ltd.(Jan-April 2014)  
Survey & design of micro irrigation system, marketing of Irrigation products.

**EDUCATION**

**Anand Agricultural University**

*Anand, GJ • 2017*

***MBA:*** International Agribusiness

- CGPA: 7.2
- Active member of placement committee.
- Won 2nd Price in all India Business Plan Competition Organized by Pandit Deendayal Petroleum University and Entrepreneurship Development Institute of India.

**Mahatma Phule Krishi Vidyapeeth Rahuri**

*Rahuri, MH • 2014*

***B-Tech:*** Agricultural Engineering

- CGPA : 7.0
- Active member of Cultural Committee.
- Participated in National Service Scheme.