


Nitesh Pandey

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PROFESSIONAL EXPERIENCE

Field Executive, Surya Seeds Pvt Ltd, Lucknow

Jan 2017 – Mar 2019

- Managed and expanded a dealer/distributor network across multiple districts, increasing sales coverage by 35% in two crop seasons.
- Conducted field demonstrations and farmer meetings, resulting in a 20% uptick in product trials and adoption.
- Coordinated with the R&D team for on-field varietal performance feedback, helping streamline the product pipeline.
- Monitored competitor activities and submitted market intelligence reports, enabling pricing and strategy optimization.
- Handled after-sales support, including grievance resolution and satisfaction follow-ups, boosting client retention by 25%.

Sales Coordinator & Corporate Affairs, Krishidhan Seeds Pvt Ltd, Raipur

Apr 2019 – Dec 2021

- Streamlined sales order processing and dealer dispatch coordination, reducing delivery turnaround time by 30%.
- Developed and maintained MIS dashboards for state-wise and crop-wise sales, enabling leadership to make better decisions.
- Supported product registration and documentation for compliance with agricultural regulatory authorities.
- Organized pan-India distributor and farmer engagement events, improving brand visibility and recall.
- Facilitated cross-departmental coordination between sales, logistics, and finance to ensure smooth operations.

Assistant Manager – Sales Coordination & Corporate Affairs, Suraj Cropsience Ltd, Gujarat

Jan 2022 – Present

- Led national-level sales coordination, achieving 18% YoY growth through efficient planning and channel support.
- Managed corporate communication and stakeholder documentation, including MoUs, government licensing, and RTI replies.
- Played a key role in identifying, applying, and coordinating for state and central-level agri-input tenders; successfully secured projects worth ₹2 Cr+ in FY 2023–24.
- Designed SOPs for distributor onboarding, claims processing, and credit notes, improving internal control and transparency.
- Contributed to branding initiatives by preparing corporate profiles, pitch decks, and regional brochures for agri expos and tenders.

EDUCATION

Year	Degree	Institute
2012 - 17	Bachelor's in Technology	AIMT, Lucknow
2011 - 12	12th Grade Board Name	LPS, Lucknow
2009 - 10	10th Grade Board Name	LPS, Lucknow

POSITIONS OF RESPONSIBILITY

State Coordinator – Field Trials, Krishidhan Seeds, Raipur

Aug 2020 – May 2021

- Led a 6-member student team conducting varietal trials and data collection for maize hybrids across 4 districts.
- Compiled performance reports that contributed to hybrid launch decisions and sales planning.

Event Coordinator – Krishimela 2023, Suraj Cropsience Ltd, Gujarat

Dec 2022 – Feb 2023

- Oversaw logistics, promotional activities, and farmer participation for Suraj's state-level agri fair, engaging 500+ stakeholders.
- Coordinated with design, marketing, and sales to roll out new products and educational content.

EXTRACURRICULARS/ PROJECTS/ CERTIFICATIONS/ ADDITIONAL EXPERIENCE

Team Lead – Agri Market Survey Project, UP

Sep 2023 – Jan 2024

- Led a primary research survey across 8 villages, gathering 600+ farmer insights on input usage, pricing trends, and brand preference.
- Analyzed and presented findings to industry panel, receiving top remarks for strategic clarity and market understanding.

Government Tender Orientation Program, MSME Chamber, Remote

Jul 2023 – Aug 2023

- Completed certification on government procurement systems, GeM portal use, and tender documentation best practices.
- Used learnings to assist Suraj Cropsience in tender applications, increasing win rate and accuracy.

OTHER INTERESTS

Rural Outreach & Farmer Education

- Designed and delivered over 30 village-level sessions on seed treatment, pest management, and product awareness.
- Empowered over 1000+ farmers with knowledge on scientific farming and subsidy schemes.

Data Analysis & Sales Forecasting

- Proficient in Excel dashboards, VLOOKUP, PivotTables, and basic Power BI for sales analysis.
- Developed demand planning tools that reduced sales mismatch errors by 15%.