

+91 7003775931
m23ankitj@nsb.ac.in
<https://www.linkedin.com/in/ankitjha2503/>



ANKIT JHA

Marketing and Business Development Strategist

ABOUT ME

Results-driven energy management professional with a PGDM from NTPC School of Business. Experienced in international business development and sales, including work on a \$400M solar project for NTPC. Proven track record in revenue growth, strategic planning, and cost-saving initiatives. Skilled in data analysis and passionate about sustainable energy solutions.

EXPERIENCE

NTPC-International Business Development

BD Intern

April 2024- July 2024

- Developed a DPR for a 400 MW solar power project in Ethiopia, integrating digital financial planning and data-driven site analysis for a potential \$400M investment.
- Analyzed solar irradiance using PVSyst and SolarGIS, optimizing site selection and aligning with NTPC's digital strategy for international market expansion.
- Collaborated with cross-functional teams and stakeholders, ensuring alignment with regulatory frameworks and customer-impacting processes.
- Conducted competitive market intelligence using digital tools, identifying potential sites and supporting NTPC's business strategy and technology enablement goals.
- Provided strategic recommendations for prioritizing projects, fostering collaboration, and advancing NTPC's global business objectives.

HP Polymers PVT. LTD.

August 2021 – November 2022

Manager - Sales

- Built long-term relationships with clients (JSW, MECL, SAIL, OMC) across India and emerging markets, achieving a 25% increase in quarterly revenue through customer-driven strategies.
- Developed a comprehensive digital sales funnel, consistently exceeding quarterly targets of ₹20 Lakhs+ via targeted cross-sell/up-sell initiatives.
- Led the entire sales process with agile project management, ensuring on-time delivery and payment in alignment with client expectations.
- Coordinated digital-enabled solutions across internal teams and partners, aligning customer-impacting processes to meet client requirements.
- Achieved a 55% logistics cost reduction by optimizing inventory management using digital tools, enhancing customer satisfaction.
- Conducted competitor analysis and market intelligence, identifying new sales opportunities and refining digital business strategies.
- Drove brand recognition at Kolkata

ACHIEVEMENTS AND ACCOMPLISHMENTS

- President of AKSHAYA – The Environment And Sustainability Club 2024
- Host for 11+ Quad country MDP involving 15+ nations with NTPC and MEA 2024
- Head Designer and Editor for Vyapti (Newsletter of NTPC School Of Business) 2023
- Core Member of OJAS (Art & Culture Club) of NTPC School Of Business 2023
- Attended Entrepreneurial and communication workshop, Birla Global University 2019
- Project during BBA: B-Café campus cafeteria with a team of 5, got role of CEO for 9 months 2019-20
- Joint Secretary of Cultural Conduit during BBA, Birla Global University 2018-21
- Performed as guitarist and singer in Annual Event during BBA, Birla Global University 2019
- Member of YFS (Youth for Sustainability) , Raised 1,21,000/- in a fundraiser 2019

EDUCATION

Bachelor of Business Administration

Birla Global University
2018 – 2021

Bachelor of Business Management

Wardiere University
2023 – 2025

SKILLS

Management Skills

Creativity

Digital Marketing

Negotiation

Critical Thinking

Leadership

LANGUAGE

- English
- Hindi
- Bengali
- Maithili
- Odia