

**Pranay Kumar Kaushik**

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**Profile Summary**

Successful career of over 16 years of experience & year-on-year success in Tele sales, Distribution Management, Residential Sales, B2C & B2B and Business Development, Channel Management.

Result-oriented professional with a proven record of achievement in conceiving & implementing effective ideas; targeting top level assignments in Residential Sales / Channel Partners Management / Business Development/Team Management with a leading organization sales targets.

**PROFICIENCIES**

- Hard working with commitment and confidence
- Team building and leadership qualities
- Good presentation ability
- Good understanding and fast learner

**EDUCATION**

**Completed BE (Computer Science) from VTU Belgaum.**

**Key Skills:**

- Sales and marketing, Property consultation (residential and commercial), Home loan, Alternate investment fund, Investment plans for Indian and NRI clients, Personal loans, Cross sell, credit cards, banking and Customer assistance.

**Technical Skills:**

- Experience in handling CRM tools- Salesforce, iCRM.
- Experience and proficiency in MS excel, MS Office, Data Analytic and Power point Presentations, SQL Server, Automation and Manual Testing, ERP.

**Industry:**

Real estate / Banking Sector.

**Departments:**

Business development, Sales and marketing in real estate and banking sector, Alternate investment fund.

**Professional Experience – 16+ Years**

- Working with **Feliks Realtors** as **Strategic partner** for **Sales and marketing for residential sales** and **commercial leasing** requirements (January 2023 to Till date).
- Worked with **4B Networks Private Limited** as **AVP – Projects**, responsible for business development (January 2022 to December 2022).
- Worked in **360 Realtors LLP** as a **Cluster Head of South Bangalore** for residential sales (October 2020 to November 2021).
- Worked with **Feliks Realtors** (Feliks was initially associated with HousingMan for Residential sales) as a **Sr. Manager Sales and marketing for residential sales** and **commercial requirements** (April 2018 to October 2020).
- Worked as **Assistant manager in JLL Residential (India) Pvt Ltd** (November 2015 to April, 2018) for Residential requirements.
- Worked as **Sr. Sales Manager with Helios Developers** for DLF My Town, Bangalore and Supertech MICASA (May 2013 to November 2015).
- Worked in **India homes** as a **Property Consultant** for residential sales (August 2012 to April 2013).
- Worked in **Scope International Pvt Ltd** (A wholly Owned Subsidiary of Standard Chartered Bank, UK) as a **senior sales specialist, PL coordinator and Team leader** for Credit Card Operations and Personal loan section (April 2008 to July 2012).
- Worked in **ADFC Pvt. Ltd.** an associate Company of HDFC Bank Limited as **Customer relationship officer** for credit card services (November 2006 to March 2008).

**Strategic partner in Feliks Realtors (January 2023 to Till date)**

- Taking care of **Sales and marketing for residential sales** and **commercial leasing** requirements.
- Planning business strategy for Focus and Super focus projects for higher revenue.
- Taking care of marketing of various projects for all the top builders and land owner units throughout Bangalore.
- Guiding Team to generate revenue through company leads as well as referrals. Taking care of HNI clients and NRI clients as well.
- Guiding Feliks to generate more revenue through Home loan and LAP Payouts.

**AVP for Projects in 4B Networks Private Limited (January 2022 to December 2022)**

- Perform market research into industry trends related to company's business.
- Conduct research and monitor the competition within the surrounding market.
- Key Account Management (for Developers and channel partners).
- Business Development and Revenue Generation.
- On boarding and retention of Developers and channel partners.
- Network partners in hub and corresponding location.
- People Management (Channel partners).

#### **Cluster Head of South Bangalore in 360 Realtors LLP (October 2020 to November 2021)**

- Taking care of AOP's with top developers of Bangalore.
- Taking care of marketing of various projects for all the top builders and land owner units throughout Bangalore.
- Handling a South Bangalore branch to generate revenue through company leads as well as referrals.
- Working on mandate projects with higher revenue.
- Planning business strategy for Focus and Super focus projects for higher revenue.
- Working on Alternate investment fund.

#### **Sr. Manager Sales and Marketing in Feliks Realtor (April 2018 to October 2020)**

- Taking care of Residential sales, on revenue sharing basis with Housingman.
- Taking clients requirement and give them exact suggestion and consultation regarding Flats/ Villas/Plots, as per their requirements.
- Taking care of commercial properties for clients, related to leasing and rentals of commercial properties (Business development and transaction).
- Taking care of marketing of various projects for all the top builders and land owner units throughout Bangalore.
- Handling a Team to generate revenue through company leads as well as referrals. Taking care of HNI clients and NRI clients as well.
- Taking care in marketing activities to generate leads.

#### **Assistant Sales Manager in JLL Residential/Anarock property consultant (November 2015 to April 2018)**

- Taking care of NRI clients and HNI clients for residential requirements.
- Taking care of marketing of various projects for all the top builders, land owner units and channel partners across Bangalore.
- Control the process for issuing Confidentiality Agreements as requested by the Senior Management and Business Development.
- Contribute to the financial aspects of bids particularly cost estimation.
- Coordinate administrative support to ensure that Confidentiality Agreement and Contracts & Agreements registers are properly maintained.
- Taking clients requirement and give them exact suggestion and consultation regarding Flats/ Villas/Plots and commercial properties, as per their requirements.

#### **Sr. Sales Manager in Helios Developers (May 2013 to November 2015)**

- Taking care of all the Sales and marketing activities, events to promote DLF MY TOWN & Supertech MICASA projects in Bangalore.
- Working with channel partner to increase sales and generate more revenue to the organization.
- End to end follow-up on the prospects, handle HNI and NRI clients. Closing the deals in mandate projects with maximum revenue for the company.
- Always over achieved team targets by motivating and team morale building activities.

**Property Consultant in India world technologies Pvt. Ltd. (August 2012 to April 2013)**

- Taking care of marketing of various projects for all the top builders throughout Bangalore.
- Taking clients requirement and give them exact suggestion and consultation regarding Flats/ Villas/Plots, as per their requirements.
- Sending mails to the clients about different projects, taking them for site visit to the project and explaining them the USP of the projects.

**Sales Team Lead in Standard Chartered Bank Service Operations Credit cards (April 2008 to July 2012).**

- Ensuring to achieve Sale Targets for self and team, call transfer tracking. Tracking and closure of all leads and follow ups. Customer TAT to be maintained.
- Assist teams in improving Sales Productivity, High awareness of Product knowledge and process. Ensure MIS etc. maintained and updated for Sales related activities. Correct communication of features and charges across a range of banking products.
- Roles and responsibilities (letters and email drafting), Closing all queries received with defined time frames. Documentation of solution given to customers, Achieve business service quality standards.

**Customer relation officer in ADFC Pvt. Ltd. an associate Company of HDFC Bank Limited (November 2006 to March 2008).**

- Ensuring to achieve Sale Targets and customer service.
- Tracking and closure of all leads and follow ups.
- Customer TAT to be maintained

**Languages Known: English, Hindi, and Bengali.**

All the particulars furnished above are true & correct to the best of my knowledge.  
Testimonials in support will be presented as & when required.

Date:

Place: Bangalore

**Signature**

(Pranay Kumar Kaushik)