

Sai Classic Apartment, Bhoopathi Rao nagar, Old Alwal, Secunderabad - 500010

Profile summary of **KVS.Ravikumar**

Having above 22 years of Domain experience in Marketing and Sales in Customer Services.

Achievements:

- ✓ In **Fullerton India Credit Co.ltd** -NBFC I got Grade promotion with in 6 months becaz of Break Even Achieved with in 4 months.
- ✓ In **PROPBUY'N'SELL** – got Best Area Manager Award becaz of Sold 18 Units (Luxury Apartments) 2BHK & 3BHK volume range of 1Cr to 2.5Cr .

And Previously Experience as a Brand Manager In Eureka Forbes.

- In Real Estate 8 years of Experience in Sales & Marketing including Team Handling.
- Well Experience in Gated Community Residential Sales – 2BHK & 3BHK, Villas, and Form Lands & Open Flats.
- Well Experience in B2B & B2C Sales (Corporate & Retail Sales).
- Well Experience in Brand Promotion.
- Have Effective Managerial Skills,
- Have Patience, Commitment, dedication, and discipline towards my profession.
- Have hard & smart working capabilities.
- Have effective communication, organization skills.
- Have good analytical drafting skills.

Work Experience

- Worked in **Shriram Chits Pvt. Ltd** as a **Zonal Marketing Manager** (Jan-2000 to Oct'2007) – Handled 14 branches Sales & Marketing.
- In Fullerton India Credit Company, started with a new branches in Hyderabad (Oct'2007 to Dec'2009). FICC one year targets completed with in 6 months, for this achievements FICC offered me Grade promoting offer letter from **O4 to B6.**,
- Worked in Eureka Forbes Ltd., as a Territory Head from Jan'10 to Jan'16.
- Worked in **GRK Infra & Reality** as a **Regional Manager** from Feb 2016 to Feb 2019.
- Worked in **Bullman India Reality** – (Channel Sales Partner) as a **Asst.Manager** from **March 2019 to Jan'2022**

Professional Experience

At **PROPBUY'N'SELL :-** Now Working in **Real Estate Channel Sales Partner** Authorized marketers of properties from Feb'2022 to TILL-TO-DATE. As **Area Head**.

Job and Responsibilities on Real Estate Sales:

- **Team Leadership** : Manage, Mentor, And Motivate a High-Performing Sales , Setting Clear Goals and Providing Guidance to achieve Sales Targets.
- **Brand Management** : Responsible for Brand Management, Brand Scores, Brand positioning, Advertisement and Creative Management.
- **Lead Generation** : Responsible for the Lead Generation and Site Visits for the Projects.
- **Liaison & Campaigns** : Liaison with the Digital team and Agency to generate digital leads and also Digital Creative Campaigns for the Project & Working with the Creative Agencies for briefing and Finalising the Campaigns.
- **Sales Strategy** : Develop & Execute Effective Sales Strategies to Drive Revenue Growth and Market Penetration.
- **Customer Engagement** : Build & Maintain Strong Relationships with Prospective and Existing Clients, understanding their needs and preferences to provide tailored solutions.
- **Market Analysis** : Stay updated on Industry Trends, Competitor activities, and market conditions to identify new opportunities and threats And Ensure Projects Visibility in the Micro market.
- **Reporting** : Prepare regular sales reports, forecasts, and performance metrics for senior management.
- **Collaboration** : Collaborate with marketing , Construction, and Customer service teams to ensure a cohesive customer experience.
- **Compliance** : Ensure adherence to all legal and regulatory requirements in real estate sales and transactions.

Education

M.B.A., Nagarjuna University (2010) (Distance Education)
B.Com..Nagarjuna University (1998)

Personal Particulars

Date of Birth: 10th July 1977
Languages Known: English, Telugu and Hindi
Location Preference: Any where in Andhra Pradesh & Telangana