



# RAJAT MALHOTRA

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## OBJECTIVE

### SENIOR LEVEL ASSIGNMENTS:

#### **Sales / Business Development**

*Acknowledged for strengthening companies to lead in highly competitive markets and delivering innovative marketing concepts & strategies*

## CORE COMPETENCIES

- Sales
- Strategy Planning
- Digital Marketing
- Market Penetration
- Channel Development
- Customer Centricity
- Business Development
- Process Improvement
- Budgeting & Forecasting
- Product Portfolio
- Team Building & Leadership

## EDUCATION

- Masters Diploma in Business Administration, Symbiosis Institute of Management Studies, Pune in 2005
- 3 years Integrated Diploma in Computer Software, NIIT, New Delhi in 1999
- Graduate (Arts) from Delhi University in 1999

## PROFILE SUMMARY

- Offering **nearly 25+ years** of experience in evaluating client requirements and delivering solutions to **Sales & Marketing, Channel & Business Development**
- Incisive acumen in exploring business opportunities across varied geographies with proactive experience in sustaining cordial relations with brokers and building high-performance teams to enable higher-margin revenue
- Proven track record in designing & implementing **digital marketing strategies** across diverse fields to increase visibility and conversion while empowering teams with data-driven insights
- Hands-on experience in identifying prospective opportunities across **government, defense and corporate** sector and provided targeted business strategy to help win contracts
- Successfully ensured that assigned equipment, services and product lines are consistently resonating with current & potential customers
- Commendable path of professional development in recommending product innovations, securing necessary approvals and monitoring launch with focus on expanding brand portfolio & market share.
- Versatile, high-energy professional, successful in achieving business growth objectives within turnaround & rapid changing environment.

## WORK EXPERIENCE

Since Dec '23 with Hagwood Commercial Developers Pvt Ltd as Head – Residential

### Key Result Areas:

- Spearheaded strategic planning and execution for residential real estate projects across Nagpur and surrounding regions, including market analysis, feasibility studies, and competitive positioning.
- Designed and implemented go-to-market strategies targeting **HNI clients, defence personnel**, and institutional buyers to maximize reach and conversions.

- Researched, developed, and presented comprehensive **digital marketing strategies** to enhance project visibility and lead generation.
- Collaborated with construction and project management teams on **new project planning**, launch strategies, and execution timelines.
- Built, nurtured, and managed a strong network of **channel partners and brokers** across the region to ensure continuous sales momentum
- Liaised with **architects, consultants, and government authorities** for obtaining regulatory approvals, clearances, and compliance documentation.
- Led, mentored, and motivated the **sales team** to achieve quarterly and annual sales targets through structured performance reviews and training
- Established and refined **administrative systems and processes** to improve operational efficiency and cross-functional collaboration.
- Directed the entire **sales lifecycle**, including planning, forecasting, customer acquisition, and post-sale client engagement to deliver a superior client experience
- Conducted regular market intelligence and competitor scans to identify emerging trends and **opportunities for business growth**.
- Designed and implemented performance metrics for **channel partner evaluation, categorization, and engagement** to optimize sales productivity and partner loyalty.
- Ensured delivery of a **premium customer experience** to a discerning and elite client base through personalized engagement and after-sales support

**Since Nov '21 - Nov' 23 with Advisorynest India Pvt Ltd, Jaipur as Director – Strategy Development**

**Key Result Areas:**

- Led the **strategic planning and development** process for real estate investments and residential projects across multiple Indian markets, including **Navi Mumbai, Jaipur, Uttarakhand, Lonavala, and Goa**.
- Conducted in-depth **market research, data analysis, and feasibility studies** to formulate actionable strategies for project underwriting, market entry, and expansion
- Designed and executed **targeted sales penetration strategies** focused on **HNI clients, defence personnel**, and institutional investors, improving reach and revenue across premium segments.
- Conceptualized, budgeted, and presented a **comprehensive digital marketing strategy**, integrating lead generation, content planning, and brand positioning across digital platforms.
- Drove on-ground execution and strategic oversight of **residential and real estate investment products**, tailoring market-specific approaches to maximize absorption and ROI.
- Coordinated with cross-functional teams including **sales, marketing, legal, and project development** to align strategic initiatives with business goals.
- Delivered consistent **investment insights and go-to-market plans**, contributing to the underwriting and successful launch of multiple real estate assets across Tier-1 and Tier-2 cities.

**From May '19 - Oct '21 with Jaipur Motels and Buildestates Pvt Ltd, Jaipur as AVP – Sales and Marketing**

**Key Result Areas:**

- Formulated and executed **sales strategies** based on in-depth market research, competitor benchmarking, and structured action plans to drive high-value transactions across diverse real estate asset classes
- Developed **penetration strategies targeting HNIs and UHNIs**, resulting in consistent engagement and conversion in the ultra-luxury residential segment.
- Conceptualized, budgeted, and implemented a **digital marketing roadmap**, aligning with brand positioning and lead generation goals for residential and commercial assets
- Successfully sold **72 ultra-luxury duplex units in Jaipur** within 4 months—ranging from ₹6 Cr to ₹18 Cr—**without**

**any advertising spend**, setting a sales benchmark in Rajasthan's high-end real estate market.

- Oversaw **leasing strategy and execution** for premium commercial projects (retail and office space) in **Delhi**, including pricing, positioning, and tenant acquisition.
- Led the marketing strategy for **affordable housing projects in Pune**, balancing brand appeal with market sensitivities to enhance absorption rates
- Managed and expanded a strong **network of channel partners** and built influential relationships with **elite social clubs, HNI forums, and professional associations** across **India and overseas** to generate organic business referrals
- Collaborated cross-functionally with project, finance, legal, and branding teams to align execution with strategic sales objectives across regional markets

**Since Nov'16 - April' 19 with Unique Builders, Jaipur as AVP – Sales and Marketing**

**Key Result Areas:**

- **Sales Strategy Development:** Designed and executed targeted sales strategies through structured **market research, competitive analysis**, and strategic planning, resulting in accelerated business performance across key verticals.
- **Segment-Specific Market Penetration:** Developed customized go-to-market and **penetration strategies for corporate, defence, and government segments**, enabling focused engagement and increased deal closures in high-value sectors.
- **Digital Marketing Leadership:** Researched, budgeted, and successfully delivered a **360° digital marketing strategy**, integrating online campaigns, lead generation funnels, and performance analytics to support sales objectives.
- **Team Effectiveness & Leadership:** Championed initiatives to **build team cohesion and effectiveness**, fostering a collaborative culture that enhanced productivity and cross-functional alignment.
- **Broker Network Management:** Directed a wide-ranging **PAN-India broker and channel partner network**, streamlining partner onboarding, performance tracking, and engagement protocols for sustained sales growth.
- **Market Intelligence & Trend Analysis:** Monitored emerging **real estate and investment trends**, aligning offerings with evolving customer preferences to maintain and grow market share.
- **Channel Strategy & Execution:** Translated business objectives into **executive-level channel strategies**, ensuring alignment with company goals and effective partner-driven growth models.
- **Revenue Growth Initiatives:** Formulated and implemented **go-to-market strategies** that unlocked untapped revenue potential across new markets and asset classes
- **Business Opportunity Generation:** Proactively identified and pursued **new business opportunities** through market research, lead qualification, and negotiation, strengthening the sales pipeline and closing high-impact deals.

**May'13-Oct'16 with Earth Infrastructures Ltd., New Delhi as AVP – Sales and Marketing**

**Key Result Areas:**

- **Broker Network Expansion:** Built and maintained a high-performing broker ecosystem at both **Pan-India and global levels**, enabling sustained business growth through trusted channel relationships and partner engagement.
- **Institutional & Corporate Outreach:** Developed a strong network across **Defence, Government, and Corporate sectors**, leveraging institutional relationships to generate non-traditional business opportunities and increase sales volumes.
- **Alternative Channel Development:** Successfully tapped into **non-conventional sources** beyond the broker ecosystem, including **Defence establishments, PSUs, and public-sector networks**, driving diversified deal pipelines.
- **Project Sales Milestone:** Recognized for the **complete sell-out of a commercial real estate project in Gurugram within just 4 months**, through a strategic mix of direct sales, institutional outreach, and channel coordination.
- **Strategic Planning & Execution:** Formulated detailed operational and growth plans for key business stages, ensuring milestone-based progress tracking and course correction
- **Large Team Leadership:** **Selected, built, and led a sales and operations team of 70–80 professionals**, driving accountability, productivity, and performance excellence across functions.

## Jan'06-Apr'13 with Riddhi Siddhi Consultancy Services, New Delhi as VP: Insurance & Investments

### Key Result Areas:

- **Team Leadership & Branch Oversight**  
Supervised and guided a team of **5 Branch Managers** across strategic locations in **Delhi/NCR**, ensuring alignment with organizational goals and efficient day-to-day operations.
- **Cross-Sector Sales Management**  
Directed business development initiatives across **three key verticals: medical insurance, financial investments, and real estate**, driving sustained growth and cross-selling opportunities.
- **Performance Monitoring & Growth Enablement**  
Established KPIs and performance frameworks for branches, resulting in improved **conversion ratios, client retention**, and **multi-product penetration** across regions
- **Strategic Territory Management**  
Monitored territory performance, implemented corrective actions, and supported business expansion through location-specific strategies tailored to customer and market behavior.

## PREVIOUS EXPERIENCE

### Jan'02-Dec'05 with Citibank, Bahrain as Relationship Manager

Team of 10 Customer Relationship Officers & 2 Sales Support Officers

### Accomplishments:

- **Awarded "Most Valuable Performer"**  
Recognized across the **TEEMEA (Turkey, Eastern Europe, Middle East & Africa)** region for outstanding performance in: **Dec 2004, May 2005, June 2005, July 2005, September 2005, November 2005 & December 2005.**
- **Appreciation for Business Excellence**  
Received a **Letter of Appreciation** from Citibank leadership for **maximum contribution to Global Consumer Banking (GCB)** in the **Investments & Insurance division (Jan–May 2005).**
- **Professional Certification**  
Successfully **certified as a Citibank Investment Consultant**, enabling client-focused wealth planning and advisory services under Citibank's global compliance standards.
- **Specialized Training Completed**
  - *Advanced Sales Training*, Citibank Bahrain – Enhanced consultative selling, product bundling, and relationship management skills.
  - *ICQ Quality Program*, Citibank Bahrain – Focused on customer experience, quality assurance, and service excellence.
- **Fast-Track Internal Promotion**  
Elevated from outsourced partner role at **Al Moosa Marketing** to direct employment with **Citibank N.A.** within **8 months**, based on exceptional sales results and client relationship skills.

### Dec'99-Nov'01 with Iffco Tokio Insurance Services Ltd., New Delhi as Business Development Manager

### Accomplishment:

- **Generated ₹17 Lakhs in Premium Revenue**  
Successfully acquired and closed multiple policies from **Small & Medium Enterprises (SMEs)** within the **first 5 months**, demonstrating strong prospecting, relationship management, and consultative sales capabilities in the insurance/financial services domain.

## PART TIME EXPERIENCE

**Dec'03-Apr'09 with MetLife India Insurance Co. Pvt. Ltd., New Delhi as Financial Advisor**

### **Accomplishment:**

- Recognized with Eagle Award for placing 31 policies in 15 weeks

## TECHNICAL SKILLS

Languages Known: FoxBASE, FoxPro, C++, Visual C++, VJ++, & Visual Basic 5.0, 6.0

Operating System: DOS (6.22), UNIX, Win 95, 97, 98, 2000, Win NT

RDBMS: Sybase, MS Access, SQL Server 7.0

Spreadsheets: MS Excel

## PERSONAL DETAILS

**Date of Birth:** 10<sup>th</sup> November 1978

**Languages Known:** English & Hindi

**Address:** 2C/40 (Old), Ground Floor, New Rohtak Road, Karol Bagh, New Delhi-110005, India

## ADDITIONAL QUALIFICATION

- **Certified Digital Marketing Professional**  
Trained in SEO, content strategy, social media, lead generation, and performance analytics — equipped to drive targeted campaigns and brand visibility in competitive markets.
- **Master Practitioner – Numerology**  
Expertise in Chaldean and Pythagorean systems for personality decoding, name corrections, and predictive business analysis to guide clients in high-stakes decisions.
- **Master Practitioner – Vaastu Shastra**  
Proficient in spatial energy alignment for residential, commercial, and institutional spaces — focused on enhancing prosperity, harmony, and architectural compliance.
- **Master Practitioner – Astrology**  
Skilled in Vedic astrology for life-stage planning, financial forecasting, and personal alignment, used in both personal consulting and business advisory contexts.