



## ARUPRATAN DASGUPTA

*Highly accomplished, foresighted, adequately qualified with extensive and time tested experienced initially at FMCG sector and then in Financial Services sector and lastly in Real Estate Advisory sector – Pan India.*

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### Responsibilities so far:

Establishing Sales target, Strategic Planning to achieve target , Executing plans with effective Team Management, Mentoring and Coaching team Trouble Shooting. Visualizing emerging ideas for revenue growth and converting opportunities into possibilities.

#### Foremost Proficiency:

- ❖ Devising Sales Strategy, Networking Strategy, Promotional Strategy etc.
- ❖ Human Resource utilization
- ❖ Investment Analysis
- ❖ Marketing Planning with detailed execution plan
- ❖ Operational Strategy preparation and execution with strict supervision to avoid time delay.
- ❖ Administration at Head office as well as Branch Office level

### Work History:

**Head (Sales& Marketing) myProperty4u.com** (Real Estate Brokerage company) April 2019 to Mar 2022

Apart from detailing above, other areas of responsibilities are as under:

- ❖ Channel Partner appointment all India
- ❖ Training and Mentoring to all connected with Sales & Marketing
- ❖ Supervising team and troubleshooting
- ❖ Builders tie up
- ❖ Event, seminars organizing etc.

**Regional Manager (India) ReFuture Management Pvt Ltd** June 2015 till Mar 2019  
(India's Leading Real Estate Broking Franchising Co.)

Job Profile:

#### Regional Head for West and South India.

Appointing Franchise and Master Franchise, devising strategy, plan to penetrate market & driving entire sales force for Real Estate Consultancy services. Responsibilities towards branding, marketing, event organizing, team building towards achievement of corporate policy in Real Estate Broking business.

<b><i>Planner cum Advisor</i></b>	<b>Principal Retirement Advisory</b>	Oct 2012 – May 2015
<b><i>Sr. Manager - Business Administration</i></b>	<b>R D Shah Stock Brokers Pvt. Ltd</b>	Oct 2003 – Sept 2012
<b><i>Manager – Operations</i></b>	<b>Growth Avenues Ltd</b>	Nov 2000 – Sep 2003
<b><i>Research Analyst cum Portfolio Manager</i></b>	<b>Prism Finance Ltd</b>	Oct 1994 - Oct 2000

#### Academia:

1999 PGDFM (Post Graduate Diploma in Financial Management) from IGNOU  
 1996 DBF (Diploma in Basic Finance) from the Institute Of Chartered Financial Analysts Of India)  
 1982 B.Com from University of Calcutta

#### Personal Details:

Date of Birth: 28th Mar 1960  
 Address: B/4 Ratnamauli, C G Road, Opp: Municipal Market Navrangpura, Ahmedabad 380 009, Gujarat

#### Multi-Dimensional Achievements:

#### **In Real Estate Consultancy domain:**

##### *Innovative ideas for branding that were cost effective and unique.*

- 1) Organized 'Award to Gujarat Builders' program with collaboration of CRISIL
- 2) Organizing 'Property Show' where most of the well known top builders were participated and huge database of buyers from all sections of society collected and transaction results were unexpectedly higher.
- 3) Started print magazine and digital magazine on real estate named as PropReality