

RAJEN P. SAVLA

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In quest of challenging top level managerial assignments to provide expertise gained in the domains of Sales & Marketing / Business Development with a growth-oriented organization and ensure top line profitability by making optimum utilization of the resources.

Career Progression

- A dynamic professional with **more than 25 years** of rich experience in Sales & Marketing / Revenue Expansion with the Real Estate & Construction sectors.
- **Comprehensive experience in driving growth, generating revenues, sales as well as capturing market share and enhancing the value in domestic markets for the real estate & construction industries.**
- Proficiency in planning & establishing plans, budgets & layouts for various residential, malls and commercial properties, ensuring the proper coordination and effective functioning of the different departments involved in operations as well as conformance of personnel to quality policies and procedures in accordance with the standards.
- **Domain expertise in dealing with residential projects malls as well as commercial projects.**
- Expertise in corporate communication image and brand building; media planning, growing & managing associates and client relationships and establishing strong primary and secondary network for the same.
- **A keen planner and implementer with expertise of planning and executing sales and marketing activities in real estate sector of several projects.**
- Adept in conducting opportunity analysis by keeping abreast of market trends and competitor moves as well as managing activities pertaining to negotiating/ finalization of deals (techno commercial).
- Experience at developing procedures, service standards, operational policies and operating guidelines with clear understanding & experience of new business ventures and experience of operating each region as a separate profit Centre.
- Efficient in handling various Legal Documents such as MOUs, Joint Ventures Agreements, etc.
- Played a pivotal role in successfully ramping up **real estate assignments**; while working in close coordination with key industry's decision makers.
- An effective leader who has developed competency in establishing performance-driven culture that ensures accountability and personal ownership, leading, developing, coaching and motivating all teams, to achieve goals profitably.

Skill Set

Strategic Planning
Project Feasibility Studies
Pricing Strategies
Fund Monitoring
Leasing Operations
Public Relations
Channel Management
After Sales Management
Finance from HFI's

Profit Centre Operations
Business Development
Pre & Post Sales
Business Development
Product Rollout / Management
New Establishments
MIS Management
Process Enhancements
Schemes with HFI

Sales Administration
Budgeting & Cost Control
Market Research / Competitor Analysis
Liaising & Coordination
Receivables Mgt.
Commercial Negotiations
Resource Optimisation
HNI and Corporate Management
Brand Building

Organizational Experience

Saral Buildcon – Ahmedabad & Gandhinagar

March 2022 – Till date

Chief Sales & Marketing Officer

- Spearheading Sales and Marketing Activities
- Leasing of Commercial and Retail Space
- Developing new strategies
- Innovation
- CRM management
- Brand Building
- Research
- Competitor Analysis
- Developing and Exploring New Markets
- Task Force Management
- Marketing Activities
- Partner and Vendor Management
- Developing New Verticals
- Training and Development
- Inter Office Co-ordination
- Launched TEG – Retail Space vertical
- Relaunched Saral Heights and Saral Arise
- Sales of 95 Crs done in 1 year

NB Group – Ahmedabad
President Sales & Marketing

Jan 2021 – Till Date

- Spearheading Sales and Marketing Activities
- Planning for New Launches
- Brand Building
- CRM management
- Partner Management
- Feasibility Study
- Research and Innovation
 - Sales worth 132 crores done in 12 months
 - Launched New Logo and brand identity for NB Group
 - Launched NB Upavan and NB Sarvam
 - Completed sales of Parshwa Homes and Parshwa Residency

Ganesh Housing Corporation Limited – Ahmedabad
President- Sales and Marketing

July 2019 till Sept 2020

Key Responsibilities & Achievements

- Spearheading Sales and Marketing Activities
- Innovation
- Brand Building
- Developing new strategies
- Market Research
- Team Management
- Feasibility Study of the Projects
- Inter Office Management
- Appraising Board Members
- Developing Customer Centricity
- Developing New Markets
- Developing New Verticals

Achievements

- Launched Har Ghar Ganesh Campaign
- Sales worth 180 Crores done in 1 year for Residential and 40 Crores for Commercial
- Launched Big Bid an Innovative sales concept of selling properties through Bidding
- Established New Markets
- Worked on Student Housing and Co- Living Spaces
- Sales worth Rs.220 Crores achieved.

Yash Enterprise
(A prominent DSA for Mortgage Loan and Real Estate Advisory Service's.
Managing Partner & CEO

Jan 2016to May 2019

Key Achievements

- Got DSA for 32 banks and NBFC's
- Started Real Estate Broking Vertical
- Took Exclusive Marketing Rights for NRK Business Park Indore
- Took Retainership from EWDL for marketing their malls , Retail Spaces in Tier II and Tier III cities
- Was Appointed as Vice **President / Retainer for Pashimna Reality (company promoted by Mr.Asit Koticha of ASK wealth management) to set up their real estate vertical**
- Doing sales for Adani Shantigram (Ahmedabad) and Adani Western Heights Andheri
- Represented Adani Group in International Road Show in Singapore and Hong – Kong.
- Did various road shows and marketing activities for Adani Shantigram
- In the panel of **American Academy of Financial Management India Pvt. Ltd.**
- Did Joint activity with Puranik Builders., Adani , Godrej etc
- Received various awards and recognitions from Adani Realty,CVO Chartered and cost accountant association, Kutchi Visa Oswal Jain Mahajan, Adani Realty for Best Outstation Partner for 2017 -18, Best business achieved, Outstanding Customer support,Various awards from Banks like HDFC, ICICI , L& T Finance etc

Pashmina Developers

Oct 2013 to Dec 2016

Vice President Sales & Marketing

- Spearheading Sales and Marketing Activities for their Projects in Mumbai and Bengaluru
- Launched **Pashmina** as a Brand in Mumbai and Bangalore
- Launched Pashmina Serene in Dadar Hindu Colony and Pashmina Lotus in Powai
- Launched two Projects for Pashmina in Bangalore
- Building Strategies
- Developing New Markets
- Brand Building
- Building New Verticals
- Brand Custodian

Key Achievements

- Sales worth 200 crs done in Mumbai and Bangalore

Worked as a retainer for Entertainment World Developers Limited (EWDPL), Indore & NRK projects Indore

Feb 2012 to Sept 2013

Key Deliverables

- Consulting on Real Estate Strategies
- Sourcing leads for their commercial and retail buildings

Kumar Urban Developers Limited

Feb 2011 to Dec 2011

VP- Sales and Marketing**Key Deliverables**

- Spearheading Sales and Marketing Activities for their Residential Properties and Commercial Properties in Mumbai and Pune.

Entertainment World Developers Limited (EWDPL), Mumbai – Projects at PAN India

Nov'09 to Dec 10

[A leading developer for residential; malls and commercial spaces in major Tier II and Tier III cities having projects at pan India]

- **The present 2 residential township is of 140 and 190 acre in Indore and 1 township of 100 acre in Udaipur.**
- **The area of mall which is under development is more than 20 million sq ft at PAN India.**

V.P - Leasing and Business Development**Key Deliverables**

- Spearheading responsibility towards managing the gamut of operations pertaining to leasing and selling of commercial spaces into Malls at Tier II and Tier III cities as well as the sale of residential properties.
- Directing efforts towards development of new verticals.
- Monitoring sales
- Building strategies
- Looking at alternate real estate strategies and new ventures in real estates.
- Feasibility study of the Project
- Coordinating and Building Channel Partners
- Inter Office Coordination
- Alternate Real Estates

Head (Sales)

Key Deliverables

- Handling and monitoring sales for Western region as well as customer relationship management.
- Overseeing sale of residential and commercial properties.
- Managing documentation on housing loans.
- Visiting corporate companies for their requirement of residential and commercial properties.
- Handling pre as well as post sales activities.

Highlights

- Adjudged as the winner for "The reward and recognition for best innovation and touch the sky" by MD and CEO.
- Distinction of receiving 4 awards for excellent sales and customer service from MD and CEO.

Kalpataru Construction Overseas Private Limited,
Sr. Sales Officer

Jun'01 till Nov'03

Key Deliverables

- Handling the projects at Thane spread over 25 acres.

K. Raheja Corp., Mumbai
Sales Officer

Dec'92 till May'01

Other Highlights

- **Trainings undertaken / imparted:**
 - Received as well as Imparted various training on residential sales in real estates
 - Sales Workshop conducted by Lynda Lcpcha and Ian Stern of Holistic Enterprises.
 - Sales Force Enhancement at IIM Ahmedabad.
 - Six Sigma team member training.
 - Legal matters in residential property by MrAbhichandani and MrKukreja.
 - Innovation by EREHWON 6. ISO Auditor Capability Training.
 - E learning on Essential Skills of Tomorrows Managers.
 - Given training on CRM software
- **New business channels developed:**
 - Education , health and auto in malls.
- **Promotional events handled:**
 - Undertook international exhibitions and road shows.
 - Launched New Real Estate Online Platform called Big Bid
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- **Major townships planned:**
 - Involved in planning of Mahindra Eminente , Mahindra Splendour , Mahindra Woods , Mahindra Royale, Siddhachal , Tarangan and Kamadhenu.
 - Worked on planning of various Residential , Commercial and Retail Spaces

Professional Enhancements

- Radio Amateur License with Grade I from Govt. of India, 2005.
- Team member for Six Sigma Green Belt.

IT Skills

- Well versed with Windows 95, MS Office & Internet Applications.
- Process Owner for SAP implementation
- Worked on Various Real Estate Software's.

Academic Credentials

- PGPMS (Executive MBA with Specialization in Marketing) from Welingkar's Institute of Management and Research in 2008.
- B.Com. from Mumbai University, Mumbai, 1997.

Personal Details

- **Permanent Address** : D / 55, Dwarkesh Park, Near J. B. Khot And Bhatia School, Sai Baba Nagar, Borivali (West)
Mumbai, 400092.
- **Present Address** : 703 Shree Narayan Exotica , Gurukul Road, Ahmedabad 380054
- **Date of Birth** : 17th December, 1976.
- **Languages** : English, Hindi, Marathi, Gujarati, Kutch
- **Location** : National or International .