

# Vasu Lohchab, MRICS

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## Business Development Specialist - Real Estate Transactions ~ Channel Management (B2B) ~ Client Relationship

## Management ~ Market Research ~ Capital Advisory~ Banking and financial services

*Proactive & creative professional with a demonstrated record of achievement who fuel's the effort towards Organizational Objective's – Revenue & Customer Satisfaction.*

### A. PROFILE SUMMARY

- 19 years of Experience in **Business development in Real Estate transactions, Investment properties (Commercial & Residential) and research, Direct sales management, Channel sales Management (B2B), Home Loan, Banking & Financial Services, Client Relationship Management, Capital Advisory, Channel Management, Market Research in diversified Delhi & NCR Market.**
- Merit of being associated with renowned groups such as M3M, Omaxe ltd, **Piramal capital, Indiabulls, HDFC Bank, Bajaj Capital, Netambit**
- A keen strategist with expertise in managing Direct and B2B sales in REAL ESTATE (Commercial & Residential) **gathering market intelligence, generating research reports on sales velocity and pricing for targeted micro markets; distinction of accomplishing multi-fold revenue.**
- Adept at developing relationships with key decision-makers / channel partners in target of organization for revenue.
- Possess good ownership, negotiation, people management & goal-oriented abilities.

**SKILLS SET**  
Business  
Development  
Revenue Expansion  
Channel  
Management  
Product Promotions  
Market Intelligence  
Brand Management  
Client Relationship  
Management

### B. CORE COMPETENCIES

#### 1. Sales & Marketing:

- Analyzing business potential, conceptualizing & executing sales strategies, augmenting turnover and achieving desired targets.
- Planning & implementing sales programs/strategies to improve the product awareness in markets by brand building and market development efforts

#### 2. Client Servicing:

- Maintaining excellent relations with clients to generate avenues for further business
- Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels

#### 3. Team Supervision:

- Monitoring, recruiting, training & motivating the manpower to ensure quality deliverables.
- Providing direction to the team for ensuring optimum performance as well as enhancing their professional and soft skills

#### 4. Channel Management:

- Developing and appointing new business partners to expand product reach in the market; and working in close interaction with the internal teams to promote all product as per organization objective.
- Continuous monitoring of performance w.r.t sales & service on regular basis.

### C. ORGANISATIONAL EXPERIENCE

Since Aug' 23: M3M India – Sr. General Manager

#### Key Result Area: Effective Aug 2023

- Presented excellent image of company and its services to customers and channel partners.
- Developing & Maintaining Channel Sales network to boost sales.
- Deepening relationship with existing CPs (Distributors).
- Training partners on focus projects (NCR Projects)
- New Network identification and activation of ITA's.
- **Maintain professionalism and integrity** while fostering relationships with business associates.
- Monitoring channel partner's performance and extend required support for improvement in sales.
- Lead a result oriented productive team towards management objective of Portfolio Growth and Profitability, by ensuring multi-product sales & customer relationship management.
- Market Intelligence
- Product design and development.

#### Highlights /Achievements

- Successful launch of new Project ( M3M – The line , Sec-72 , Noida)
- Leading Noida Micro market for sales.

**Since May'22 – Aug 23: Omaxe Limited - Vice President**

**Key Result Areas: Effective May 2022**

- Presented excellent image of company and its services to customers and channel partners.
- Developing & Maintaining Channel Sales network to boost sales.
- Deepening relationship with existing ITA's (Distributors).
- Training partners on focus projects (NCR Projects)
- New Network identification and activation of ITA's.
- Monitoring channel partner's performance and extend required support for improvement in sales.
- Lead a result oriented productive team towards management objective of Portfolio Growth and Profitability.

**Highlights / Achievements:**

- On boarded new 100 new Channel partners and activated them.
- Leading Noida Micro market for sales.

**April'15- May 22: Piramal capital – BRICKEX, as Assistant Vice President- North**

**Key Result Areas:**

- Developing & Maintaining Channel Sales network to boost sales.
- Developing builder relationship.
- Deepening relationship with existing national distributors.
- Training partners on focus projects.
- Identifying builders and projects to provide steady flow of revenue yielding products.
- Generating Sales velocity reports to support investment teams.
- Lead a result oriented productive team towards management objective of Portfolio Growth and Profitability, by ensuring multi-product sales & customer relationship management.

**Highlights / Achievements:**

- Key member for Establishing Brickex (B2B real estate platform at Piramal Capital)
- Highest revenue achieved pan India year 2015-1 cr
- Promoted as AVP.
- Managing national distributors.
- Given Opportunity to lead team and establish Mortgage business.

**Sept '14-April'15: FINLACE CONSULTING as AVP – Primary Sales, Gurgaon**

**Key Result Areas:**

- Establish Gurgaon branch as profit center.
- Developing builder relationship and maintain them.
- Generation of MIS and presentation of same to the management
- Lead management on CRM.
- Look after collection & receivable management and Profitability.
- Developing and maintaining relationship with other verticals, branches and franchisee.
- Give training to our team on sales process to optimize the work and efficiency.
- Corporate Marketing Plan to tap corporate client for generating bulk deal.
- Managing the entire sales team and making strategies for development of channel and direct sales

**Oct'12-Sept'14: BAJAJ CAPITAL as Zonal Manager – Real Estate (Channel Sales)**

**Key Result Areas:**

- Developed & Maintained Channel Sales network for primary Real estate distribution.
- Managing the entire **Sales team** and making strategies for development of channel and direct sales.
- Developed builder relationship.
- Data Procurement through online research, online social networking and marketing activities.
- Lead a team of Managers for sale & resale of Residential Flats/ Plots, new bookings (Resi./Comm.)
- Planning Strategies, motivate & lead to achieve team targets and Increase number of bookings

**June'11-Oct'12: NETAMBIT Home Options Pvt. Limited as Zonal sales Head( Real Estate)**

**Key Result Areas:**

- Established Direct sales team as well as Alternate channel for primary sales( Residential and commercial)
- Monitoring sales pipeline and generate revenue with the help of my vertical.
- Keeping abreast of market developments, so as to enhance the service proposition.
- Train sales team and telesales team on upcoming builder projects

- Maintaining cordial relationship with other teams and departments ( home loans, mortgages)
  - Keep update of new projects and property rates.
  - Go on sales call to mature the deal.
  - Taking care of corporate and HNI clients.
  - Maintain professionalism and integrity while fostering relationships with business associates.

**Dec '09-May'11: SEANSAA Associate, Consultant- Real Estate**

## **Key Result Areas:**

- Initiating / developing / managing / supporting diversified Real Estate developer broker tie-ups, exclusive brokerage%, payment terms / pricing negotiation and maintaining relationships.
  - Targeted enquiry generation activities and conversion.
  - Building a strong product suite / supply side of first sale / resale properties and negotiated deals.
  - Identifying product segment for business development, brokerage collection & business profitability.
  - Planning / supporting / monitoring marketing and lead generation activities and its effectiveness

## **Nov'06-Nov'09: HDFC Bank Ltd**

## **Key Result Areas:**

## **Role & Responsibilities: Sales manager LAS & Gold loan**

Feb'08- Nov'09

- Driving LAS & Loan against Gold business of mapped HDFC bank branches and open market.
  - Preparing client profile sheet basis, Balance sheet, P&L.
  - Recruiting, training & managing a team of sales advisors, servicing the exiting LAS clients.
  - Generating incremental business by cross selling of CASA and Third party products.
  - Developing the sales network (Empanelment of DSA's and LGR's)
  - Developing relationships across target segment in the given territory to help achieving branch targets

## **Position: Investment RM: Role & Responsibilities**

Nov'06- Jan'08

- Generating income for branch through Third party products.( mutual fund & insurance)
  - Widening the client base and servicing the existing clients.
  - Single point of contact for investment needs for bank customers.

## Achievements

- Over achievement of income target by 25% in financial year 2007-08.
  - Actively managing the client base of 200 people, total portfolio value is 2 crore

June'05-Oct'06: INDIABULLS Securities As Relationship Manager

## **Key Result Areas:**

- Acquiring new clients and generating revenue through brokerage
  - Building and maintaining relationship with HNI's

### Achievements

- Successfully established Indiabulls , Janak puri branch along with two colleagues, within two months
  - Lead a team of four Associate R.M's for increasing customer base and income for the branch.

#### **D. EDUCATION**

<b>Masters in Business Management (Marketing) in 2005</b>	Apeejay School of Management, Dwarka, Delhi
<b>Masters in commerce, 2003</b>	MDU, Rohtak
<b>Bachelors in Commerce in 2001</b>	Delhi University (Delhi College of Arts & Commerce)
MRICS, Emerging leaders program, 2018	RICS, Amity University

#### **E. TRAINING**

**Title / Organisation:** The Piramal Leadership Series III - People Excellence Program by PwC and the Piramal Learning University

#### Synopsis:

Through the Piramal Leadership Series we embarked on a journey of creating internal leaders across levels and career stages. You were one of 200 colleagues nominated from across the globe for the inaugural run of this flagship program.

## **F. Extra-Curricular Activities**

- Position of Responsibility - Member of placement committee at Apeejay School of management.
  - Sports - Played table tennis national level, state level and college level
  - Winner, Delhi State Table Tennis championship 1996
  - Participated in National Table Tennis championship 1995
  - Theatre - Performed in the Play She Stoops To Conquer at Sri Ram Centre, New Delhi, 10th June, 2003

## G. PERSONAL DETAILS

Date of Birth: 15<sup>th</sup> August, 1980

Address:

Languages Known:

Rz-H1-41B, Bengali colony, Palam, New Delhi 110045, India.

English & Hindi