

Pritam Singh

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BUSINESS DEVELOPMENT, SALES & MARKETING PROFESSIONAL

Brief Profile

- ↳ A seasoned professional with demonstrated abilities to anticipate and capitalize on market trends, identify profit potential and position of the company to maximize market share.
- ↳ To formulate sales strategies, pre-launch and launch activities and execute the plan to meet the target.
- ↳ A strong team player, motivating and guiding team members towards performance targets and maximum productivity.
- ↳ Negotiation skills, with an analytical approach, quick adaptability and a track record of high achievement with a focus on team work.
- ↳ **Exposure of cities like Gurgaon, Noida, Greater Noida, Faridabad, Moradabad, Rudrapur, Vrindavan, Sonipat, Panipat, Karnal, Kurukshetra, Ambala, Chandigarh, Mohali, Ludhiana, Dehradun, Haridwar, Allahabad, Lucknow, Jaipur, Shimla, Solan, Kufri etc.**
- ↳ Handled additional profile of Backend/CRM/Post Sales for Alaknanda Plots for Hero Realty & Triveni Infra along with Sales & Marketing.
- ↳ Handled Additional profile of Media/Branding/Corporate Communication for Hero Realty along with Sales & Marketing for 2 Years

Core Competencies

- ↳ Conceptualizing, Planning, Pricing, Pre/Post Launch plan
- ↳ Marketing & Sales strategies of Residential Projects/Townships/Retail & Commercial spaces
- ↳ Good sales closing skills
- ↳ Team Management & Development
- ↳ Client Management and Client relationship
- ↳ Effective management of Channel Partners.

WORK EXPERIENCE



Jindal Realty Ltd., working as Head – Sales from Nov 2024 to Till Date

Jindal Realty Ltd. is part of the OP Jindal Group, which includes prominent companies such as JSPL (Jindal Steel and Power Ltd.), JPL (Jindal Power Ltd.), and others. These group companies are involved in sectors like steel manufacturing, power generation, and infrastructure development, contributing significantly to India's industrial growth and global markets.

- ↳ Lead the sales lifecycle, from lead generation to client acquisition, driving revenue growth and achieving national targets.
- ↳ Develop and implement business strategies to meet sales and revenue objectives, aligning with organizational goals.
- ↳ Analyze market trends to provide insights for shaping marketing strategies and maintaining competitive positioning.
- ↳ Lead, mentor, and build a high-performance sales team, ensuring alignment with KPIs and fostering accountability.
- ↳ Strengthen and maintain long-term client relationships, ensuring exceptional service and enhancing brand credibility.
- ↳ Monitor key metrics including revenue, market share, and territory coverage to drive sustainable business growth.

Godrej Properties Ltd., working as Site Sales Head from May 2023 to July 2024



Godrej Properties brings the Godrej Group philosophy of innovation & excellence in real estate industry. Godrej Properties have PAN – India presence in 14 cities with 89 projects.

- ↳ Leading the Site Sales Team for two significant developments: Godrej Parkland Estate in Kurukshetra (62 Acres) and Godrej Green Estate in Sonipat (48 Acres).
- ↳ Focusing on market entry, Channel Partner Engagement, Customer Engagement & revenue generation.
- ↳ Coaching, Counseling & developing sales representatives; managing and analyzing their performance ensuring that capacity and capabilities are continuously planned
- ↳ Responsible for the development and implementation of all marketing plan and strategic sales

- ↳ Collaborating closely with cross-functional teams including Marketing, Legal, CRM etc to ensure seamless project execution.



Himachal Estates, worked as Business Head (President - Sales) from June 2019 to April 2023

The Group has an impressive portfolio of completed and ongoing projects concentrated in the Himachal Pradesh Region - primarily in Shimla, Solan, Kufri, Parwanoo

Few of completed projects of company are Chester Hills, Cliffton Valley.

- ↳ Looking after overall business for the company which includes, Business forecasting, Sales, Marketing, CRM etc.
- ↳ Handling a team of 40+ and responsible for generating revenue for the company.
- ↳ Coaching, Counselling & developing sales representatives; managing and analyzing their performance ensuring that capacity and capabilities are continuously planned
- ↳ Responsible for the development and implementation of all marketing plan and strategic sales activities also in command of ensuring that revenue and sales targets are aligned and met.



SushmaBuildtech Limited, worked as A.G.M.-Sales from July 2018 to June 2019

SUSHMA is most awarded real estate developers of Tri-City (Chandigarh, Mohali, Panchkula). The company has delivered 8 projects in 9 years. The company is developing, Residential, Commercial, Retail, Leisure Homes etc. in the region. Currently the group is poised for growth with 15 projects. The Company has various investment options starts from 50 lakhs to 7 Cr.

- ↳ Handling a team of 6 and responsible for generating revenue for the company.
- ↳ Compete and single point ownership of building relationship with existing channel partners and new channel partners on board. Major focus is on Haryana, Uttrakhand, U.P., Punjab & Himachal & Delhi/NCR.
- ↳ Coaching, Counselling & developing sales representatives; managing and analyzing their performance ensuring that capacity and capabilities are continuously planned.



Hero Homes (Hero Realty), worked as Sr. Manager- Sales from Apr 2015 to July 2018

The Hero Group structure has three cornerstones through which it has contributed to Indian Industry i.e., Automotive Manufacturing, Real Estate and the Auto-Ancillary Businesses.

The flagship company in the automotive manufacturing sector is **Hero Moto Corp Ltd.** (Formerly **Hero Honda** Motors Ltd.), HERO Realty is the real estate arm of HERO Group & have its residential & Industrial projects at Haridwar.

- ↳ **Heading central sales team & major focus to develop Channel Partner Network for company**
- ↳ Handling Sales of Residential, Commercial & Industrial projects at **Haridwar, Ludhiana & Mohali**.
- ↳ Formulating sales strategies and driving the project sales in the region
- ↳ Achieving Targeted Speed of Sales (Units Booked per month) from various sources
- ↳ Develop marketing plans to build consumer preference and drive volumes. Identify and develop new streams for revenue growth and maintain relationships with customers to achieve repeat/ referral business.
- ↳ To manage various sourcing activities through various channels, viz. Channel Partners, Outreach activity, Corporate, Development of Dealer network PAN India.
- ↳ To ensure constant tracking and response to competitor/Market activities & provide timely feedback as per market dynamics
- ↳ Market segmentation and penetrating untapped markets.



Supertech Limited, worked as Sr. Manager – Sales & Marketing from Sep, 2014 to Apr 2015

Supertech Limited, India's leading real estate developer in National Capital Region. The company has set new trends of architectural finesse in the contemporary global scenario touching the horizons of excellence. Established under the dynamic leadership of Mr. R. K. Arora, Supertech has led to creation of various landmark projects.

- ↳ Worked as a Regional Head – Uttrakhand (Rudrapur)
- ↳ Responsible for Sales & Marketing of Residential & Commercial projects of Company
- ↳ Responsible for selling & leasing of Commercial Properties
- ↳ Active participation in making & implementing strategies in project pre-launch/Launch.
- ↳ Responsible to handle channel partners for projects sales.



Tapasya Group, worked as A.G.M. - Marketing from Mar, 2014 to Sep, 2014

The Group has an impressive portfolio of completed and ongoing projects concentrated in the National Capital Region - primarily in Gurgaon, Noida, Greater Noida, Bangalore and Punjab.

Few of completed projects of company are Tapasya Corp Height, Sector 126, Noida, Tapasya BTS Tower, Sector 57, Noida, Tapasya Independent Tower, 281, UdyogVihar, Gurgaon.

- ↳ Responsible for Sales & Marketing of current residential & commercial projects of the company.
- ↳ Responsible for tie-up with IPCs like Knight Frank, JLL, DTZ for leasing of Commercial projects of the company.
- ↳ Responsible for selling & leasing of Commercial Properties
- ↳ Active participation in making & implementing strategies in project pre-launch.
- ↳ Responsible to handle channel partners for residential projects sales.



HERO Realty, worked as Manager- Marketing from Jan, 2012 to Mar 2014

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- ↳ To manage various sourcing activities through various channels, viz. Channel Partners, Outreach activity, Corporate, Development of Dealer network PAN India.
- ↳ To ensure constant tracking and response to competitor/Market activities & provide timely feedback as per market dynamics
- ↳ Coordinate very closely with other functions like core marketing (giving inputs for communication with right target group) and customer care for smooth handover of the acquired clients

Additional Responsibilities:

- ↳ **CRM/Backend** for Alaknanda Plots.
- ↳ **Media/Branding** for HERO Realty Limited



OMAXE Ltd., worked as Manager- Commercial from June, 2010 to Jan 2012

Incorporated as Omaxe Builders Private Limited in 1989, to undertake construction & contracting business, the company changed its constitution to a limited company known as Omaxe Construction Ltd., in 1999. The name of the company has now changed to Omaxe Ltd in 2006.

Omaxe successfully executed more than one hundred and twenty industrial, institutional, commercial and residential projects for a number of prestigious Indian private, public sector and Multinational's clients such as Amity University, LG, Pepsi, Samsung, Wave Cinemas, National Brain Research Centre, P.G.I. M.E.R, Apollo Hospitals and Delhi High Court. Omaxe was the first Construction Company of northern India to receive an ISO 9001:2000 Certification.

'Svedala', 'UdyogRatna', 'Pride of the Country', 'Arya Vaidya Sala' & 'Industrial Award' are some of the many prestigious awards that have honored Omaxe in the past years.

- ↳ To ensure Sales of allocated projects (Residential & Commercial) in the region and deliver targeted top line as per business plan by ensuring targeted sales volumes at approved price levels with various site Managers/Executives
- ↳ Attending customers visiting head office and convince them for bookings
- ↳ Visit allocated sites of various cities on regular basis to promote sales activities, to develop new channel partners etc.

- ↳ To lead and design the various activities for the site sales managers and ensure deliverables are completed as per given timelines.
- ↳ Workout and recommendation of schemes for maximum Sales & recovery and implementation of the same.
- ↳ Developing the channel partner network through market research and promotional campaigns.
- ↳ Driving Sales through coordination with channel partners.
- ↳ Responsible for selecting brokers/investor for the project and involve them by sharing information and project detail like prices, amenities etc.
- ↳ Coordination with all Regional Offices for Schemes, Routine Working, Collection etc.

Triveni Infrastructure, worked as Manager- Marketing & Commercial from May, 2006 to June 2010

Triveni Group is a multifaceted, 3000 cr. conglomerate with interests in Automobiles, Entertainment, Finance and path-breaking Real Estate Development. With strong, almost passionate commitments, the group is destined to be one of the most trusted and fastest growing corporate entities of its kind in India.

- ↳ Proposing & implementing sales promotion activities for the project
- ↳ Participating in negotiations & bringing deals to a closure
- ↳ Staying up-to-date with product & market knowledge
- ↳ Managing Stock Sheet, Handle the direct/ channel partner clients and convert in to the sales.
- ↳ Coordinating with the existing and new brokers of the company.
- ↳ Responsible for checking of agreements, receipts, endorsement, cancellation, bank loan documents, No Due Certification, offer of possession, Registration etc. before get them executing from Authorized Signatory.
- ↳ Monitoring timely correspondence with customers i.e. receipts, agreements, demand letters, interest/cancellation letters, offer of possession, stamp duty.

Educational Background

- ↳ M.B.A. in Marketing & HR from Chaudhary Devi Lal University, Sirsa, Haryana.
- ↳ B. TECH in Electronics & Communication from Kurukshetra University, Kurukshetra

Key Skills & Achievements

- ↳ Effective organization, interpersonal and time management skills.
- ↳ Equipped with problem solving, critical thinking and quick decision making skills.
- ↳ Practical Knowledge of Real Estate Software like Oracle ERP, Pinga Solution, REMS & 4qt Software, D4U.
- ↳ Proficient user of Power Point, Word, Excel, Windows 2003 & 2007, 2008, XP, Vista

Personal Details

Father's Name	: Sh. Sukhbir Singh
Marital Status	: Married
Nationality	: Indian
Passport No.	: Will be available on Demand
Permanent Address	: House No. 714, Ward No. 8, Indira Colony, Kurukshetra (Haryana)-136118

References - Available upon request

I certify that all the particulars provided above are true to the best of my knowledge and belief.

Date:

Place:

(Pritam Singh)