

DEEP PRAKASH

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NATIONAL SALES HEAD | SMC REAL ESTATE ADVISORS

PROFESSIONAL SUMMARY

A seasoned professional with over 19+ years of operational experience and cross-functional background in business management, overseeing Sales & Business Development in B2B & B2C. segments specially into Real Estate & Financial Services business. Highly skilled in facilitating operational business development and creating cohesive business units by providing financial management and administrative leadership. Displays outstanding ability in managing sales, and marketing operations, designing growth strategies and building key relationships that support business growth and meet organizational objectives. An excellent communicator with the ability to prioritize, multi-task, and excel in a dynamic and fast-paced environment.

CAREER HIGHLIGHTS

- ◆ Launched and expanded the Agri-Real Estate business to INR 25 Cr. GMV per month & INR 54 Lakhs MRR with 50+ FTE, 20 Districts, 400+ Agents and 65+ Franchises.
- ◆ Generated revenues of over 30 Million INR within 3rd month of operations while working at Agent Hero Private Limited as the sales and marketing head.
- ◆ Managed a team of 300+ across sales, marketing, CRM, and channel partners, and also handled pan-India sales of over 2200 Cr. INR in ASIA's largest township of 4800 Acres at Wave City.
- ◆ Established a property desk for HNIs and generated over 240 Cr. INR in sales for residential and commercial properties at Capital First Securities.
- ◆ Handled 700+ NRI clients and assets worth over 1 Billion INR and was commended for achieving NFO targets while working as a relationship manager at Barjeel Geojit.

KEY SKILLS

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| ✓ Analytical and Problem-Solving Skills | ✓ B2C & B2B | ✓ Organization skills |
| ✓ Excellent communication skills | ✓ Strong leadership skills | ✓ Relationship building expert |
| ✓ Strong collaboration skills | ✓ Real Estate Sales | ✓ Startup & New Business |
| ✓ Financial Services | ✓ Team management | ✓ Risk-Management |

PROFESSIONAL EXPERIENCE

National Head Sales

SMC Real Estate Advisors Private Limited, Delhi | August 2023 – Present

- Leading & responsible for achieving stipulated EBITA & P&L of SMC Realty sales and marketing department in India by managing over 200+ units' sales per month, [INR 40 Million in Revenues Per Month], with 2% Cost to revenue and a team of 250+ sales personnel. Clocking INR 100cr+ in Pune market alone per month as gross sales turnover amongst 6 AoP Tie-Ups only.
- Setting objectives as per the directives of the Promoters, developing Business plan to attain the vision of being India's No 1 Realty advisory company by December 2025.
- Launched 2 New Branches (Bangalore & Mumbai) and restructured existing Branches. Current Branch count is 7 offices Pan India with 250+ Sales Personnel.
- Implementing strategic sales plan to increase efficiency and effectiveness within an organization, managing staff, planning budgets, reviewing expenses, optimizing costs, and looking for new ways to increase profitability.
- Corrected the team structure, effectively keeping only result oriented employees and recruiting new and more effective talent to help execution of the organization.
- Driving Service delivery strategy, accountable for strategic leadership of the accounts, consumer satisfaction and creation of valued senior business relationship with the clients.
- Expanding customer base by locating and developing profitable new micro-markets, developing and executing plans for both B2C and B2B models for profitable sales.

BUSINESS HEAD

Cloudfarm Private Limited, Noida | January 2021 – December 2022

- Successfully setup Sales, Marketing, Operations and Technology Functions by creating Product Market Fit (PMF) and Go To market strategy. Hired the founding and starting team and scaled the business to profitability within 2 months of operations.
- Establish processes for seamless delivery and user experience by launching and managing operational APP & CRM as well as
- overseeing the company's administrative and compliance platforms.
- Utilize advanced technology to address the massive issues of rural entrepreneurship and demand-supply mismatch.

- Lead all aspects of planning with sound business recommendations and establish a legal framework, trademarks, and copyrights for the business model and digitalizing of agreements.
- Interact with the clients and channel partners regularly, provide redress to all their queries, complaints as well as negotiate and approve contracts with key business partners.

FOUNDER/HEAD OF SALES & MARKETING

Agent Hero Private Limited, Noida | **July 2018 – December 2020**

- Managed sales and marketing activities as well as facilitated effective business activation processes to deliver topline and actualized a new dealer network of 250+.
- Managed financial operations and delivered revenues of 3.5 times the cost by facilitating feasible fundraising initiatives, managing expenses, accounting for cash flows and P&L.
- Structured and managed operations and successfully transitioned the business to one of the largest real-estate broking houses.
- Successfully developed an innovative technology platform and integrated it with new business processes that promoted properties and exceeded client needs.
- Employed go-to-market strategies and tactics as well as pushed for operational changes that resulted in cost savings and higher profit margins

DEPUTY G.M & HEAD- SALES & MARKETING

Wave Infratech Private Limited, Wave City, N.H-24 | **October 2014 – June 2018**

- Researched and developed marketing opportunities, identified market trends, and suggested system improvements to achieve the company's marketing goals.
- Managed all activities related to sales and marketing for both commercial/residential properties and developed new processes that increased revenue generation.
- Successfully launched and sold out five residential projects (3 affordable + 2 premium) with over 3500+ units and two commercial projects, with over 3 lac square feet.
- Managed the implementation and execution of corporate communication initiatives and offline marketing activities.
- Established the development of new dealer networks, and also managed the company's entire CRM platform, and increased bottom line and EBITA.

FOUNDER/ SALES DIRECTOR

Krazy Concepts Food Resorts Pvt Ltd, Jaipur | **December 2012 – September 2014**

- Planned the venture, organized the base kitchen, acquired carts, and successfully provided healthy and nutritious food to average Indian families on high-end food carts.
- Monitored work operations, managed sales, assessed costs, competition, and supply-demand ratio to identify selling prices.
- Developed and promoted weekly, monthly, and quarterly sales objectives as well as drafted and documented detailed sales reports.
- Led and motivated staff to cultivate a lasting relationship with customers to grow customer loyalty.
- Discovered ongoing market trends and acted on market intelligence to design and implement strategic plans to reach sales targets.

STATE HEAD-BROKING & WEALTH

Capital First Securities Ltd, Delhi | **August 2009 – December 2012**

- Developed a large distribution channel of over 1000+ sub-brokers across multiple locations in Delhi/NCR and entire North India. Set up the Real Estate advisory business and successful foray of LAP and LAS business
- Cross-sell wealth products to HNI/ULTRA HNI, managed a team of relationship managers to set target markers, and managed sales efforts to meet business goals.
- Led the pilot team of 150+ persons in the north region before and after the successful transition from FCH-Centrum Wealth Managers Ltd to Future Capital Securities Ltd.
- Met the financial demands of corporate clients, and ultra-high net worth individuals and commanded a book of over 500 Cr. INR in Agri-commodity lending at all times.
- Developed financial plans for high-net-worth clients through a discovery process, research, analysis, implementation, and monitoring of the plan.

TEAM MANAGER-WEALTH

Dawnay Day AV India Advisors (P) Ltd, Gurgaon | **March 2007 – February 2009**

- Trained, encouraged, and supervised RMs to provide a better understanding of the market and the products.
- Educated clients on a variety of financial topics and made professional recommendations on investment opportunities, products, and services based on their unique requirements.
- Monitored and reviewed RM's performance as well as identified and pursued opportunities for expanding client base through various marketing techniques.

RELATIONSHIP MANAGER

Barjeel Geojit Securities L.L.C, Dubai | **May 2006 – February 2007**

- Managed the sales of various investment and life insurance products and was recognized as a key resource in the first month of service.
- Conducted sensitivity analysis for portfolio-level deals, established a strong control function and performed periodic process reviews.
- Utilized financial modeling to analyze the viability of various fund investments and collaborated with HNI and retail investors to sell a full range of products.
- Achieved targeted cross-sell penetration within the preferred customer base and facilitated asset allocation.

FINANCIAL PLANNING MANAGER

HSBC Bank, Noida | **January 2004 – April 2006**

- Oversaw all sales and operational processes involving various investment products and managed the investments of corporates, HNIs, and institutions in the Delhi market.
- Promoted to FPM within one year of service and was recognized as a key player for FPM Team in Delhi (India) for Investment.
- Developed checklists and control reports to detect/prevent fraud and money laundering.
- Prepared financial analysis and asset summary as well as gained exposure to auditing system in Indian banks.

EDUCATION

Master in Business Finance

Indian Institute of Finance | **2004**

Bachelor of commerce

University of Calcutta | **2001**

C.S. (Foundation)

Institute of Companies Secretaries of India | **2001**

EXPERTISE

Business planning and Development | Account Management | Sales and Brand Management | Customer Relationship Management (CRM) | Business-to-Business (B2B) | Real Estate and property Sales | Market research | Product marketing and management | Contract Negotiation | Wealth Management | Performance Management | Sales Planning & Analysis | Investment Advisory | Share Broking | Client Retention | Product Management | Business-to-Customer (B2C) | Finance Management | Administrative Management | Business Operations Strategizing | Equity Research Processes | Growth Management | Channel Management | Technology | Project management

TECHNICAL SKILLS

Excel based financial modelling | Basic office automation | Visual based programming | Microsoft office Suite

GENERAL SKILLS

- Possesses a positive, mature and personal attitude.
- Excellent sense of initiative, tidiness, adaptability and networking.
- Achieving goals, creative/strategic thinking and problem solving.
- Demonstrated ability to work and perform at the highest standards in complex and demanding environment.
- Excellent ethics, hardworking, focus minded and sound organizational ability.
- Flexible to change with excellent planning and execution skills and works well within the constraints of tight deadlines.
- Advanced professional communication skills (both written and verbal).
- Ability to create rapport and build trust with customers.
- Demonstrated ability to manage and execute multiple tasks in a dynamic and fast paced environment.

PROJECTS

Euro Effect on Gold Prices and Gold Trading in India with 24 Carat Investments Pvt Ltd. | An Analysis of various insurance Policies in India with ICICI Bank | Merger Report on Reliance India Ltd. and Reliance Petrochem with IIF

LANGUAGES

English | Bengali | Hindi