

Ankit Bhardwaj

MANAGEMENT PROFESSIONAL

| Sales & Marketing |

Innovative and results-driven professional focused on achieving results in highly competitive environments that demand continuous enhancement and persistence

Personal Details

Date of Birth : 31st August 1982

Location : Gurgaon, Haryana

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Profile Summary

Enterprising and customer-focused sales leader offering **over 17 years** of successful career with diverse roles distinguished by commended performance in Sales & Marketing with Real Estate

Successful in establishing and managing & activating a vast Channel/Broker Network across different regions of the country while working in Gurgaon, Delhi, Agra, Karnal, Chandigarh, Gurgaon & Kolkata; have established new channel in Toronto (Canada).

Focused change agent with success in **transforming business** through operational strategies in accordance with the market and the business environment

Resourceful in developing, reviewing, and reporting on the **business development division's strategy**, ensuring the strategic objectives are being well understood and executed by the team

Blend of visionary leadership coupled with strong strategic planning for **set-up and expansion of multi-site operations** and business model re-structuring. Result-oriented, self-driven leader and collaborator with proven aptitude to analyse, structure, negotiate / document complex transactions, formulate strategies & achieve operating goals while balancing risks

Organizational Experience

❖ DLF Limited- General Manager Luxury Sales- Present

- Responsible for The Arbour Sector 63,Gardencity Enclave Sector 93,Luxury Group Housing projects & Responsible for commercial project in sector 84 Gurgaon
- Sales performance of the team, manpower requirements, market-competition mapping, and sales projections.
- Responsible for channel partner relationship management and expansion in the region.
- Coordinating with Marketing Department for appropriate positioning of the product and using relevant tools for lead generation, outreach events and site events.

- ❖ Since 05th November 2020 – August 2022 with EMAAR INDIA LTD.
As Regional Head Sales

Key Responsibilities:

- Planning, organising & execution of sales processes for the region
- Responsible for Channel activation, expansion, and management
- Responsible for sales of projects on Dwarka express way and New Gurgaon
- Responsible for achieving the budgeted numbers with the sales team
- Sales performance of the team, manpower requirements, market-competition mapping, and sales projections.
- Taking critical decisions considering the market dynamics i.e., Product, Pricing, Payment plans, Brokerage.
- Coordinating with Marketing Department for appropriate positioning of the product and using relevant tools for lead generation.

- ❖ Since 15th December'17-5th November 2020 with SOBHA LTD., Gurgaon
As Assistant General Manager (Sales & Marketing)

Key Responsibilities:

- Heading Channel Sales for the region.
- Heading team of Sales Managers looking after sales and marketing for the projects in National Capital Region.
- Discussing and finalizing the pricing, launch plans and marketing strategies with the management.
- Discussing and finalizing the brokerage structure and incentives on a regular basis. Planning outreach programs and events to engage and update the channel partners about the new launches, schemes, brokerage policies and future of the organization.
- Responsible for sales performance of the team, manpower requirements, market-competition mapping and sales projections.
- Keeping a close track by regular follow-up with the team regarding the performance of the assigned channel partners.
- Updating the management regarding the performance on a regular basis and discussing the future action plan to achieve the set goals and targets for the project.
- Responsible for collection targets on monthly/quarterly/annual basis by coordinating with the financial institutions/banks.

- ❖ Since 8th Nov'10-14th Dec'17 with Alpha G: Corp Development Pvt. Ltd.,
Gurgaon
As Assistant General Manager (Sales & Marketing)

Key Responsibilities:

- Head sales for GurgaonOne-Sector 84
- Responsible for all the sales operation for the project for both Direct and Channel Sales
- Responsible for sales strategies for Gurgaon One Sector 84 & Alpha International City Karnal.
- Planning and implementing sales and marketing plans; leading sales team across the projects (Gurgaon, Karnal & Meerut)
- Established and engaged channel network in Gurgaon, Karnal & Meerut
- Offering new product mix to the sales team in Karnal by continues engagement with the clients and local market

- ❖ Dec'07-Sep'10 with **Tata Housing Development Company Ltd., Gurgaon** as **Deputy Manager (Sales & Marketing)**

Key Responsibilities:

- Executed Sales & marketing for Raisina Residency Gurgaon
 - Sales & marketing for Eden Court Kolkata (One of fastest Selling Projects in India) Worked in Chandigarh, NCR, and Kolkata
 - Spearheaded dealer network management and expansion in the area of Delhi Chandigarh, Punjab, Haryana and Kolkata
 - Coordinated with media manager for building brand image in the area Ensured After-sales satisfaction of the customers
- ❖ Jan'06-Dec'07 with **Ansal Housing & Constructions Ltd., New Delhi** as **Assistant Manager (Sales & Marketing)**
 - ❖ Sep'04-Dec'05 with **ICICI Bank Ltd., As Area Sales Coordinator (Commercial Vehicles & Farm Equipment)**

Academic Details

MBA (Marketing & Finance) from Kota University (M.I.M.T.), Kota 2002- 2004

BA (Economics, Geography) from Dayal Singh College Karnal, Kurukshetra University 2002

Extracurricular Activities

Senior Under Officer **NCC-Air wing** for the year **2001-2002**

Awarded as the best cadet for the year **2002**

Air force Attachment Camp

NCC-C Certificate with "**A**" **Grade**

Skill Set



Core Competencies

Sales & Marketing



Corporate Strategy & Leadership



Revenue Generation



Business Expansion



Business Development



Channel Management



Relationship Management



Real-Estate Market Analysis

