

ARPIT SINGH

DEPUTY GENERAL MANAGER - SALES & MARKETING

PROFILE

A dynamic sales & marketing professional with a rich experience in the areas of Real Estate Sales, Premium Luxury Residential Sales, Team Management, Sales & Marketing, Key Account Management, HNI Sales and Channel Distribution

EXPERIENCE

● **Sept 2023 -
Till Date**

TARC Limited

Deputy General Manager , Delhi & Gurugram

- 200+ Cr sales contribution in Tarc Kailasa Launch, Patel Road
- Sales Contribution in Residential project Tripundra, Brijwasan Road
- Developed the client presentation & complete show around process with various marketing equipment's
- Effective contribution in Upcoming project launch in Gurugram Sector 63A
- Direct & Channel Sales for the residential project in New Delhi
- Achieved highest average sales price for the launch at New Delhi

● **Jul 2021 -
Sept 2023**

Risland Holdings India

Assistant General Manager , New Delhi

- Evaluation of direct lead generation & Channel Partner activities to ensure maximum output
- Coordinating with Marketing department for developing & implementing lead generation strategies
- Managing the complete project for Sales, Marketing & CRM
- Active participation in achieving the collection targets
- Planned the road map for effective & smooth possession of the apartments
- Nurturing relationships with Channel Partners, IPCs & other Key Accounts
- Top performer Sales – Delhi for the month of March, April, May, June & July 2022Promoted to Team Leader Level basis the performance of Five Months
- 54% contribution in Sales Signing achieved by the Delhi Region Customer & Channel Partner site visit targets achieved were 158% & 121% respectively

ACHIEVEMENTS

Management Skills

Promoted to Assistant General Manager after Team Leader within 2 years at Sky Mansion

Sales Target

Outstanding Employee

Award Yr 2022 for remarkable contribution to achieve Sales Targets

Sales Performer

Top Sales Performer for March, April, May, June & July 2022 at Sky Mansion

Management Award

Recipient of

Appreciation Certificate at DLF for highest sales revenue in Q3 '2015-16

Revenue Generation

Lease revenue

generation of approx. Rs. 4.8 Cr for DLF commercial & residential projects

Closing Skills

Successfully closed the anchor area deal of 25000 sq.ft creating a revenue of 1.2 Cr annually 2014-2015

Closing Skills

Successfully closed the anchor area deal for Haridwar & Meerut Location comprising of 55000 sq.ft 2010 -2011

COMPETENCES

- ✓ **Competent in sales of Super Luxury & Luxury Residential projects**
- ✓ **Exposure of managing and coordinating for project launches involving pre-launch and post-launch activities**
- ✓ **Managing the sales and marketing operations and increasing overall sales**
- ✓ **Developing and appointing new Channel Partners to stimulate sales growth and expand product reach in the market**
- ✓ **Monitoring marketing activities undertaken for lead generation like, advertisement, open house events, cold calling, networking & community outreach**
- ✓ **Team management & supervision to improve team efficiency**
- ✓ **Experienced in Handling over of Residential, Commercial & Retail projects to Client**
- ✓ **Evaluating & adopting marketing plans to ensure accomplishment of targets**
- ✓ **Efficient in managing sales promotional activities and exhibitions for business generation**

● **Dec 2013 - Feb 2021**

DLF Limited
Manager Sales , Delhi & NCR

- Highest incentive achiever for 2018-19 & 2019-20 in Super Luxury residential sales
- Closed sales valuing approx. 250 Cr in the super luxury residential segment
- Sale of high value (ranging 25Cr-40Cr) Super Luxury apartments in NCR region
- Highest incentive achiever for FY16-17 & FY17-18 in commercial sales in Delhi
- Leased 1 Lac Sqft of commercial area with a revenue of approx. 4.8 Cr annually
- Revenue of 40 Cr+ through sale of more than 25k Sqft of commercial office/retail space
- Taking care of execution of all agreement (Lease Deed & Leave & License) regarding commercial & retail complexes across Delhi

● **Sept 2012 - Dec 2013**

Ansal Properties & Infrastructure Ltd
Deputy Manager , Lucknow

- Involved in sales and leasing of retail/ office spaces (Ansal Plaza, Felix Square, Millennium Square, Galaxy Mall & Shopping Square-I & II) in 3530 Acre Sushant Golf city, Lucknow
- Active involvement in sales of residential projects like (Basera DLX, Bliss Delight, Harmony Enclave, Akansha Enclave & Misty Homes)

● **Apr 2011 - Sept 2012**

Supertech Limited
Deputy Manager, Meerut, Haridwar & Rudrapur

- Involved in Leasing of commercial projects of the company "Supernova", Sector-94, Noida, "The Pentagon Mall", Haridwar, "The MetroPolis Mall", Rudrapur, and "Shopprix Mall", Meerut, Gaziabad, Noida
- Closed a blanket deal for two locations Haridwar & Meerut for entertainment area- Funky Kingdom & Anchor space- Spencers
- Execution of all agreement in regards to the brands & kiosk being leased in the property

● **May 2008 - Mar 2010**

Taneja Developers & Infrastructure
Sr. Executive, Agra

- Improving the revenue through marketing activities like Kiosks, Branding space, sponsors, event management
- Improved the mall occupancy by Leasing of shops and vacant space
- Organizing Calendar Day Events (Teachers Day, Dueshra Festival, Christmas Day, New Year, Valentine's Day)

ADDITIONAL ACTIVITIES

NATIONAL LEVEL
PLAYER FOR
KORFBALL

2006 National Korfball
Championships – Uttar
Pradesh Team secured
1st Place



2005 Federation Cup at
Dehradun –
Represented Uttar
Pradesh

CATALYST-AN EVENT
MANAGEMENT GROUP

Nationwide projects
(TVS)

WOW (Women on
Wheels)
MMP (Million Moped
projects)

Managed a team of 45
volunteers in Lucknow,
Agra, Kanpur & Jhansi
for execution of events
with brand recall survey
simultaneously



Maintained good results
during and after
completion of projects.
Total increase in brand
recall was 98% and with
the sales increase per
dealership was 8%
approx.

CONTACT

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👤 29th December 1982

♂ Male

🇮🇳 Indian

TECHNOLOGY SKILLS

IT Skills

MS Office
Windows
Internet Apps



Platforms

Sales Force
Sell.do
Property Portals



EDUCATION

● 2009 - 2010

Master in Business Administration - MBA
Vinayaka Mission University , Salem
1st Division - Marketing

● 2007 - 2009

PGDAM
The NIS Academy, Agra
A+ Score - Customer Service

● 2004 - 2007

Bachelors in Business Administration - BBA
RBS College, Agra
1st Division - Marketing

● 2002 - 2003

Intermediate 12th
National Open School, Lucknow
2nd Division - Science

● 1997 - 1998

High School
St. Fidelis College, Lucknow
1st Division - All Papers