



# 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 Handing 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 "Shoprix 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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-  arpit.catalyst@gmail.com

-  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