

## **ALOK GHOTEKAR**

**Mobile** : +91 9892235706  
**E-Mail Id** : [alok.ghotekar@gmail.com](mailto:alok.ghotekar@gmail.com)  
**Address / Location** : Mumbai



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**Career Objective:** To obtain a key and responsible position for achievement of organizational as well as personal goals by utilizing the acquired skill and expertise.

**Core Expertise:** 16+ years of rich experience in delivering optimal results in high-growth environments in Direct & Channel Sales, Key Account Management, Business Development, Trade Marketing, Sales Compliance, Budgeting & Operations.

### **Professional Qualifications and Certifications:-**

- Masters in Management Studies (MMS)-Marketing from N.L Dalmia Institute of Management Studies & Research, Mumbai (Mumbai University) 2004 – 2006
- Diploma in Information Technology – NIIT

### **Academic Qualification:-**

- B.Com - Nagpur University – 2003
- HSC - I.S.C (St.Paul's School Rourkela-Orissa) - 2000
- SSC - I.C.S.E ((St.Paul's School Rourkela-Orissa) – 1998

### **Work Experience:-**

#### **A. Real Estate Industry - (8 years 5 Months)**

##### **1. Indiabulls Real Estate Ltd.**

Designation : Asst. Vice President [Site Head] - Sales & Marketing  
Projects : Indiabulls BLU Estate & Club, Sky Forest & Sky Living. (3 Residential Luxury Projects)  
Ticket Size : 7 Cr. – 145 Cr.  
Duration : Nov 2014 – March 2023 - **(8 years 5 months)**

##### **Responsibilities:**

- To achieve YOY revenue target through Direct and Channel Sales.
- Key Account Management of Institutional & Retail Channel Partners (International & Domestic).
- Implementing a mechanism for evaluation & categorization of channel partners for running product campaigns.
- Working closely with the marketing team to plan & execute BTL activities.
- Site Branding, OOH, Vendor meetings & deal negotiations in coordination with the marketing team.

- Devising Trade Marketing strategy & executing various online & offline promotional offers as per market dynamics.
- Ensured proper training by assisting and motivating the team members with balanced approach.

**Achievements:**

- Promoted as AVP & Site Head in 2018. Over achievement of revenue target by 220%.
- Generated Top line Gross Revenue of Approx. Rs.10,100/-Cr. constituting 4.1 million Sq.ft. of Saleable area in the term of 8.5 years in Indiabulls Real Estate.
- Generated revenue of Approx. 1800 Cr. for F.Y 2020-21 and Approx. 1200 Cr in F.Y. 2021-22 during the Covid Pandemic.
- Instrumental in closing Rs.200 Cr of Group Deal in “Sky Forest” in the year 2016-17.

**B. Banking and Financial Industry (BFSI) - (7 years 9 Months)**

A seasoned banking professional with over 7.5 years of experience across leading banks including Axis Bank, ING Vysya Bank, HDFC Bank, and Dena Bank. Proven track record in Portfolio Management Services (PMS), Key Account Management, Direct sales, Channel sales, Business Development, Cross Selling of Statutory and Non Statutory Financial Products, Training and Hand Holding and reviewing team performance.

**2. Axis Bank Ltd. (Oct 2010 – Sept 2014) - (4 years)**

- Managed and grew a portfolio of Priority and NRI clients.
- Sold CASA, loans, and third-party products.
- As Branch Sales Manager, led a team to exceed CASA targets and deepen client relationships.

**3. ING Vysya Bank Ltd. (Dec 2009 – Aug 2010) - (9 Months)**

- Focused on wealth management, handling both assets and liabilities.
- Designed strategies to enhance client engagement.

**4. HDFC Bank Ltd. (Sept 2007 – Sept 2009) - (2 years)**

- Built an AUM of ₹145 Cr from HNI clients under the Imperia program.
- Delivered comprehensive financial solutions and drove cross-selling in Insurance, Mutual Funds, and Portfolio Management Services (PMS).

**5. Dena Bank (July 2006 – Aug 2007) - (1 year)**

- Executed marketing initiatives to acquire HNI and Ultra HNI clients.
- Monitored market trends to identify sales opportunities.

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