

## KIRAN KANWAR

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### An Overview:

A dynamic Real Estate professional; with goal-oriented, results-driven, problem-solving abilities developed over 25 years; with over 15 years in Leadership Roles having exposure in *Launching Projects* and *Resolving long-standing Project Delays* caused by Fund Shortages, Delay in Construction, Customer Aggravation, Legal Disputes, etc. Also have had a fair involvement in executing Collaborations & JVs, alongside managing the Liaisoning- seeking Licenses, Approvals & NOCs for project inception &/or seeking OC.

Have the ability to build a team that serves as the vital link between customers and the company to facilitate seamless interactions, ensuring that projects are delivered efficiently and equitably, benefiting all stakeholders involved. By adopting a unified approach, the undersigned aims to enhance transparency, reduce complexities, and foster mutually beneficial outcomes for both customers and the company.

The undersigned believes in incorporating a 360-degree professional approach by incorporating business process management strategies in running the operations; data-driven decision-making; embracing technological advancements in project management; finding amicable solutions for settling legal disputes; incorporating a robust customer relationship management; focus on personalized client engagement and maintaining a healthy cash flow to keep the organization profitable.

### EXPERIENCE SUMMARY

- Responsible for Project's P&L
- Managing Multiple Domains: **CRM | Recovery | Legal | Sales | Marketing**
- Closely Monitoring: **Projects | Liaison**
- 360 Degree **Real Estate** exposure in **Residential | Commercial | Leasing**

Sep'23 – Till Date	<b>Baderwal Group</b>	VP – Sales   CRM   Mktg
Nov'21 – Aug'23	<b>Shearling Skins Pvt. Ltd.</b>	Unified Solutions Partner
Oct'21 – Aug' 23	<b>Max Positive Pvt. Ltd.</b>	Unified Solutions Partner
Aug'17 – Oct'21	<b>Adani Ltd.</b>	Head- Sales   CRM   Mktg
Mar'12– Jul'17	<b>Creative Developers</b>	CEO
Oct'10 - Feb'12	<b>Central Park</b>	Asst. Vice President
Mar'05 - Sep'10	<b>DLF Ltd.</b>	General Manager
Apr'02- Feb'05	<b>Omaxe Ltd.</b>	Sr. Manager
Feb'00 - Mar'02	<b>Tefal India (P) Ltd.</b>	Trade Marketing Manager
Apr'96 - July'98	<b>Larsen &amp; Toubro Ltd.</b>	Brand Executive

## CURRENT INVOLVEMENT

### 1. Organization: **Baderwal Group**

Duration: September 23 - Till Date

Designation: VP - Sales | CRM | Mktg

'Sixty Three Golf Drive' located @ Sec 63a was Gurugram's first Affordable Housing project to get the License from DTCP. Launched in Y' 2015, with the draw executed by the Department of Town & Country Planning in Y' 2016; the project was stalled for approx. 9 years. It was in Sep, 2023 that the undersigned took over the responsibility of the project; and in 18 months, our team was able to revive the project and hand over the physical possession of the units and initiate the process of registration of sale/ conveyance deed. Post receiving the OC on December 31, 2024; we started the process of Physical Possession by February, 2025; post *Recovering the Outstanding BSP (incl. Principal & Interest) amount from about 65% of the customers* | Settling more than 150 Litigations | Creating an Inventory of approx. 150 Units.

### Project Overview

#### Total Units – 936

Unit Type	Number of Units	Price per Unit (app.)	Total Receivables
1 BHK	468	15Lac	70cr
2 BHK	440	25Lac	110cr
3 BHK	28	28Lac	8cr
<b>Original Project Value if project was Delivered in Y'2020</b>			<b>188cr</b>

#### Our Team's Contribution:

BSP Collection Done from	601 Units
Recovered Amount (including 15% interest)	187cr

Cancelled / Surrendered Units	146 Units
Recovery from 62 1BHK Units (@avg. 65 Lac)	40cr
Recovery from 84 1BHK Units (@avg. 85 Lac)	70cr

Pre Possession Charges Collected from	747 Units
Recovery from 370 – 1BHK Units (@ 2.5Lac)	9.25cr
Recovery from 377 – 2BHK Units (@ 3.5Lac)	13cr

Ongoing Litigation	189 Units
Projected Balance Recovery	20cr
Projected Litigation Charges @1Lac	1.89cr
Projected Pre Possession Charges	5.7cr

Miscellaneous Charges (Conveyance Deed Liasioning & Fit Out Non Refundable Deposit) to be collected from	936 Units
(@10k + 4k)*936 Units	1.3cr
Car Parking Sold	456 Slots
456 Slots @5Lac	22cr
<b>Total Project Recovery</b>	<b>370cr</b>
<b>Additional Yield Achieved post Profit (370cr – 188cr)</b>	<b>182cr</b>

## PREVIOUS EXPERIENCE

### 2. Organization: **Shearling Skins Pvt. Ltd.**

**Duration:** November 21 – August 23

**Unified Solutions Partner**

**Shearling** is a brand synonymous to epitome of Luxurious Seating. The brand has done almost all the Lounges across all the Airports in the country, and quite a few internationally. Furthermore, approx. 75% of the 4/ 5 Star Hotel Chains across the globe, along with the top corporate offices showcase the Furniture of the brand. With over 25 years of experience; the brand is a market leader in its domain, and is proudly the part of the 100cr Club; continuously elevating the standards of robotic furniture manufacturing that matches international compliance standards.

With the focus being on manufacturing, the company could not focus on the softer skills such as Marketing, Customer Relationship, Grievance Handling & Collection to maintain a smooth fund flow. This is where our team pitched in and ensured that all these functions are managed smoothly with focused target achievement of a monthly collection of approx. 7.5 – 10cr.

### 3. Organization: **Max Positive Pvt. Ltd.**

**Duration:** October 21 – August 23

**Unified Solutions Partner**

**Max Rebuilds** is a startup engaged in the field of Sustainability. From Sustainable Furniture to Sustainable Recycled *Pl(astic)*y Board | Interlocking Floor Tiles | Fancy Wall Tiles | Acoustic Tiles | Wall Paneling to Fancy Eco-cycled Packaging solutions. This organization has given a new meaning to the term 'waste management' and 'recycling'. The products

developed by the group are not only aesthetically pleasing; but also reduce the Carbon Footprint & create Green Buildings | Spaces.

Whilst the concept of the company was niche, innovative and offered solutions that caters to the today's crucial problem areas revolving around pollution & carbon footprint; the company needed help in generating Sales and Sustenance of business, especially in the 'B to B' category. That's where we roped in and from a humble beginning, in less than 3 years; the company crossed the turnover mark of 2.5cr pa; and has its presence across Airports, Corporate Offices, Condominium Parks & Public Parks.

#### **4. Organization: [Adani Ltd.](#)**

**Duration:** August 17 – October 21

**Designation:** Head of Sales | CRM | Mktg

- Conceptualizing the Sales & Marketing Strategy - From the Drawing Board Stage to Actual Implementation of the Project
- Successfully Launched & Handed-over 3 Residential & 1 Commercial Project in Sec 60, 63, 65 - Gurugram
- Expanding the Channel Base to 300+ CPs by executing lucrative and mutually beneficial strategies & incentive plans
- Creating Seamless Post Sales and Customer Relationship Management
- Implemented innovative Branding Solution by incorporating a balanced mix of Online presence - social media marketing | SEO; along with a strong Outdoor presence and Offline advertising involving the channel partners
- Ensuring Targets are achieved, along with Team Building and retention of Talent

#### **5. Organization: [Creative Developers](#)**

**Duration:** March 12 – July 17

**Designation:** Vice President

- Aided to create an entire Organization from Ground Up and participated in the journey to create a Developer from an Investor.
- Responsible for the entire P&L for both verticals - Land Trading & Plotting
- Project Conceptualization, Drawing Board Planning & Approvals
- Legal and Technical Approvals
- Involved in Land Procurement & JV Transactions
- Successfully Launched 6 Plotted Developments and completed more than 15 Land Trading transactions
- Developing the Sales and Channel Management team
- Streamlining Customer Service & Post Sales | Recovery
- Company's Spokesperson

**6. Organization: Central Park**

**Duration: October 10 - February 12**

**Designation: Ass. Vice President**

- Co-Headed the Sales Team for Central Park Resorts
- Introduced Serviced Apartments concept by Launching 'Rooms'
- Heading the International Business, HNI & Key Accounts
- Lead the Brand Team with an annual budget of app INR 20cr
- Handled the escalated CRM issues of Bellevue

**7. Organization: DLF Ltd.**

**Duration: March 05 - September 10**

**Designation: GM**

- Handling Commercial (Office and Retail) Leasing for North and East India
- Conceptualized and implemented the "Retail Zone" in DLF Commercial Buildings
- Interaction with Corporate Clients, IPC's and Channel Partners
- Initiated Leasing of Vertical Spaces
- Responsible for Branding/ Corporate Communications

**8. Organization: Omaxe Ltd.**

**Duration: April 02 - February 05**

**Designation: Sr. Manager - Marketing**

- Part of the Residential Sales Team handling HNI Clients
- Involved in the Commercial Sales (Retail Spaces)
- Spearheaded the In-house Advertising Agency, Axeom Advertising Solutions Ltd.

**9. Organization: Tefal India**

**Duration: February 00 - March 02**

**Designation: Trade Marketing Manager**

- Synchronizing the Marketing and PR Activities
- Supporting the Distribution Network
- CRM - Support system for the after sales activity

**10. Organization: Larsen & Toubro Ltd.**

**Duration: April 96 - July 98**

**Designation: Brand Executive**

- Market Research
- Coordinating with the sales team to seek inputs for various marketing activities to be undertaken
- Keeping track of the competition

**To summarize; the undersigned believes that her experience qualifies her to provide holistic solutions in:**

- Launching | Re-Launching Projects
- Handling an effective Sales Network
- Problem-Solving & handling Complex Situations
- Focused & effective Customer Management
- Maintaining the Financial Health of the organization by Target Oriented Collection & Recoveries
- Diligently handling Litigations and reaching effective Settlements
- Managing Licenses, NOCs & various approvals required to launch / seek the OC for the Project

Look forward to seeking an appointment to further discuss the aforesaid pointers in detail.

Regards

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### **SPECIFICS**

- ✓ Pursuing LLB
- ✓ 2020-21 - Debt Recovery from Indian Institute of Banking & Finance
- ✓ 1998-00 - MBA from IMI with specialization in Marketing and Branding
- ✓ 1995-98 - Mathematics (Hons.), Miranda House, Delhi University
- ✓ DOB – 25/08/1978
- ✓ Residence – Golf Course Road, Gurugram