

# PRAKASH SINGH

Strategic & proactive professional with proficiency in formulating, developing and implementing business plans & strategies to ensure attainment of revenue goals and; chronicled success in spearheading all aspects of **Strategic Sales & Marketing (Real Estate)**

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## Profile Summary

- **Detail-oriented and an organized professional** with an experience of 17 years in meeting business needs in a fast paced, expanding environment; innate capabilities in overcoming complex business challenges and making high stake decisions pertaining to **Sales, Marketing and Collections (Real –Estate)**
- Visionary professional with skills that reflects year-on-year success in achieving **business growth objectives** and optimizing the value chain of business for achieving the targeted top & bottom-line profitability, turning-around the business and directing it towards growth by proactively conducting **opportunity analysis** by analyzing market trends, competitors & customer insights
- Identifying and networking with **financially strong and reliable HNIs**, resulting in improved market share; safeguarding business & ensuring sustained growth, focusing on achieving or surpassing sales targets across **Real Estate Sector resulting in 20% YOY revenue growth**
- **Liaising and coordinating with customers, addressing customer queries** and providing resolution to the same on priority for achievement of customer satisfaction matrices; devising & implementing effective **collection methods** and designing & effectuating new process in order to achieve the business excellence/ profitability
- Identified, negotiated, planned, strategized real estate sales portfolios ranging from INR 1500 Crores to INR 6000 Crores; ramped up the customer base with an average unit price of INR 1.2 Crores (monthly sales of INR 43 Crores)
- Notable success in building **strategic alliances** to open an opportunity for accessing new markets through **appointment of new channel partners and maintaining relationships with the existing ones**; assisting the in improving their sales through workshops and events and providing macro & micro level insights & so on; expertise in **harvesting untapped business opportunities**
- **Wealth across multi-functional roles** like Market & Competitor Analysis; managed all aspects of Product Management (customer segmentation, positioning, pricing & brand management); managed the **complete sales cycle** from initial unqualified lead to proposal, managing competition, evaluation & support issues, commercials, price negotiation and closure; MS-Office (Word, Excel & PowerPoint) and Internet Applications and Salesforce.com
- **Analytical, dedicated & versatile leader** enthusiastically meeting deadlines with innate skills in building high performing multi-cultural team that excel in delivering business value with high morale & low attrition; leading, training & monitoring performance of the team members for maintaining excellence in sales operations

## Core Competencies

Strategic Sales & Marketing	Business & Operational Excellence	Commercial & Residential Projects
Cost of Sales Management	Real Estate Channel Management	Product Management
Go-To Market Strategy	Brand Management	Product & Pricing Strategies
Distribution Management	Organizational Improvisation	Business Growth & Revenue Generation
Annual Business Planning & Budgeting	Team Management & Leadership	Market Penetration

## Education

**2007: MBA (Marketing) from MIM - Manipal, Manipal University with 3.6 GPA out of 4**

**2004: B.Sc. (Hospitality and Hotel Administration) from IHM - Shimla, N.C.H.M.C.T, PUSA**

## Work Experience

### Aug 2023-June 2025: Godrej Properties Limited - Site Sales Head

#### Key Result Areas:

##### Financial

- **Budgeting:** Providing inputs pertaining to sales performance, manpower requirements, market competition, sales projections as an input to AOP
- Estimating marketing budget for the site as an input to AOP including promotions/sales manpower/ broker commissions
- **Sales Planning:** Creating and recommending a sales strategy for achievement of assigned sales targets

##### Operational:

- **Meeting & monitoring channel partners,** screening potential partners & communicating company terms and conditions
- Assigning **sales targets** to team
- Tracking the Sales Inventory
- **Setting Channel Distribution** & Driving Channel Business
- Interacting with customers in converting potential leads and **negotiating with customers**

##### Lead Generation:

- Generating & managing leads and **lead management**
- Exploring new opportunities in **corporate sales** in the region
- **Sales Admin:** Ensuring management of all aspects of after-sales relationship with customers, systemic input & management of data
- Ensuring site experience as per Brand norms

### Sep 2020 – July 2023: Risland – The Icon, Mumbai

#### Growth Path:

#### Sep 2020 – Sep 2021: Head Channel Sales – Mumbai & Chennai

#### Since Sep 2020 as Head – Sales, Marketing & CRM

##### Key Result Areas:

- Formulated new policies to increase the sales volume through Direct Sales, implemented strategies for timely collection of revenue from New & Existing Customer Base and devised new strategies for generation of quality leads from various Marketing avenues
- Headed product mix of 1, 2 & 3 BHK with a project value of 1500+ Crores
- Managed entire business portfolio in terms of Sales, Marketing & Collection for Risland – The Icon
- Formulated and implemented strategy and updating Board of Directors on the work of Executive Team
- Led The Icon with 7 Acres of land bank, fueling the sales funnel with over 250 Channel Partners in first 6 months of operations

##### Highlights: Head – Sales, Marketing & CRM

- Built and launched strategies to increase the direct sales revenue of the project from 17% in FY 2021 to 26% in FY 2022
- Laid out effective and engaged CRM policies which further determined timely collections from Existing Customer Base
- Completed approx. 2 million sq. ft. residential projects that included planning, market research and initial set-up
- Launched 3 projects on a PAN India level aggregating approx. 4.5 million sq. Ft covering Thane, Chennai & Delhi
- Provided complete marketing leadership and guidance for the launch of first project The Icon in MMR
- Doubled business turnover of the branch from INR 198 Lakhs / US\$ 2.42 Thousand to INR 410 Lakhs / US\$ 5.10 Thousand in 1.5 years
- Used the existing customer network to generate extra sales worth INR 123 Lakhs / US\$ 1.6 Thousand and maintained healthy relationship with real estate consultants for overall revenue generation

##### Highlights: Head Channel Sales – Mumbai & Chennai

- Managed Sourcing for Mumbai (Thane) The Icon & Chennai The Ace; engaged with Channel Network of Mumbai & Chennai
- Supervised eclectic mix of Under Construction and Near Possession properties from the ticket size of Rs 50 Lakhs to Rs 2.5 Crores that span the Mass / Budget & Luxury segment of Mumbai & Chennai encompassing Rs. 2000 Crores worth of Inventory
- Managed entire business portfolio in terms of Sourcing & Closing Sales, Channel Invoicing, Launch Strategies for The Icon – Thane West & The Ace – Chennai
- Reversed underperformance by diluting 95% Inventories in just 3 months with team of 12 members

### Apr 2019 – Sep 2020: L&T Realty – Mumbai as Senior Manager – Channel Sales

#### Highlights:

- Managed sourcing for Crescent Bay – Parel and Seawoods Residences – Seawoods including engagement with Channel Network of Mumbai
- Spearheaded sales of the prestigious L&T Realty - Seawoods Residences, Navi Mumbai luxury brand in the Real Estate segment, sold 100% Inventory in 2 Months
- Devised Revenue Generation, Go-To Market Strategies and Market intelligence plans across South Mumbai and Navi Mumbai region
- Finalized finest detail of project in coordination with marketing team for precise launch time and pricing mix
- Led Sourcing Vertical of Navi Mumbai and Parel Site which engulf the entire region of MMR with a team size of 12 members
- Gained rich understanding of nuances related with a Fresh Land Parcel Launch from 'Inception to Sold Out' stage

#### **Jul 2014 – Mar 2019: Lodha Group- Mumbai as Team Leader - Channel Sales**

##### **Highlights:**

- Monitored entire gamut of Mass & Affordable housing segment of Lodha for Thane region, covering 4 Under Construction sites and 1 Ready to Move Project
- Spearheaded an annual turnover of 300 Crores for assigned projects from Central Zone (Powai to Kanjur Marg.)
- Supervised team managing 300+ Channel Partners

#### **Jan 2014 – Jul 2014: Suzuki Motorcycles – Delhi as Assistant Manager - Dealer Development**

##### **Highlights:**

Bagged new dealership in Pune (Maharashtra), Nagpur (Maharashtra), Amravati (Maharashtra), Dehradun (Uttanchal), Moradabad (Uttanchal), Allahabad (Uttar Pradesh), Jaunpur (Uttar Pradesh), Kanpur Dehat (Uttar Pradesh), Lucknow (Uttar Pradesh), Pilibhit (Uttar Pradesh), Agra (Uttar Pradesh), Aligarh (Uttar Pradesh), Mysore (Karnataka) and Keonjhar (Odisha) with minimum project cost of Rs 2.5 Crore (land, building & infrastructure cost excluded)

#### **Jan 2012 – Jan 2014: Gitanjali Group – Mumbai as Manager - Franchise Development**

##### **Highlights:**

- Developed franchisees of Gitanjali Group's Asmi & Sangini brands with minimum investment capping of Rs 2.5 Crores (interiors, land, building & infrastructure cost excluded)
- Implemented Medium Investment Franchise Module for Tier II Cities with assured returns in 2012 and demonstrated skills in expanding franchisee network on pan India level
- Increased company penetration by appointing new franchise and daily trading volume by 24% revenue generation through franchisees

#### **Jun 2010 – Jan 2012: Franchise Sphere (Anandira Consulting) – Delhi as Business Partner**

##### **Highlights:**

- Developed franchisees for Gitanjali, Café Coffee Day, Bansal Tutorials, Barista, New Zealand Naturals & Moti Mahal Deluxe
- Started with one client and made 7 successful clients during one financial year
- Developed and marketed franchisee concepts and Investment & Return calculations for an educational brand

#### **May 2007 – Jun 2010: Franchise India – Delhi as Manager - Key Account**

##### **Highlights:**

- Managed franchise development of companies such as Videocon, Next, Reebok, Mirchi, Gelato Vinto, Bansal Tutorials, Yo China, Moti Mahal Delux, Coffee Day Xpress, Brew Berry's, Slice of Italy, New Zealand Naturals, Chicking, Prime Travels, Kuoni Holidays and SOTC at PAN India level

#### **Apr 2004 – Jun 2005: Radisson Hotel – Noida as Executive Sales**

## **Personal Details**

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Date of Birth:	28 <sup>th</sup> Oct 1983
Address:	Thane West, Maharashtra
Languages Known:	Hindi and English