

# Bikram Singh Sekhon

## Real Estate Consultant – Leasing & Tenant Management

Experienced in a demonstrated history of work in the real estate sector. Skilled in Business Development, Marketing Strategy, Management Consulting, Business Strategy, Business Analysis and Research- Location analysis, franchise mapping, competition analysis, product to demographic matching (Retail), Mall - Brand mix formulation

### EXPERTISES

Lease Oversight

Broker Management

Team Leadership

Lease Writing

Broker Activation

Contract Negotiations

Problem Solving

Relationship Building  
And Client Retention

Property Sourcing & Acquisition

Marketing

### CONTACT INFO

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### WORK EXPERIENCES

#### AVP – Leasing (Retail & Corporate)

##### Golden-I (Ocean Infraheights Pvt. Ltd | April 2021 – Present

Joined as the company's first Leasing Head for Golden-I, a 25 Acre IT/ITes Park located in Noida Extension consisting of 3.5 Lakh Sqft Retail High Street, 30 Lakh Sqft Office Floors, 2 Studio Apartment towers and a 125 Keys Business Hotel. The project is under construction and possession of phase 1 started In February 2023.

##### My Current Role & responsibilities:

- Consolidation and Zoning of the High Street retail area of 3.5 Lakh Sqft.
- Correction of drawings and customer circulation/foot-fall.
- Correction and Implementation with MEP team to match the zoning. (Identified and resolved challenges in exhaust, AC, Fresh Air, Grease Trap, Garbage Disposal etc. as per client and govt. norms.
- Detailed market research for retail, office and demographic mapping to target the right clients.
- Drafting company documents - Leasing Letter of Intent, Leasing Agreements, Leasing Mandates for unit consolidation and Facilitation Agreements for Assured Rent Agreements.
- Hiring a leasing team and creating/implementing SOPs..
- Broker management.
- Investor management
- Identifying and negotiating with multiple maintenance companies (IPC)
- Working closely with IPCs for leasing efforts and updating market.
- Business Development - Strategically identifying and connecting the right brands to match our zoned brand mix.
- Investor model building and presentation for HNI towards strategic strata-sale
- Worked closely with Mr. Kuljeet Shangari, ACPL architects to optimise an upcoming project (Golden Grande) with sizing, footfall flow and anchor development.
- Marketing – Devising and implementing pre launch and positioning marketing strategies. (Digital, Print etc)

##### Achievements: 1st December 2023

- Hired and trained a leasing team with defined KRA's
- Planned and created a drive thru option for Mc. Donald's and working on a built to suit drive-thru for a renowned coffee brand positioning market acceptance by 2024.
- Working with JLL to lease 25,000 Sqft to Regus.
- Signed – Over 1.5 Lac Sqft - Mc Donald's, Croma, Haldiram's, Starbucks, Tony & Guy, DIY, KFC, Pizza Hut, Looks, Theobroma, Apple, Chaayos, Lenskart, Suzuki Nexa, Livspaces, Tata Capitol etc.

## EDUCATION

**Bachelor Of Business Administration**  
National Institute Of Management Solutions  
| Delhi

**International Baccalaureate**  
Machabeng College |Lesotho. Africa

**Class 10th**  
Army School |Akhnoor. J & K

**Pre 10th**  
Sherwood College |Nainital.

## Business Head

### Leasit Advisory Services | 2018 – March

Started my own company with the goal to implement and master my skills learned over my decade long working career. Acquired the sale and leasing rights for an upcoming mall and provided leasing solutions to various outstation clients.

- Project Acquisition – **Metro World Mall**, Gurgaon
- Team Recruitment and Training
- Managed my team to streamline and adhere to the roadmap agreed by us and the promoters.
- Orchestrated and implemented re-branding and zoning of the entire Mall to improve sales effectiveness and match demographic needs.
- Managing the entire marketing and business development for the promoters.
- Signed various anchor and vanilla stores directory and via broker association.
- Managing the broker activation and payouts for the Mall.
- Negotiated and drafted all the LOIs, EOLs and registered lease agreements.
- Contracted maintenance workers based on the needs and emergencies, acting quickly to maintain client satisfaction.
- Liaison between the Mall's team and the Tenant's projects team during their fit-outs and thereafter their operations team.
- Helped clients find leases to suit all kinds of needs such as handicapped access, pet-friendly locations and one-story configurations. (For clinics, vet-clinics etc.)
- Done market research and competition analysis for out-station clients entering into the NCR market before recommending zones and localities.
- Handled all phase 2 meetings and visits with over 50 retail brands.
- Some of the brands signed and worked with - **Spencer's, Amoeba, KFC, Pizza Hut, Looks, Barista, Ximi Vogue, Dolce Gelato, Crown Vet** etc.

## Senior Marketing and Sales Manager

### Perfect Group India | Mar 2017 – Nov 2018

The company was primarily focused on sales and I was hired to start a leasing division at the company. Once we leased a few properties the company decided to underwrite distressed properties refurbish and release them to further sell them at a profit. It was a very good learning as we worked backwards from a leasing point of view leading to eventually selling the leased spaces.

- Started the Leasing division for the company
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Consulted with product development teams to enhance products based on customer data.
- Supervised employees and employee training to communicate best practices, optimize productivity and decrease process lags.
- Worked closely with the promoters to shortlist and plan refurbished properties for leasing and sale.
- Secured leases and leasing rights so we could completely redevelop and re-lease properties as per a new zoning plan
- Made and registered agreements to lease and sub-lease
- Recruited a leasing team and created SOPs.
- Trained and evaluated the team for optimum performance.
- Broker management and activation.
- Identified various key locations for restaurants, schools and play zones.
- Some of the brands signed and worked with - **Safari Kids, Modern Bazaar, Barista, Looks, Norenj, Chai Point** etc.

## **Business Development Manager**

### **Corporate Infrasource | July 2014 – Feb**

Started my career in real estate here and learnt the different tools and business models of a small company. It was a very challenging profile as there was very little assistance in the form of resource, manpower and leads. It helped me develop the skills to work under pressure while learning every day from clients and market leaders.

- Worked closely with the team to achieve development, public relations, customer follow-up and property management for the client.
- Advised and informed prospective clients on current market activities, condition and the negotiation process of real estate transactions.
- Identified the specific needs of customers, thereafter worked closely with the requirement team to shortlist properties to fit their requirements, resulting in saving a lot of time and adding to the ease of doing business.
- Handled, reviewed and executed confidential documents, contracts and disclosures
- Traveled pan India to hold face to face negotiations and execute deeds for clients.
- Closed various lease deeds for renowned companies including Aranca (Gurgaon office)

## **Business Development Associate**

### **Tecnova India Pvt. Ltd. | Sept 2013 – June 2014**

Tecnova being one of the leading companies in market entry strategy taught me the basics of business development from cold calling to sharing proposals to international clients. The company also gifted me with the skills and know how to do market research and present them to various retail and commercial clients.

- Responsible for Business Development, Sales and Marketing activities.
- Business Research to identify potential clients in various sectors.
- Package companies offerings/services in a manner that is attractive to potential clients future expansion strategies.
- Engaging with potential client to ensure high level willingness. Take all first level calls and lead discussions on service offerings.
- Develop offerings in line with client requirements backed by research and internal capability.
- Evolving strategic thinking to introduce new and innovative approach in acquisition of new clients.
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- Collaborate with Business Development and Execution teams to develop high quality proposals and presentations.
- Support Execution team in project implementation for contract originated by self.
- Identified shortcomings in current process operations and found ways to better the ongoing process to make it more efficient while increasing the number of clients per sector geographically.

## **Software Solutions Expert**

**Dell International Services | March 2007 – May 2009**

Started my corporate career at Dell where I learned a lot about work ethics and professionalism. It majorly taught me how teams work and how to motivate teams to get the maximum performance out of them and sustain it.

- Worked as a Senior Technical Associate with laptops (Inspiron). Also worked with a team to make the internal database of clients easy to use and access by employees. (Certified Awards - CE Star employee of the month July 2008, Star employee of the month February 2009)
- Internally promoted to be part of a team of 20 for the pilot batch of Presto as a Software Solutions Expert.
- Was a mentor trainer for all new joining to the team.
- Handled all first level escalation