

**Business Development Specialist - Real Estate Transactions ~ Channel Management (B2B) ~ Client Relationship Management ~ Market Research ~ Capital Advisory ~ Banking and financial services**

*Proactive & creative professional with a demonstrated record of achievement who fuel's the effort towards Organizational Objective's – Revenue & Customer Satisfaction.*

**A. PROFILE SUMMARY**

- **19 years** of Experience in **Business development in Real Estate transactions, Investment properties (Commercial & Residential) and research, Direct sales management, Channel sales Management (B2B), Home Loan, Banking & Financial Services, Client Relationship Management, Capital Advisory, Channel Management, Market Research in diversified Delhi & NCR Market.**
- Merit of being associated with renowned groups such as M3M, Omaxe ltd, Piramal capital, Indiabulls, HDFC Bank, Bajaj Capital, Netambit
- A keen strategist with expertise in managing Direct and B2B sales in REAL ESTATE (Commercial & Residential) **gathering market intelligence, generating research reports on sales velocity and pricing for targeted micro markets; distinction of accomplishing multi-fold revenue.**
- Adept at developing relationships with key decision-makers / channel partners in target of organization for revenue.
- Possess good ownership, negotiation, people management & goal-oriented abilities.

**SKILLS SET**

**Business  
Development  
Revenue Expansion  
Channel  
Management  
Product Promotions  
Market Intelligence  
Brand Management  
Client Relationship  
Management**

**B. CORE COMPETENCIES**

**1. Sales & Marketing:**

- Analyzing business potential, conceptualizing & executing sales strategies, augmenting turnover and achieving desired targets.
- Planning & implementing sales programs/strategies to improve the product awareness in markets by brand building and market development efforts

**2. Client Servicing:**

- Maintaining excellent relations with clients to generate avenues for further business
- Ensuring speedy resolution of queries & grievances to maximize client satisfaction levels

**3. Team Supervision:**

- Monitoring, recruiting, training & motivating the manpower to ensure quality deliverables.
- Providing direction to the team for ensuring optimum performance as well as enhancing their professional and soft skills

**4. Channel Management:**

- Developing and appointing new business partners to expand product reach in the market; and working in close interaction with the internal teams to promote all product as per organization objective.
- Continuous monitoring of performance w.r.t sales & service on regular basis.

**C. ORGANISATIONAL EXPERIENCE**

**Since Aug' 23: M3M India – Sr. General Manager**

**Key Result Area: Effective Aug 2023**

- Presented excellent image of company and its services to customers and channel partners.
- Developing & Maintaining Channel Sales network to boost sales.
- Deepening relationship with existing CPs (Distributors).
- Training partners on focus projects (NCR Projects)
- New Network identification and activation of ITA's.
- **Maintain professionalism and integrity** while fostering relationships with business associates.
- Monitoring channel partner's performance and extend required support for improvement in sales.
- Lead a result oriented productive team towards management objective of Portfolio Growth and Profitability, by ensuring multi-product sales & customer relationship management.
- Market Intelligence
- Product design and development.

**Highlights /Achievements**

- Successful launch of new Project ( M3M – The line , Sec-72 , Noida)
- Leading Noida Micro market for sales.

## Since May'22 – Aug 23: Omaxe Limited - Vice President

### **Key Result Areas: Effective May 2022**

- Presented excellent image of company and its services to customers and channel partners.
- Developing & Maintaining Channel Sales network to boost sales.
- Deepening relationship with existing ITA's (Distributors).
- Training partners on focus projects (NCR Projects)
- New Network identification and activation of ITA's.
- Monitoring channel partner's performance and extend required support for improvement in sales.
- Lead a result oriented productive team towards management objective of Portfolio Growth and Profitability.

### **Highlights / Achievements:**

- On boarded new 100 new Channel partners and activated them.
- Leading Noida Micro market for sales.

## April'15- May 22: Piramal capital – BRICKEX, as Assistant Vice President- North

### **Key Result Areas:**

- Developing & Maintaining Channel Sales network to boost sales.
- Developing builder relationship.
- Deepening relationship with existing national distributors.
- Training partners on focus projects.
- Identifying builders and projects to provide steady flow of revenue yielding products.
- Generating Sales velocity reports to support investment teams.
- Lead a result oriented productive team towards management objective of Portfolio Growth and Profitability, by ensuring multi-product sales & customer relationship management.

### **Highlights / Achievements:**

- Key member for Establishing Brickex (B2B real estate platform at Piramal Capital)
- Highest revenue achieved pan India year 2015-1 cr
- Promoted as AVP.
- Managing national distributors.
- Given Opportunity to lead team and establish Mortgage business.

## Sept '14-April'15: FINLACE CONSULTING as AVP – Primary Sales, Gurgaon

### **Key Result Areas:**

- Establish Gurgaon branch as profit center.
- Developing builder relationship and maintain them.
- Generation of MIS and presentation of same to the management
- Lead management on CRM.
- Look after collection & receivable management and Profitability.
- Developing and maintaining relationship with other verticals, branches and franchisee.
- Give training to our team on sales process to optimize the work and efficiency.
- Corporate Marketing Plan to tap corporate client for generating bulk deal.
- Managing the entire sales team and making strategies for development of channel and direct sales

## Oct'12-Sept'14: BAJAJ CAPITAL as Zonal Manager – Real Estate (Channel Sales)

### **Key Result Areas:**

- Developed & Maintained Channel Sales network for primary Real estate distribution.
- Managing the entire **Sales team** and making strategies for development of channel and direct sales.
- Developed builder relationship.
- Data Procurement through online research, online social networking and marketing activities.
- Lead a team of Managers for sale & resale of Residential Flats/ Plots, new bookings (Resi./Comm.)
- Planning Strategies, motivate & lead to achieve team targets and Increase number of bookings

## June'11-Oct'12: NETAMBIT Home Options Pvt. Limited as Zonal sales Head( Real Estate)

### **Key Result Areas:**

- Established Direct sales team as well as Alternate channel for primary sales( Residential and commercial)
- Monitoring sales pipeline and generate revenue with the help of my vertical.
- Keeping abreast of market developments, so as to enhance the service proposition.
- Train sales team and telesales team on upcoming builder projects

- Maintaining cordial relationship with other teams and departments ( home loans, mortgages)
- Keep update of new projects and property rates.
- Go on sales call to mature the deal.
- Taking care of corporate and HNI clients.
- Maintain professionalism and integrity while fostering relationships with business associates.

#### **Dec '09-May'11: SEANSAA Associate, Consultant- Real Estate**

##### **Key Result Areas:**

- Initiating / developing / managing / supporting diversified Real Estate developer
- broker tie-ups, exclusive brokerage%, payment terms / pricing negotiation and maintaining relationships.
- Targeted enquiry generation activities and conversion.
- Building a strong product suite / supply side of first sale / resale properties and negotiated deals.
- Identifying product segment for business development, brokerage collection & business profitability.
- Planning / supporting / monitoring marketing and lead generation activities and its effectiveness

#### **Nov'06-Nov'09: HDFC Bank Ltd**

##### **Key Result Areas:**

##### **Role & Responsibilities: Sales manager LAS & Gold loan**

**Feb'08- Nov'09**

- Driving LAS & Loan against Gold business of mapped HDFC bank branches and open market.
- Preparing client profile sheet basis, Balance sheet, P&L.
- Recruiting, training & managing a team of sales advisors, servicing the exiting LAS clients.
- Generating incremental business by cross selling of CASA and Third party products.
- Developing the sales network (Empanelment of DSA's and LGR's)
- Developing relationships across target segment in the given territory to help achieving branch targets

##### **Position: Investment RM: Role & Responsibilities**

**Nov'06- Jan'08**

- Generating income for branch through Third party products.( mutual fund & insurance)
- Widening the client base and servicing the existing clients.
- Single point of contact for investment needs for bank customers.

##### **Achievements**

- Over achievement of income target by 25% in financial year 2007-08.
- Actively managing the client base of 200 people, total portfolio value is 2 crore

#### **June'05-Oct'06: INDIABULLS Securities As Relationship Manager**

##### **Key Result Areas:**

- Acquiring new clients and generating revenue through brokerage
- Building and maintaining relationship with HNI's

##### **Achievements**

- Successfully established Indiabulls , Janak puri branch along with two colleagues, within two months
- Lead a team of four Associate R.M's for increasing customer base and income for the branch.

#### **D. EDUCATION**

<b>Masters in Business Management (Marketing)</b> in 2005	Apeejay School of Management, Dwarka, Delhi
<b>Masters in commerce, 2003</b>	MDU, Rohtak
<b>Bachelors in Commerce in 2001</b>	Delhi University (Delhi College of Arts & Commerce)
<b>MRICS, Emerging leaders program, 2018</b>	RICS, Amity University

#### **E. TRAINING**

**Title / Organisation: The Piramal Leadership Series III - People Excellence Program by PwC and the Piramal Learning University**

**Synopsis:** Through the Piramal Leadership Series we embarked on a journey of creating internal leaders across levels and career stages. You were one of 200 colleagues nominated from across the globe for the inaugural run of this flagship program.

#### **F. Extra-Curricular Activities**

- Position of Responsibility - Member of placement committee at Apeejay School of management.
- Sports - Played table tennis national level, state level and college level
- Winner, Delhi State Table Tennis championship 1996
- Participated in National Table Tennis championship 1995
- Theatre - Performed in the Play She Stoops To Conquer at Sri Ram Centre, New Delhi, 10th June, 2003

#### **G. PERSONAL DETAILS**

**Date of Birth:** 15<sup>th</sup> August, 1980

Address: Rz-H1-41B, Bengali colony, Palam, New Delhi 110045, India.  
Languages Known: English & Hindi