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❖ At a glance:

As a Sales person & with the experience of 16 years inclusive of 11 years in the Real Estate industry, could take care of any project from prelaunch to possession. More over the recent stint with Keventer helped to take hold of Marketing & Channel Partner Networking .Besides maintain a massive database of the Professionals, Businessman & NRI's of all parts of India which will increase the lead generation.

❖ Associations:

Manager Sales and Marketing @ Keventer Projects Ltd [Kolkata] June 2011 onwards...

Marketing:

- Corporate Marketing in various Industries, clubs, Institutions, Associations.
- Tie up with Banks.
- Conducting SMS/ Mailer Campaign activity.
- Electronics promotions.
- Creative finalization with the Ad agencies
- Development of a visual marketing printed and digital material for representation of brochures, flyers, banners etc. Coordination with the printing house.
- Field Survey with outdoor agency.
- Releasing of Press Ads.
- Managing the participation in the Property Fairs
- Channel Partners networking
- Market Survey and Competitor analysis.

Sales:

- Dealing with the on & off site customers.
- Follow up with the customers & converting the leads to sale.

Hanover of Flats:

- Inspection of Flats before the possession with the project team
- Inspection of Flats along the customers & jotting down their remarks
- Follow up with the project regarding execution of the work if any.

Customer Care:

- Involve with the Maintenance & after possession issues
- Solving the day to day issues at site

Collection Management:

- Interacting with the customers regarding payment follow ups & due collection.

Deputy Manager-Residential Service @Pioneer Property Management Ltd [Kolkata] July 08 –May' 11.

- Managing residential sites related to sales, agreements, alterations, reports..
- Involved in Investor selling & Corporate Interaction

Sr. Executive Marketing @ ISQT Process & Consulting Services Pvt Ltd [Bangalore] July' 07-June' 08

- Meeting the Training Managers, Testing Heads, HR Managers, Project Managers of the various Software Companies in & around Bangalore, Chennai, Hyderabad, and Mumbai &

Pune & catering the need of Technical & Soft skill Training & Participation in Conferences of the employees.

- Visiting all the Engineering Colleges in Bangalore and ensuring the training assignments from the Colleges. Established ISQT in these institutions.

Senior Sales Executive-Residential Pioneer Property Management Ltd [Kolkata] Apr' 05 –July' 07

- Managing residential sites related to sales, agreements, alterations, reports. Started career in one of the best project named Genexx Valley appx 1800 flats in the year 2005. Generated maximum business. Interacted with Kolkata's top most investors & officials. Later given the responsibility of a Entire project.

Marketing Supervisor @ Mahindra Holidays and Resort India Ltd.[Kolkata] Jan' 01-April' 05

- Ensuring lead collection.
- Guiding Tele callers to make sure that sufficient number of visitors in the floor of sales, also to address the customers.
- Were among the initial batch of Mahindra's venture in Kolkata. Started as a Telemarketer. Later promoted to Telemarketing Supervisor. Also used to handle the field activity.

❖ Accomplishment:

- As a Telemarketer in Club Mahindra generated maximum sales in the year 2002-03.
- As a Sales Executive in ISQT conducted the best ever conference of the company in the year 2007 dec in Pune.
- As a Senior Sales Executive in Pioneer property achieved maximum sales in the year 2005-06.
- As a Deputy Manager in Pioneer property ensured 100cr business in the year 2009-10. Applied direct Marketing technique & obtained result.
- As a Marketing & Sales Manager in Keventer presently involved with the toughest project in the outskirts of Kolkata "Keventer's Rishra & generating business.
- Achieved success in all the Marketing Activity involved with at Keventer :
 1. Tie up with the HDFC in the year 2013
 2. Tie up with the SBI in the year 2013
 3. Corporate Activity in the year 2015
 4. Distribution Activity in the year 2015

Over and above involvement in selling of more than **600+ units** in various project up to 1.2 crores.

❖ Academic:

MBA in Marketing from SMU, Graduated from Calcutta University.
Secured First division in both (10+2) & 10th standard.