



Kunal Jha

SEASONED PROFESSIONAL IN REAL ESTATE, RETAIL, HOSPITALITY SECTORS & BFSI

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PROFILE

Detailed exposure in Sales, Business Development, Strategic Planning, Retail Start-up Ventures, Direct Sales, Channel Sales & Product Development. Balanced exposure in Operations, Projects, Human Resources and Accounts P&L. Keen strategist and planner with skills in conceptualizing and effecting process improvement initiatives to enhance efficiency.

QUALIFICATIONS

MBA – B.M.S. College of Engineering, Bangalore University -1997
Bachelors of Commerce - The Bhopal School of Sciences, Bhopal University - 1993

“Train the Trainer,” programme at ICICI Learning Centre, Khandala

INTERESTS

Photography, Swimming, Golf, Cricket, Basketball, Snooker, Traveling, Reading & Music.

REFERENCES

References available upon request.

WORK EXPERIENCE

Head – Sales, Ridhira living Pvt Ltd., Hyderabad

March 2024 till date

- Leading the residential sales team for direct sales & channel sales.
- Handling a Suburban Wellness Resort Residential Project with a 5 Star Hotel as an anchor.
- Actively work with Channel partner team to engage with IPC's and DPC's.
- Oversee the pre-sales team.
- Achieved Sales of INR 72 Cr April '24 – Oct '24
- Selling secondary homes.
- Ticket Sizes – Plots: INR 55 Lakhs – 1.1Cr, Villas: INR 1.2 Cr – 3.8Cr

Vice President – Business Operations

Nukleus Coworking & Managed Offices, Delhi-NCR

Oct 2022 till March 2024

- Identify commercial properties for expansion of centers across Delhi, Noida, Gurgaon, Bangalore, Hyderabad.
- Manage the Sales & Community teams across Delhi, Noida, Gurgaon.
- Actively interact with B2B & B2C clients for their requirements and customized configurations.
- Actively work with IPC's like CBRE, C&W, Savills, JLL to generate business across the geographies.
- Actively engage with aggregators like myHQ, qdesq, owbro, etc.
- Work with DPC's for new property expansion and client engagements.
- Responsible for the P&L across centers in Delhi, Noida & Gurgaon.

Founder & Business Owner

Happy Noodle, Yummy Bowlz, @KJ's – Your Neighbourhood Cafe, Bangalore

April 2019 till Oct 2022

- Running two cloud kitchen brands catering to Chinese & North Indian cuisine.
- Running dine-in fast food café: “@KJ’s – Your Neighbourhood Cafe”
- Responsible for day-on-day operations, vendor supply chain and accounts.
- Actively engaged with online aggregators (Swiggy, Zomato, Amazon Food) to increase the online footprint.

Franchise Partner

Milkyway Ice Creams & Fast Food, Whitefield & Indiranagar, Bangalore

Mar '18 till Dec 2020

- Operated in Whitefield and Indiranagar for dine-in and online deliveries serviced by Swiggy, Zomato, Dunzo & Yumzy.
- Specialized in wide range of Italian soft serve ice cream options - a soft serve cone to a yummy sundae.

Head - Channel Sales, Residential

Embassy Property Developments Pvt Ltd. (Embassy Group), Bangalore

Sept '16 till Feb 2018

- Setup & Lead the Channel Sales vertical for domestic and international alignments.
- Participated in international real estate exhibitions in Dubai, Singapore, UK, USA.
- Focused engagement on developing the channel sales, partner strategies and programs resulting in contributing towards the sales targets.
- Created the Channel partner “PIE” program, bundled with rewards & recognition of partner’s quarter on quarter.

- Launched the PIE programme in Bangalore, New Delhi-NCR, Chennai and shortly in Mumbai.
- Created new business opportunities by empanelling new channel partners in Bangalore, Mumbai, Chennai, Hyderabad, Delhi-NCR, UK, Singapore, USA, and Hong Kong.
- Annual targets of 350 - 380 Crores.
- Worked with IPC’s on National mandate for upcoming launch of a large apartment project Embassy Springs.

Sr. GENERAL MANAGER – SALES SOBHA LTD., Bangalore

July 2015 till September 2016

- Setup and led the Channel Sales vertical with a focused engagement on developing the channel and partner strategies and programs resulting in contributing towards the sales targets.
- Created new business opportunities by empanelling new channel partners locally and from other states in India.
- Held Channel Partner events for new project launches.
- Self & team actively managing the channel partners to enable them with complete project details, collaterals and interacting with prospective clients.
- Worked with the Chairman and the other executive team members to identify and develop strategies.

Dy. General Manager – Sales NITESH ESTATES LTD., Bangalore

Nov 2012 till June 2015

- Handled two projects – apartment and gated villa plotted development.
- Given additional responsibility of setting up the Channel Partner Team with a focused engagement on enrolling channel partners by holding events for new launches and on-going projects.
- Work closely with the luxury sales team on the luxury portfolio.
- Conducted feasibility studies to configure the mix use land development.
- Strategic planning including corporate positioning, market and competitive analysis, customer segment selection and penetration plans, and related product positioning.
- Involved in the sales cycle, events, qualitative and quantitative market research and website design and content.
- Define and direct marketing programs for demand creation and lead generation.
- Part of the core team working with the COO and the other executive team members to identify and develop strategies.
- Launched successfully, the first plotted development project in Devanahalli spread over 42 acres.
- Involved in the creation of department Standard Operating Procedures (SOP).
- Promoting NEL through exhibitions in India & UAE, Road Shows, and Corporate Promotions.
- Conducted project training of all projects with Channel partners – induction and on a regular basis.

Head - Sales & Customer Service

March 2011 till October 2012

MPG HOTELS & INFRASTRUCTURE VENTURES PVT. LTD., Trivandrum

- Established the Sales and Customer Service Department.
- Conduct feasibility studies to configure the mix use land development.
- Strategic planning including corporate positioning, market and competitive analysis, customer segment selection and penetration plans, and related product positioning.
- In charge of sales, customer service, trade shows, seminars and events, public relations, qualitative and quantitative market research and website design and content.
- Define and direct marketing programs for demand creation and lead generation.
- Develop and manage channel and partner strategies and programs.
- Work with the VP – Sales & Marketing and the other executive team members to identify and develop strategies.
- Complete sales & leasing of residential, commercial, retail, malls real estate development.
- Plan, oversee and execute the organization's brand building and promotional activities.
- Business Development and Implementation of CRM.
- Created department Standard Operating Procedures (SOP).

Asst. General Manager – Sales

January '09 till February 2011

PBEL Property Development (India) Pvt. Ltd., Hyderabad

- Led the sales team with clear focus on sales for PBEL CITY. The project was focused primarily on residential development comprising of self-contained gated communities – apartments.
- Plan business development strategy and execute, both short and long range, to ensure achievement of sales targets, growth in profits and expansion of company services.
- Promoted PBEL CITY through exhibitions (Times Property, Axis Bank, ET, etc.), Road Shows, and Corporate Promotions.
- Achieved revenue and contribution targets, build credibility and gained market share.
- Coordinated with IPC's & property consultants for investors in residential properties.
- Member of the strategy team that defines the budget allocation, marketing plan, product positioning, Sales strategy and most importantly the road map.
- Identify prospective alliance partners and enter in to strategic alliances.
- Travel around 75% to different locations.
- Ensure reporting is done on a daily basis highlighting the MTD & QTD performance and discussing with team on the funnel, Monthly review with strategic focus.
- Significant deals - Microsoft, Infosys, Deloitte, D E Shaw & Co., Wipro, ADP, Andhra Bhawan, TANA and many other associations.

Cluster Head

Nov '06 till Dec 2008

ICICI Securities Ltd. (ICICI Direct), Hyderabad & Bangalore

- Led the “ONE STOP SHOP FOR ALL YOUR FINANCIAL NEEDS” and setup 26 branches in Hyderabad, Vizag & Vijayawada.

- Market development by identifying needs, designing solutions for the client and increasing the sales of new product lines. Directing attention to market sectors where the company achieves the best return on time and effort invested.
- Ensured the setup and delivery of branches within the stipulated timeline and open to customers with competent team & facilities.
- Successfully converted Hyderabad & Bangalore branches into profit making branches generating an average of INR 3 to 4 lakhs bottom line revenue per branch per month.
- Regularly visited markets across the region to understand market dynamics, consumer behaviour and mode of operations.
- Generated business from road shows & promotional activities with a focus on customer acquisition and increase in market share.
- Successfully converted Hyderabad & Bangalore branches into profit making branches generating an average of INR 3 to 4 lakhs bottom line revenue per branch per month.
- Regularly visited markets across the region to understand market dynamics, consumer behaviour and mode of operations.
- Generated business from road shows & promotional activities with a focus on customer acquisition and increase in market share.
- Established "ICICI direct" as a brand name in Hyderabad and Bangalore Region.
- Collated information to generate MIS reports on product performance, market presence and brand position vis-à-vis competition in liaison with market research & consulting agencies.
- Team business review meetings on a weekly and monthly basis followed up by quarterly, half yearly & yearend strategic reviews.
- Head count of team – 182 (26 Branch Managers & 156 Relationship Managers)
- Talent attraction recruitment from various B schools, various educative & skill enhancement centres. Actively involved in hiring, training and motivation of employees for target achievement and compliance with performance parameters.
- Ensured competence building in team in terms of cross-sell, up-sell for product, refresher, new product launches & certifications.
- Acquired prestigious accounts as IBM, AMD, HP, Samsung, Biocon, Infosys, Wipro, Oracle & many more.

General Manager (Retail Operations)
Bhima Jewellers and Bhima Soft (P) Ltd.

Jul '99 till Sept 2006

- Managed 12 branches across Kerala, Tamil Nadu & Karnataka. Set-up 5 new branches.
- Created schematic customer engagements to celebrate festivals & events to enhance footfalls. Held jewellery shows in various 5-star hotels focused on HNI clientele.
- Dealt with all the vendors and suppliers.
- Actively endorsing changing trends in jewellery and catering to needs of various customers by ensuring that they are accessible to various designs and patterns at all the stores.
- Generated Revenue across 7 branches to the tune of INR 400 crores.
- Developed marketing plans and strategies within the assigned marketing budget to design and implement marketing collaterals, schemes, promotions and other in-shop activities across all retail counters.
- Handled appropriate media selection for promoting new product launch campaigns.
- Gave them the tech advantage by computerizing the entire operations and enabling – transaction analysis, wastage management, branch accounting, centralized accounting, inventory and stock management.
- Initiated co-branding activities with Partner banks and associations.
- Ensuring the BIS certification of jewellery across all branches.
- Acquired prestigious accounts as Electrolux, RBI, MMTC, TAJ Advantage account & Oberoi Hotels Preferred Vendor account.
- HR payroll software developed for the Bhima group of companies to address their various locations and to be able to centralize the HR process.
- Setup and ran the Contact Centre Operations with a focus on run rate business focusing on the financial vertical – Credit Cards. Ensured that the SLA'S were met.

Asst. Manager (Corporate Sales)
Taj Group of Hotels (Indian Hotels Company Ltd)

Jun '97 till Jun 1999

- Serviced 172 accounts with a focus on the inbound travel into Bangalore for the accounts handled. Client servicing, relationship marketing and effective area coverage in Bangalore.
- Synergized with the Restaurant Managers and also the F&B Managers to promote the different dining outlets to increase the revenue & footfall of the respective outlets.

- Engaged in business building and enhancing the share of wallet, which led to an increase of 1375 room nights over 10 months.
- Prospecting, Direct Sales, Key Account Management and evaluating Prospect's net worth, Costing and Negotiating, Relationship Management with Key Accounts.
- Developing strategies to enlarge the core market base of the company based on market research data while conceptualizing, planning and implementing processes to drive business volume growth.
- Acquired prestigious accounts as 3M, Kirloskar Electricals, Rolls Royce, HAL, DRDO, ADE, ADA, TERI, NCR, Siemens and many more.
- Was actively involved in the re-launching of the Thai speciality restaurant – "Paradise Island".

**Sales Manager
Prestige Holiday Resorts**

Jun '93 till Jul 1995

- Led a substantial focused marketing program targeting mid cap & high net worth individuals, leading to an increase in customer base from 20% to 40%, resulting in 375 sales engagements over 3 months.
- Promoted to Sales Manager in recognition business generated.
- Successfully converted the branch into profit centre.
- Actively involved in hiring, training and mentoring of team members for target achievement and compliance with performance parameters.
- Three-time recipient of the "Five Star" award.
- Managed a team of 15 (2 Team Leaders & 13 Sales executives).