

VICE PRESIDENT– LARGE BUSINESS OPERATIONS | CORPORATE STRATEGY | BUSINESS PARTENERING | PRODUCT
MANAGMENT

Verifiable Record of Accomplishments in Governing Large Revenues, Fortifying New Businesses, Envisioning Innovative Services, Concluding Successful Negotiations and Augmenting Market Share

**P&L LEADERSHIP – INR 960 Cr. | CUSTOMER BASE – 3000| OVERSIGHT –
GLOBAL/NATIONAL**

Robust Leadership expertise of 23 years with proficiency in Real Estate industry. Contribute resourceful strategic initiatives for managing operational challenges and providing sturdy guidance for entire progression cycle from conceptualization to implementation. Steer new product development and product management and develop technology platforms integral to in-house operations. Ability to supervise team and also drive large targets with a vision attain profitability for the organization.

A subject matter expertise with natural personality, strategic planning and financial acumen to foster growth, turnaround businesses and deliver exponential growth. Process improvement leader with verifiable success driving business unit growth within competitive markets. Ability to engage with diverse stakeholders, internal as well as external including senior leadership, customers and partners, along with cross-functional team and management to deliver excellence

CORE COMPETENCIES

P&L Leadership
Real Estate Management
Land / Customer Acquisition
Cost Optimization
Revenue Enhancement
Process Designs / Automation
Strategy Orientation
Business Acumen
Stakeholder Management
Market Analysis
Team Development

Career Success

TVS - Emerald Haven Realty Limited
Head of Sales (TN)

Mar'2020 to till date

Company Profile: The Company is 100 years old, with real estate arm established in the year 1992, development of over 60 million sq.ft. of residential development in Chennai.

Job Profile: Working in the capacity of Head of Sales (TN). Part of the Core management team, responsible for all residential projects in Chennai for Sales functions includes business through Channel partners. Administering proper guidance and encouragement to the team for consistently achieving higher results of meeting 100% target, generated top line of 120 Cr revenue in 3 quarters during the year of pandemic, giving results better than previous year. Ensured a Go to Market strategy for a premium residential project of 6 lakh sq.ft in Chennai. All kinds of sales strategies are planned and executed well within the approved budget & timeline to ensure smooth flow of sales. Responsible for Setting up the SOPs for Sales to enrich smooth workflow. Responsible for new project launches, conducting BTL events, organizing channel partner meet.

- Part of the Core Management team and Handling all ongoing Projects i and 2 new launches
- Consistently Achieved targets for sales, Agreements and collection month on month
- Handling Team of 30 Sales persons including 5 Project Heads
- Developed Training program on motivation, sales pitch and follow up maximizing profits and customer satisfaction.
- Improved sales conversion from 10% to 18 - 20% with quality sales
- Driving the team to monitor competitors' products and sales strategy
- Webinars for NRI market & drive the team for onboarding of NRI CP
- CP Empanelment, Target, Incentive
- Marketing and Design Plans - all festival campaign to boost sales across projects.
- Ensuring team preparedness for the launch of new project, conducting BTL events to maximise EOIs during pre-launch.
- Analysis and Report presentation to Top management

XS Real Properties Private Limited**2003 to 2008 & 2010 to Feb 2020****Vice President & Business Head**

Leadership accountability to manage business units of 900 cr topline and heading affordable residential project of 0.3 million sq.ft of 500 units and responsible for expansion of the specific business unit. Effectively devise unique sales strategy with focus on India and international market. Developed go-to-market strategy for new channel development, partnered with various e-commerce websites to promote the brand, and devised product plans and pricing model. Designed the ERP system for the company, as a part of senior management ideated various process for organizational benefit. Specialist in Client relationship management, payment collection and facility maintenance with a customer base of 1200 at a time. Supported as the central point of contact for all oral and written project communications to key stakeholders. Effectively monitor liaison relating activities for project approvals, resolve unforeseen technical issues and initiated necessary corrective action to complete the project on time. Provide leadership and govern strategic support to various departments, through sales, operational support, customer service and vendor relationships.

- Orchestrated a 15-acre project, a SPV project of topline 750Cr, maintain FDI investor relation, while handling overall responsibility for market, sales and collection, liaising activities for project approval and project execution.
- Supervise purchase and construction progress, concluded negotiation with contractors and vendors, control cost and manage cash flow.
- Travel to Barcelona, Spain for incorporating the concept of Spanish architectural elements in the project.
- Played a vital role in execution of INR 60Cr phase 1 project within the stipulated time, also spearheaded developing balance phases of INR 16 lakh sq. ft.
- Specialist in customer relationship management, attained 100% payment collection, handed over apartments, developed resident association and resolved differences along with smooth transition of project to association.
- Realized saving of INR 50 lakh by making the contractor pay back due to inefficiency.
- Responsible to conclude negotiation for new land acquisitions while leading the land acquisition team.
- Attained and signed MOU for two land parcels in CBE and negotiating land deals in Chennai.
- Monitor and resolved legal cases disputed by neighbouring localite in a 15 acre project and spearheaded in a case filed against Government, represented to Collector and government officials, won a favourable decision for the company.
- Instrumental in launch of affordable project of 2.50 lakh sq. ft, sold complete stock of 440 apartments in a duration of 3 days and managing the entire business unit of affordable homes.
- Acquired the deal of 10 acres property for launching an affordable project with an investor on the basis of development fee model and signed best deal for the company.
- Governed various process pertaining to ISO, IGBC and CRISIL.
- Currently elevated as Director and managing INR 960 Cr worth projects of total 2.7 Mn sq.ft.

Mahindra Lifespace Developers Limited**2009 – 2010****Head CRM**

Appointed to lead the customer relations department, managed additional assignment to drive the launch of one specific project while leading a team. Spearheaded 3 projects simultaneous for the company, handled customer payment collection, customization and maintenance till the defect liability period. Prepared timely MIS reports and other reports pertaining to CRM, resolved customer queries and ensured customer satisfaction.

- Strategized customer initiative programs to enhance customer delight and loyalty.
- Devised CRM process received approval to be implemented across organization for smooth operation
- Oversaw legal documentation related to customer, participated and suggested inputs for Marketing, Advertising strategies, Sales and architectural design of the product.
- Served as Project Manager for one particular project, worked closely with various department of Marketing, Sales, CRM and also with architect.
- Had the privilege to be a part of 10 member team of the Shadow board in 2009, delivered presentation to the panel of all sector heads and Mahindra Chairman.
- Super achiever for the year for Southern region.
- Hand picked by management as SAP champion for the project “Harmony”, also gained the opportunity to pursue e-program learning under the guidance of Harvard Manage Mentor.

Early Career

Vice President & Business Head | **XS Real Properties Private Limited, Chennai** | 2010 – 2020

Head CRM | **Mahindra Lifespace Developers Limited, Chennai** | 2008 – 2010

Asst. General Manager – Customer Relations | **XS Real Properties Private Limited, Chennai** | 2003 – 2008

Senior Customer Care Executive | **Glenwood Microsystems, Chennai** | 2002 – 2003

Centre Coordinator (Part Time) | **Learning Systems, English Center, Chennai** | 2002 – 2002

Senior Executive, Administration | **Jawahir Al – Riyadh International School, Riyadh, Saudi Arabia** | 1998 – 2001

Executive – Legal & Customer Relations | **Status Resorts India Private Limited, Chennai** | 1995 – 1997

Education

Bachelor of Law – B.A.B.L, Dr. Ambedkar Law College, Chennai, 1995

Higher Secondary Certificate, DovetonCorrie Girls Hr.Sec. School, 1990

High School Certificate, St. Francis Xavier Hr. Sec School, 1989

Professional Development

Pursued an on line e-module in “Harvard Manage Mentor”, HMM E-Learning Module – Harvard Program
One-year Certificate Program in Management at Symbiosis, Pune.

Personal Details

Nationality:	INDIAN
Marital Status :	Married
AGE & DOB :	47 YEARS 18-9-1972
Languages Known:	English, Tamil, Telugu, Hindi
Location :	Chennai