



## RAMESH SHARMA – MRICS

Business Expansion Expert | Innovation & Change | Collaborative  
Executive Leader | Profit Centre Head



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### Key Skills

Sales and Marketing

Business Development

Campaign Management- Digital,  
Channel Partners and Direct  
Marketing

Financial Management/ Budgeting

P & L Operations

Product Promotions & Positioning

Stakeholder Management

Channel Management

ROI Accountability

Team Building & Leadership

**Expertise in steering business operations** with nearly **21 years** of experience for the profit centre with a view to realize pre-planned sales and revenue targets.

Excellence in **formulating, developing and implementing yearly business strategies** to ensure attainment of revenue goals and profitable sell-through; targeting **senior level assignment** in **Strategic Planning/Sales & Marketing/Business Development & Operations**



### Profile Summary

- **Project Management Expert:** Led Feasibility Study, Strategic Execution, Land Acquisition, Layout & Approvals, Resource Deployment and Customer Relation Management
- **SME in Real Estate Industry:** Well versed with RERA (Real Estate Regulatory Authority) and GST implementation in the project
- **Business Growth Driver:** Driving sales vision & championing the cause; proficient in identifying business opportunities & generating significant business outcome by adhering to "International Standards" of Business
- **Revenue Acceleration Skills Exhibited:** Conceptualizing and executing innovative promotions, PR, events, campaigns to enhance brand visibility and a suitable media plan, in coordination with the digital marketing team and external agencies
- **Mission-Critical results Delivered:** Interacted, proposed and closed deals in the assigned territory thus maximizing sales revenues through customer relations
- Presently associated with **Apex Meadows (P) Ltd., Hyderabad/Vizag** as General Manager: Sales & Marketing/Operations (P&L Head) and managed activities related to Business Development, Marketing & Sales, Administration, Operation and Associate Development right from the concept to completion



### Career Timeline

The Ravalgaon  
Sugar Farm Ltd.,  
Delhi as  
Development  
Sales Manager

1998-2004



2005-2009

Indu Projects Ltd.,  
Hyderabad/Bangalore as Manager  
Sales

K. Raheja Corporate  
Services Pvt. Ltd.,  
Hyderabad/Mumbai  
as Senior Manager

2009-2014



2014-Till date

Apex Meadows  
(P) Ltd.,  
Hyderabad/Vizag  
as General  
Manager



## Work Experience

**Jun'14-Till Date**

**Apex Meadows (P) Ltd. is an SPV of (SRS Investment New York LLP), Hyderabad/Vizag as General Manager: Sales & Marketing/Operations P&L Head**

### **Key Result Areas:**

- Steering end-to-end market research of clients & prospects to map their needs & expectations; identifying land parcels and understand the infrastructure and providing inputs for feasibility and concept design
- Introducing and promoting new projects & services; building strategies for property exhibitions and promotional events to generate brand awareness & database of prospective home buyers
- Establishing new channels partners/IPC from scratch to running and providing channel partner team with information & materials required to orient and update the partner network with regards to projects including the PIE events; monitoring planning, processing & sales in real estate segments across the markets of operations
- Interfacing with the Project Team for the establishment of Marketing offices at sites
- Spearheading business operations for the profit center with a view to realize pre-planned sales and revenue targets; formulating profit center budget for operational / business development activities
- Collaborating with the Digital Marketing Team and the Channel Sales Team to increase the awareness & image of the segment; facilitating business planning and performance management of channel partners, including development and execution of sales plans, training & development, staff coaching, pipeline management and hosting constructive meetings
- Managing the website and other digital media & properties for the segments and updating the same on timely basis; interfacing with internal & external parties (advertising, media, PR, event, digital & various vendors) on marketing promotion campaigns and on development and localization of marketing collateral
- Monitoring the outcomes & leads generated through each campaign, taking input & feedback from Digital & LMT and Sales Team; coordinating with the creative agencies to design and developing outputs that are in line with overall brand guidelines and RERA compliant

### **Significant Accomplishments:**

- Working as a P & L Head for the entire organization and directing the Sales and Marketing
- Successfully generated sufficient quality leads from direct marketing activities to meet the sales plan based on targeted lead conversion ratio
- Rolled-out online marketing campaigns and contests including SEO, SEM, I Follow, Google Maps, Social & Professional Networking and Major Property Portals
- Worked closely with top-tier channel partners on custom marketing programs that resulted in revenue enhancement by having best relations with all the IPC (international property consultants) like JLL, Cushman & Wakefield, Knight Frank etc. along with the national level channel partners, wealth management organizations, with the support of the banks cloud able to sell 1.5 million SFT with the GSV of 900 Cr which includes residential & retail
- Achieved market penetration and product expansion through strategic business planning which resulted in a 35% increase in revenue and profitability
- Expanded channel business by sourcing new partners and maintained efficient business relationships with existing partners to enhance profitability of business operations by 60%



## Previous Experience

**Aug'09-Jun'14**

**K. Raheja Corporate Services Pvt. Ltd., Hyderabad/Mumbai as Senior Manager (Sales & Marketing)**

### **Significant Accomplishments:**

- Steered the operations including Business Plan, Budget, Profit through new initiatives such as using the digital media, test drive to the project, point of purchase BTL and testimonial sharing and institutionalized processes
- Spearheaded the activities such as Advertising, Customer Relations, Sales Administration and Control; worked on 2 projects with GSV of INR 500 Cr
- Completed approx. 2.5 million sq. ft. residential & commercial project that included planning, market research and initial set-up

**Jan'05-Jul'09**

**Indu Projects Ltd., Hyderabad/Bangalore as Manager Sales**

### **Significant Accomplishments:**

- Directed the **Sales of Apartments & Villas** with a track record of 80% booking
- Achieved the gross addition & revenue growths of 193Cr

**Jan'98-Dec'04**

**The Ravalgaon Sugar Farm Ltd., Delhi as Development Sales Manager**



## Education

- PGDBM from Institute of Management Technology, Ghaziabad
- MRICS - Royal Institution of Chartered Surveyors



## Personal Details

**Date of Birth:** 30<sup>th</sup> August 1977 || **Languages Known:** English, Hindi and Telugu || **Address:** C2-406, Indu Arnaya apartments, GSI post, Bandlaguada, Nagole, Hyderabad, 500068