

RANJEET RANJAN

Sales Head | Business Head | CEO | COO

Expertise in blending creative intellect / insight and sharp planning skills for managing business operations & meeting top / bottom-line objectives

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PROFILE SUMMARY

- ❖ **Energetic & Enthusiastic Leader** offering nearly **16 years** of rich combined expertise in **Business Development, Sales & Marketing, P&L Management, Project Launch & Promotion and Team Management** across **Real Estate** sector
- ❖ Characterized as a **visionary & strategist for delivering results in growth, revenue, operational performance and profitability**; capability to re-define business models and winning with a new-set of rules
- ❖ Hands-on experience in **building strategies for new project launch, product positioning and brand management**; developing & leveraging strong relationships with key decision-makers
- ❖ Spearheaded the **development & implementation of strategic and policy decisions** resulting in increased revenue and productivity
- ❖ Rich experience in **ensuring the business agility & flexibility** while mitigating operational, legal & financial risks
- ❖ Identified, negotiated, planned, strategized & acquired large land parcels across **Mumbai, Pune & Surat regions**
- ❖ Expertise in **nurturing & capitalizing on business / personal network** as well as negotiating and managing strategic partnerships
- ❖ Managed **real estate sales portfolios ranging from INR 55 Lakhs to INR 7 Crores**; ramped-up the customer base with an average unit price of **INR 800 Crores on an annual basis**
- ❖ Tailored a bespoke international sales & marketing strategy that **successfully drove Luxuria project** and maximized demand
- ❖ Excellence in partnering with core business operations to increase the **company's footprint, expand market share, and generate sustainable revenue gains**
- ❖ **Enterprising leader** with excellent communication and people management skills for leading personnel towards accomplishment of common goals

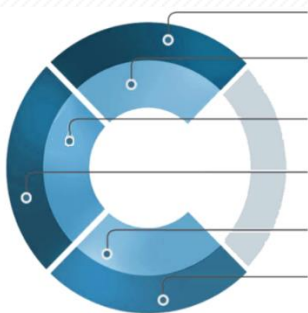


CORE COMPETENCIES

- | | | |
|-------------------------------------|---------------------------------|--------------------------|
| ● Commercial & Residential Projects | ● Sales & Marketing Strategies | ● Business Development |
| ● New Projects Launch | ● Product Positioning | ● Brand Management |
| ● Project Lifecycle Management | ● BU Portfolio Management | ● Stakeholder Management |
| ● Client Engagements | ● Cross-functional Coordination | ● People Management |



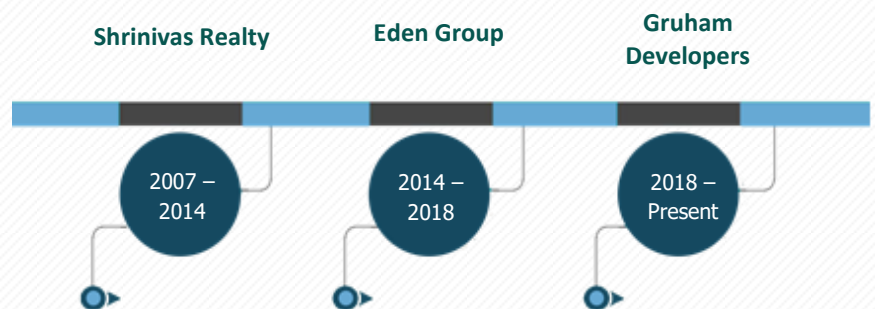
SOFT SKILLS



- Leadership
- Collaborator
- Communicator
- Innovator
- Planner
- Thinker



CAREER TIMELINE



EDUCATION CREDENTIALS

- ❖ **MBA (Sales & Marketing)** from Pune University in 2007
- ❖ **B.Com. (Accounts Honours)** from Vinoba Bhave University in 2003



CERTIFICATION

- ❖ Soft and Training Skills in 2014



IT SKILLS

- ❖ MS Office (Word, Excel & PowerPoint) and Internet Applications

WORK EXPERIENCE

Gruham Developers, Mumbai as Vice President – Sales & Marketing

Since Aug'18

Key Result Areas:

- ❖ Leading a team of 60+ sales staff with 3 Residential Projects, 3 Commercial Projects & 2 Weekend Home Projects
- ❖ Attending ownership board meetings to discuss methods of increasing fill-rate and long-term leasing requirements
- ❖ Evaluating demographic data to assist builders in property acquisition and coordinate all aspects of the purchase
- ❖ Driving the business through multiple verticals including pre-sales, loyalty, preferential customers, corporates and channel partners along with expansion of distribution in out-station & NRI markets
- ❖ Steering top line operations worth INR 1200 Crores through new brand launches and continuous activation of existing products
- ❖ Monitoring customer preferences through Voice of Customer (VOC) and surveys to determine focus of sales efforts
- ❖ Developing internal procedures to maintain property ownership in accordance with regulations and procedures
- ❖ Presenting an excellent image of the company & its services to customers; coordinating with clientele & management at all levels
- ❖ Establishing new channels from scratch to running; monitoring planning, processing & sales in real estate for both residential & commercial segments across the markets of operations
- ❖ Identifying, analysing & resolving diverse operational issues, consistently maintaining top performance while offering superior programs/services
- ❖ Contributed in setting up the land acquisition department, SOP's, acquisition methodology, processes, performas & forms
- ❖ Leading the development of healthy customer pipelines & exhaustive databases for all existing projects

Accomplishments:

- ❖ Successfully sold 3 projects with a revenue of INR 450 Crores within a span of 2 years (2019 – 2021)
- ❖ Gained resounding success of the residential pre-launches at Mumbai region; ensured standardization of the entire sales & marketing processes
- ❖ Created & directed sales team training and development programs in areas such as Sales Training and Soft Skills Training
- ❖ Member of Executive Committee and In-charge of all sales & leasing activities, marketing, CRM, PR and communication for projects



PREVIOUS EXPERIENCE

Eden Group, Pune as General Manager – Sales

Jun'14 – Jul'18

Accomplishments:

- ❖ Led a team of 38+ sales staff for residential & weekend home projects in an around Mumbai and Pune
- ❖ Acknowledged as Sales Leader of the Year in 2015 for outstanding performance in achieving the sales target of INR 65 Crores within 4 months (Dec'14 – Mar'15) and INR 35 Crores within 3 months (Jul'15 – Sep'15)

Shrinivas Realty, Thane, Mumbai as Asst. General Manager – Sales

Jul'07 – May'14

Accomplishments:

- ❖ Successfully sold 12 residential apartment projects in Thane, Vikhroli and Chembur
- ❖ Generated the business in traditional marketing and approach to channel partner



PERSONAL DETAILS

Date of Birth: 15th December 1986

Mailing Address: Bandra West – 400050, Mumbai

Languages Known: Hindi, English, Marathi, Gujarati and Punjabi