

AJAY KUMAR



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Objective: To contribute to the best of my abilities in the development of the organization, both individually and collectively. To utilize and strengthen my academic and professional knowledge and to diversity my managerial expertise in other sectors.

CAREER SYNOPSIS

- ✓ **Over 20 + Years of experience** of Sales, CRM (Back Office Sales), Operation (Maintenance Department, RERA & Legal Department) and Coordination (Possession / Handover), expertise in various operational and Management Information System (MIS) reports.
 - ✓ Associated with **RISHITA DEVELOPERS PRIVATE LIMITED, LUCKNOW as Assistant General Manager - Commercial.**
 - ✓ Associated with **ANSAL PROPERTIES AND INFRASTRUCTURE LIMITED – ANSAPAPI - JAIPUR / DELHI / CHANDIGARH & LUCKNOW as Manager.**
 - ✓ Strong exposure in report generation, presentations and data analysis.
 - ✓ Competent in implementing effective solutions to the customer needs, with an aim to improve customer contentment and consequently customer loyalty, repeat & referral business.
 - ✓ Excellent organizational and time management skills demonstrated in ability to prioritize workload, schedule and plan jobs.
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ACADEMIC OVERVIEW

- ❖ *Dec 2012* : Master in Business Administration(**MBA**) in Finance From Mewar University, Chittorgarh, Rajasthan
 - ❖ *May 2002* :Master of Commerce (**M COM**) from Rohilkhand University, Bareilly, Uttar Pradesh
 - ❖ *May 1999* : Bachelor of Commerce (**B COM**) from Kerala University, Trivandrum, Kerala
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THE BUSINESS SKILLS

- ⇒ **Team Management:** Imparting /organizing training programs for achieving pre planned business targets. Leading, training & monitoring the performance of team members to ensure efficiency in meeting of individual & group targets.
- ⇒ **Customer Relationship Management (CRM):** Maintaining cordial relations with customers to sustain the profitability of the business. Maximizing

customer satisfaction level by on time delivery, monitoring customer complaints, providing efficient services. Handling customer grievances and resolving issues.

- ⇒ **Knowledge of working on E.R.P (Enterprises Resource Planning) and Farvision:** Handling various modules of Oracle base ERP and in Farvision like Accounts Payable, Account Receivable, General Accounting and Other modules as required.
- ⇒ **Management Information System (MIS):** Design, develop, generate, analyze and distribute miscellaneous data and reports, as needed by higher management. Also provide yearly Business plans and Monthly budget for discussion / approval of Management.
- ⇒ **Inventory Management:** Responsible for the management of the inventory to ensure inventory control by improving and developing inventory management process and procedures. Reconciliation of Inventory with approved layout / Plan, proper track of Sold / Unsold Inventory, Land reconciliation with Sale deed & their respective approvals, reconciliation of acreage investors. Updating of Inventory in Oracle base ERP with the help of IT.
- ⇒ **Project Coordination:** Handles administrative tasks for the project manager and team members to keep the project running smoothly. This may include ordering equipment and supplies, managing deadlines and workflow, and scheduling meetings and appointment.

EMPLOYMENT PROFILE

**M/s PAARTH INFRABUILD PRIVATE LTD.
DGM – CRM (COMMERCIAL), OPERATION & COORDINATION
Dec'18 to Till Date (5 + Experience)**

Leading the team of Back Office Sales Operation (CRM), Operation (Maintenance Department, RERA & Legal Department) and Coordination (Possession / Handover) to perform their roles efficiently and more effectively.

KEY RESPONSIBILITY AREAS:

- ❖ Primarily worked on the current residential projects approx. 115 Acers i.e. in the name of Aadyant, Arka, and Paarth Republic (Project Incl. Residential and Commercial).

Expertise Gained:

Account Receivable / Back Office Sales Operation (CRM):

1. Customer Relations Management (CRM)

- Managed customer service team within the CRM Department.
- Managed documents related to customer allotments, BBA etc.
- Managed IT System updates, modification as per defined processes.
- Managed to handle all the queries and requests of the Existing Clients
- Preparation of Sales Polices and Sending to Management for Approval.

2. Rera and Legal :

- Responsible for submission of all type of compliance Report as per Rera Guidelines on Quarterly Basis.
- Authorized as a Rera Representative – for any kind of New Project Presentation / Project Extension in front of Rera committee / Secretary.
- Authorized for Customer's reconciliation / Settlement in Rera Court.
- Authorized to represent company before various courts like State Commissions, Commercial Court, High Court and other court/forum.
- Authorized to represent company on various Government departments like DM Office, SDM Office, LDA Office, UPLIDA Office or other department as or when required.

3. Report Generation:

- Design, develop, generate, analyze and distribute miscellaneous data and reports, as needed by Management.
- Preparation of various operation al and Management Information System (MIS) reports and summaries
- Managed Business plans / Budget - Monthly & Yearly – with the coordination with all departments.
- Reporting of weekly indices showing outstanding milestones, resource requirements, issues, dependencies & red flags.

4. Banks and Finance:

- Coordination with banks & other financial Institution through Consultant for New Project finance and their respective working.
- Coordination with banks for NOC's on mortgage units and other compliances.

Additional Responsibility:

- **Brokerage & Commission:** Responsible for computation of brokerage as per Marketing Policies.
- **Departments Coordination:** Responsible for smooth execution of work at Site by coordinating with construction, Planning, Purchase team, Architectural team and other departments to ensure all projects are delivered on-time, within scope and within budget.
- **FSI Clients Coordination:** Responsible for smooth execution of work as per agreed Term and Condition laid down as per Agreement
- **Handover and Possession:** Responsible for possession department for timely handover of Unit with positive response and coordinate with Advocate for execution of the sale deed / Agreement.

**M/s RISHITA DEVELOPERS PRIVATE LTD. - AGM - COMMERCIAL
Aug'18 to Nov'18 (4 Month Experience)**

Responsible for the team of Back Office Sales Operation (CRM) to perform their roles efficiently and more effectively.

KEY RESPONSIBILITY AREAS:

- ❖ Primarily worked on the current residential projects i.e. Rishita Manhattan and Celebrity Green each having residential space - 1000 + apartments.

Customer Relations Management (CRM)

- Responsible for customer service team within the CRM Department.
- Responsible for documents related to customer allotments, BBA etc.
- Responsible for IT System updates, modification as per defined processes.
- Client Relations – Responsible for handling all the queries and requests of the Existing Clients
- Preparation of various operational and Management Information System (MIS) reports and summaries.

**M/s ANSAL PROPERTIES & INFRASTRUCTURE LTD. (ANSALAPI)
Manager – Operation & Account Receivable – Jaipur, New Delhi, Lucknow
Dec - 2004 to Jul - 2018 (13+ Experience)**

Responsible for the team of Account Receivable department, to perform their roles efficiently and more effectively and achieve goals / target with in a set time.

KEY FUNCTIONAL AREAS:

1. Back End Operation – Account Receivable:

- Responsible for back-office sales operation / CRM activities in Lucknow, Mohali & Jaipur Project.
- Responsible for IT System updates with IT Team.
- Responsible for verifying documents related to customer allotments, transfer documents, Term sheet etc.
- Responsible for various operational and Management Information System (MIS) reports and summaries
- Responsible for project wise collection and customer support.
- Responsible for incentive calculation for the Sales officers in the Direct Sales Team.
- Implemented Oracle in the region.

2. Report Generation

- Design, develop and generate miscellaneous data and reports, as or when needed to management.
- Responsible for Monthly business budget for Management.
- Preparation of Sales Polices for Management Approval.

3. Additional Responsibility:

- Brokerage & Commission.
- Sales Inventory Reconciliation as per approved layout.
- Computation of Facilitation Income.

- Bank Loan Facilitation to Customers / Bank Loan NOC.
- RERA Compliances Report.

**M/s FURNITURE FOR USA - Senior Executive – Accounts & Operation, Noida
May - 2003 to Nov - 2004 (1+ Experience)**

- Daily cash flow statement.
- Day to day accounting and other operational activities.
- Monthly Creditors & Debtors Ageing Report
- Monthly Collection reconciliations and Bank Reconciliation.

COMPUTER PROFICIENCY: ERP – Oracle, Farvision, MS Excel and MS Word.

PERSONAL DOSSIER

Date of Birth : 08th September 1978

Current Project Location : Lucknow (Uttar Pradesh)

Current Office Location : New Delhi & Lucknow (Uttar Pradesh)

REFERENCES, PASSPORT AND DOCUMENTS AVAILABLE ON REQUEST