

SANDEEP CHAUDHARI

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Location: Pune, India

Profile Summary

Dynamic sales and business development professional with over 17 years of experience in Sales, Marketing, Channel Management, and Business Development.

Adept at driving large-scale revenue growth (INR 1100 Cr+) through strategic planning, Team leadership, and market expansion initiatives.

Skilled in building and managing high-performing teams, establishing robust channel partner networks, and achieving consistent sales targets.

Core Competencies

- New Business Development & Growth Strategies
- Channel Partner Development & Relationship Management
- Revenue Maximization & P&L Oversight
- Sales Lifecycle Management
- Strategic Planning & Execution
- Team Leadership & Training



Professional Experience

ANAROCK Properties Consultant, Pune, Associate Vice President – Channel Sales

July 2022 – Present (2.5 Yrs): KPDL-Life Rep/NYATI-Esteban/SPRE/Purvankara/Mantra

- Spearheaded sales strategies, achieving revenue of ₹250 crore with 475 units sold.
- **Inspired and led a high-performing team**, ensuring target achievement and driving organizational success.
- Conceptualized and executed competitive initiatives to expand market presence.
- Conducted advanced training programs on sales processes, product knowledge, and closing techniques.
- Streamlined MIS management for actionable business insights and efficient tracking.
- Fostered client satisfaction by resolving complaints promptly and implementing feedback-driven improvements.

Xanadu Realty Pvt Ltd, Pune. Deputy General Manager – Channel Sales

July 2021 – June 2022(1Yr): Kumar- Fireworks/Megapolis/Goldmine/VTP- UrbanLife

- Delivered sales worth ₹175 crore with 150 units sold.
- Enhanced channel marketing strategies, securing untapped revenue opportunities.
- **Championed the planning and execution of high-impact events** to drive lead generation and boost partner engagement.
- Conducted detailed competitor analyses to refine strategic initiatives.

Paranjape Schemes Construction Ltd. Pune. Channel Head

August 2020 – June 2021(1Yr); Blueridge/Broadway/Forest Trails

- Drove business worth ₹155 crore with 185 units sold.
- **Built and nurtured strong alliances with channel partners**, creating sustainable business growth.
- Established efficient team structures, emphasizing training and performance management.
- Implemented effective resource allocation to boost operational efficiency.

Vascon Engineering Ltd., Pune. Senior Manager

June 2017 – June 2020(3 Yrs); Windermere/Forest Edge, Goodlife/ForestCounty/Citron

- Achieved sales of ₹110 crore with 87 units sold.
- Orchestrated targeted campaigns to penetrate new market segments.
- **Mentored team members to foster continuous improvement**, accountability, and excellence.
- Conducted successful events to enhance lead generation and customer engagement.

Lodha Developers, Pune. Deputy Manager

April 2015 – August 2017(2Yrs); Belmondo/Thane Amara

- Secured sales of ₹22 crore with 26 units sold during India's largest sales launches.
- **Cultivated strong relationships with preferred channel partners**, ensuring consistent business growth.
- Delivered impactful product training sessions to empower sales teams.

HDFC Bank, Pune. Relationship Manager

April 2013 – June 2014(1Yr)

- Grew HNI portfolio base from ₹100 crore to ₹150 crore.
- **Exceeded cross-selling targets**, driving profitability through third-party products such as insurance and demat accounts.

Lavasa Corporation (HCC Group), Sales Executive

September 2008 – January 2013(5Yrs)

- Generated revenue of ₹150 crore with 250 residential units sold.
- **Delivered exceptional customer experiences**, enhancing client loyalty and retention.

Essar Telecom Retail Ltd, Mumbai. Store Manager

December 2007 – September 2008(0.9Yr)

- Led store operations, achieving sales targets and maintaining optimal inventory levels.
- **Recruited and developed a high-performance team**, ensuring targets were consistently achieved.

Academic Details

- **MBA in Marketing** – Indira Institute of Management, Pune
- **B. Com** – Savitribai Phule University, Pune



Certifications & Skills

- **IT Skills:** Proficient in MS Office Suite, Salesforce, Kanix, Sell.do.
- **Soft Skills:** Exceptional communicator, strategic thinker, and innovative problem-solve

Achievements

- Represented Kabaddi team at the national level, Kendriya Vidyalaya BEG.
- **Consistently recognized for exceeding sales targets**, driving business growth, and fostering strong client relationships.

