



**Manish Soneja**

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**Dynamic Marketing Professional / Guinness World Record Holder / Strategic Innovator**

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### **Professional Summary:**

Results-driven marketing professional with 15 years of diversified experience in real estate, trading, telecom, and hospitality. Post Graduate Masters in Marketing Management, recognised for outstanding achievements, including being a **3-time Guinness World Record holder**. Expertise encompasses strategic marketing, innovation, branding, performance marketing, and multi-channel strategies. Proven ability to manage budgets exceeding 100 Crore and contribute to high-value projects. Strong skills in strategic planning, brand management, budget oversight, digital marketing, and team leadership. Seeking senior leadership roles to apply strategic vision, drive innovation, and deliver exceptional results.

#### **Real Estate Expertise**

Throughout the career, extensive experience has been gained in managing marketing budgets exceeding *100+ Crore*, *facilitating the movement of inventory worth 6000+ Crore*. Multifaceted roles have allowed evolution both personally and professionally. Here's an overview of key areas of expertise:

**Strategic Marketing:** Excelling in identifying opportunities and threats during new acquisitions. The approach involves determining suitable product and price mixes, calculating IRR and ROI, and conducting extensive research with internal and external stakeholders to support project understanding.

**Innovation in Marketing:** Thriving in innovating and developing compelling products tailored to the target audience's needs. Expertise extends to creating innovative strategic marketing campaigns that capture the attention, interest, and intent of the target audience.

**Branding:** Aligning innovation with the brand's values, character, and tone to enhance marketing efforts and engage stakeholders through comprehensive 360° programs.

**Business Marketing:** Specialising in performance marketing for project launches and sustenance, resale, and lease inventory. This encompasses various marketing channels such as Direct Marketing, Digital Marketing, OOH, Print Media, Radio, Events, and Activations.

**Collaboration:** Work involves seamless collaboration and operation with internal and external stakeholders and departments at various stages of real estate projects. Internally, liaising with Rera, Legal, PMC, Design, Sales, Pre-sales, CRM, Accounting, Finance, and the creative desk. Externally, managing relationships with creative agencies, rendering experts, drone operators, photographers, videographers, event organisers, digital specialists, architects, interior designers, and other key partners.

**Marketing Collaterals and Assets:** Experience includes developing a wide range of marketing collateral and assets, including websites, landing pages, brochures, opportunity documents, flyers, branded stationary, promotional items, brand videos, product videos, and event documentation.

## Notable Projects

*Kolte Patil Developers Limited: Luxury Brand 24K (including projects like 24K Atria, 24K Opula, 24K Glitterati, and 24K Stargaze) and the sprawling Life Republic township featuring diverse product offerings including 2, 3, 4, 5 BHK residences, row houses, villas, and NA plots.*

*Lodha Developers: Projects such as World One, The Park (Code Name Blue Moon), and Palava City.*

## Professional Experience:

### Kohinoor Group Pune | Sr. General Manager | November 2023 - Present

Led Marketing for ₹5000+ Cr Portfolio across Residential, Commercial, and Co-living verticals, managing a team and agency ecosystem to drive consistent brand growth, lead generation, and pre-sales alignment.

#### Commercial Launches – Grade AAA & A+ Projects

Architected brand, media, and GTM strategies for high-grade office spaces:

- Kohinoor World Towers – Phase 1 & 2, Pimpri (AAA Grade)
- Kohinoor World Towers – KP Annex, Koregaon Park (AAA Grade)
- Kohinoor Business Tower – KP Annex & Baner (A+ Grade)
- Residential Launches – Diverse Customer Segments

#### Strategised and executed 360° campaigns for:

- Satori by Kohinoor – luxury positioning under “Satori Luxe”
- Kohinoor Central Park, Uptown (Dhanori), Riverdale (Keshav Nagar), Viva Pixel

Scaled MVP (Most Valuable Partner) Program across Pune, ROM and MMR  
Structured GTM support for over 3000+ CPs

### Kolte Patil Developers Ltd, Pune | Deputy General Manager | Sept 2018 - March - 2023

- Brand custodian for 24K and Life Republic
- Developed and executed integrated marketing strategies for real estate asset classes
- Managed media planning, budgeting, and digital campaigns
- Coordinated with channel partners, conducted market research, and analysed competition
- Oversaw external events, activations, exhibitions, and project launches

### Supreme Holdings & Hospitality(I) Ltd, Pune | Head of Marketing | Oct 2016 - Apr 2018

- Led marketing for Belmac Residencies project
- Created innovative digital marketing campaigns
- Coordinated offline marketing efforts
- Managed SEO, competitor analysis, and celebrity engagement
- Drove go-to-market plans and campaigns

### Oxford Group, Pune | Manager Marketing | Aug 2015 - Oct 2016

- Coordinated events with 99Acres, CBRE, Housing, and Credai
- Managed database marketing and digital campaigns
- Oversaw lead generation campaigns and offline channels
- Implemented Document Management System (Alfresco)

*Lodha Group, Mumbai | Executive Assistant | Dec 2011 - May 2013*

- Assisted CFO, COO, and EVP - Design
- Facilitated interactions between clients and sales teams
- Implemented Document Management System (Alfresco)
- Supported various departments in project implementation

*Subham Corp (Coal Trading Firm), Mumbai | Executive Assistant | Aug 2010 - Dec 2011*

- Monitored tasks and project deadlines
- Liaised with manpower consultants for candidate screening
- Acted as an interface on behalf of Jt. MD

*TATA Teleservices Ltd., Mumbai | Store Manager | Feb 2009 - Jul 2010*

- Awarded Best Sales & Services Award in 2010
- Managed a team of 12 members
- Oversaw sales, customer service, and promotional activities

*Education:*

- Master of Marketing Management, Pune University | 2013-2015
- Bachelor of Commerce (B. Com), Jiwaji University | 2005-2008

*Achievements:*

- 3-Time Guinness World Record Holder
- All Asia Qualified Swimmer
- 2 Asia Pacific Awards

*Key Skills:*

- Strategic Planning
- Brand Management
- Innovation Leadership
- Performance Marketing
- Market Research
- Multi-Channel Marketing
- Budget Management
- Digital Marketing
- Team Leadership
- Business Development