

# Mrs. Ketki Mali

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## Professional Summary

Seasoned Real Estate Sales professional with 11+ years of experience specializing in high-end residential projects. Proven expertise in servicing and closing deals with NRI, HNI, and UHNI clients. Recognized for consistent high performance, strategic project activations, and leadership across top-tier developers.

## Key Achievements

- Closed Lodha Belmondo's highest single unit deal worth ₹9 Cr.
- Delivered ₹60 Cr in net revenue in FY 2019-20 at Lodha Group.
- Recognized with multiple awards for high-performance closings and top contributions.
- Successfully handled pre-launch activations for premium projects like 24K Opula, Lodha NIBM, and more.
- Managed NRI vertical for Pune at NoBroker.com, generating ₹10 Cr+ revenue/month with a 5-member team.

## Professional Experience

### NoBroker Technologies Solutions Pvt Ltd

#### **Associate General Manager – City Head (NRI Vertical) | Pune | Dec 2023 – Nov 2024**

- Managed Pune East & West markets; led 5-member team.
- Planned and executed monthly project strategies.
- Collaborated with internal and external stakeholders.
- Achieved monthly revenue of ₹10 Cr through NRI vertical.

### Mantra Properties

#### **Manager – Team Lead, East RCP / Channel Sales | Pune | Jun 2022 – Nov 2023**

- Handled 2000+ Channel Partners for 5 major projects.
- Led 4-member team to generate ₹80 Cr/quarter.
- Designed and managed CP outreach programs.
- Monitored market intelligence and strategy planning.

### Lodha Group

#### **Deputy Manager – Closing Manager | Pune | Nov 2018 – Mar 2022**

- Closed ₹60 Cr/year in high-end residential sales.
- Closed 4 villa deals averaging ₹5 Cr each.
- Contributed to the Lodha NIBM launch.

### Puravankara Ltd

#### **Deputy Manager – Sales | Pune | Mar 2016 – Oct 2018**

- Generated ₹80 Cr/year individually.
- Part of the Pune launch team; activated Tier 2/3 cities.
- Cross-sold projects across Bengaluru, Goa, and Hyderabad.

## **Marvel Realtors Pvt Ltd**

### **Sr. Sales Executive – Closing Manager | Pune | Mar 2015 – Mar 2016**

- Assisted in pre-launch activities and marketing.
- Specialized in servicing HNI & NRI clients.
- Worked with SAP CRM and corporate event coordination.

## **Kolte Patil Developers Ltd**

### **Sales Executive – Closing Manager | Pune | Feb 2014 – Mar 2015**

- Contributed to major events like Nest Fest (Kolkata).
- Supported pre-launches of 24K projects.
- Managed documentation and CRM activities.

## **BramhaCorp Infrastructure Pvt Ltd**

### **Asst. Sales Officer – Closing Manager | Pune | Feb 2013 – Dec 2013**

- Managed bookings and lead generation for premium residential and commercial projects.

## **Education**

Qualification	Institute	University/Board	Year	%
<b>MMM</b>	Indira Institute of Management, Pune	Pune University	2013	65%
<b>B.Sc. (Microbiology)</b>	Dr. Arvind B. Telang College	Pune University	2011	65.40%
<b>HSC</b>	ICL's Motilal Jhunjhunwala College	Maharashtra Board	2008	60%
<b>SSC</b>	New English School	Maharashtra Board	2006	72.93%

## **Certifications**

- Certificate in Digital Marketing (2024 – Digital Trainee)
- Social Media Marketing Mastery (Udemy, 2023)
- Drafting & Pattern Making
- Career & Leadership Development Program – IIMP

## **Technical Skills**

MS Word, MS Excel, MS PowerPoint

Salesforce, SAP CRM, High-Rise Marketing Software

## **Personal Information**

Date of Birth: 07/12/1989

Nationality: Indian | Marital Status: Married | Language : English,Hindi,Marathi

Languages: English, Hindi, Marathi

Hobbies: Macramé Art, Yoga, Watching Podcasts

## **Strengths**

- Excellent Communication
- Leadership & Strategy
- Strong Network in Pune Real Estate