



ASTHIK YOGI

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OBJECTIVE

Highly motivated and results-oriented Sales & Marketing Representative with over 9 years of experience predominantly in the Real Estate and Ceramic industries. Adept at handling premium & aspirational residential projects as well as plotted development (Land) projects across Mumbai and Pune. Proven track record in delivering exceptional sales results, building strong client relationships, and driving business growth.

To build a career that leverages my skills and experience in an organization that offers professional growth and encourages innovation, resourcefulness and flexibility.

SCHOLASTIC RECORD

Degree/University	Institution	Year	Score
PGDM – Marketing	ITM Business School, Kharghar Mumbai	2013 - 2015	71%
B.com (Honour’s) (DAVV)	Renaissance college, Indore	2009 - 2012	79 %
Class XII (C.B.S.E)	Kendriya Vidyalaya, Ujjain	2009	68 %
Class X (C.B.S.E)	Kendriya Vidyalaya, Ujjain	2007	61 %

INDUSTRY INTERNSHIPS

Name of Organization: -Hilti India Pvt. Ltd.	Name of Organization: - Kalpataru Ltd.
Duration: - April – July 2014	Duration: - July – September 2014
Designation: – Management Trainee	Designation: - Management Trainee
Title: - Ground Validation Project (Strategic Marketing).	Title: - New Product Development

WORK EXPERIENCE

MAESTRO REALTEK PVT.LTD Associate General Manager, Pune India	March 2024 – Till Now
<ul style="list-style-type: none">Lead and manage a high-performing sales team for a diverse real estate portfolio, including Aspiration residences and villa plots/land.Exceeded sales targets by 15% quarter-over-quarter, resulting in revenue growth in 2024-25.Collaborate with Marketing to develop and implement strategies that enhance project visibility and drive sales growth for Codename Front yard (plotted development), Codename Live cool and Codename Exclusives.Extensive experience in driving sales through several direct verticals and channel distribution.Drive various market researches and analysis to help in strategizing upcoming projects/concepts.Delegate sales targets and responsibilities to team members, ensuring alignment with overall objectives.Provide insights and recommendations on sales performance, competitive landscape, sales forecasting, and resource allocation.Establishing productive, professional relationships with key stakeholders & managing channel distribution for assigned project/site.Develop and implement sales processes, practices and referral development programs to maximize sales efficiency for Projects.Manage lead generation, client communication, payment processing, and inventory management.Conduct regular performance reviews, track team progress, and ensure targets are consistently met or exceeded.Recommend process improvements to enhance sales team efficiency, productivity, and overall performance.	

- Driving & leading sales generation for a real estate portfolio comprising of luxury, aspirational residences and villa Plots/Land in West, East Pune, Goa, and different parts of Maharashtra.
- Establishing productive, professional relationships with key personnel i.e. RCP/ICPs across Pune, Mumbai (for specific Projects), Delhi, Goa, and the outskirts of Pune.
- Successfully handled project Launches and activation as a part of the sourcing team, and handled west and east Pune's portfolio of Xanadu Realty.
- Regular analysis of sales trends & coming up with sales techniques that target the right market with enablers.
- Meeting assigned targets for profitable sales volume and strategic objectives in assigned partner's accounts.
- Proactively working on a joint partner planning process that develops mutual performance objectives, financial targets, and critical milestones associated with a productive partner relationship.
- Responsible for lead closures & revenue generation through attending clients, project presentations, site orientation, negotiating prices, and finalizing payment terms.
- Determining client's needs and financial abilities to propose solutions that suit them.
- Resolving the queries of the clients on different aspects of buying real estate and also assisting them during pre and post-sales mechanisms.
- Generating leads from references of booked clients and attending exhibitions to acquire prospective leads.

- Sales generation for a real estate portfolio comprising of luxury & aspirational residences in central Mumbai, Suburbs, Thane region.
- Successfully handled project Launches and activation, was part of Central sourcing team and handled entire Mumbai portfolio of GPL.
- Have extensive experience of driving sales through several verticals and mainly Channel Partnerships/ Distribution.
- Resolving the queries of the clients on different aspects of buying real estate and also assisting them during pre and post sales mechanism.
- Networking and Establishing relationships with Channel partners across market.
- Conducting various market researches and analysis of sales techniques that target the right consumers.
- Plan different marketing strategies with team leaders for achieving quarterly / yearly sales targets.
- Planning and execution of events for channel partners during project launches and activations.
- lead closures & sales revenue generation through clients, project presentation, site orientation, negotiating price and finalizing payment terms.
- Determining client's needs and financial abilities to propose solutions that suit them.
- Leads generation from booked clients and attending exhibitions to acquire prospective leads.
- Preparation of Market Analysis Report Monthly and quarterly.

- Responsible for sales generation for a real estate portfolio comprising of luxury & aspirational residences in Suburbs and central Mumbai.
- Successfully handled project Launches and activations.
- Managing end-to-end sales and relationships right from sourcing clients to generating references through them.
- Determine client's needs and financial abilities to propose a solution that suits them.
- Have extensive experience in driving sales through several verticals and mainly Channel Partnerships.
- Channel Partner empanelment and servicing the leads from our empanelled channel partners.
- Identifying new potential Channel Partners in assigned territories.
- Plan, Implement, and Execute seminars, activities, and events via channel partners for the generation of new leads for Business.
- Ensured more revenues from performing category channel partners & motivated the non-performing ones.
- Leads Management: Email, Cold callings, Meetings etc.
- Liaison and work closely with the site heads for various product, price updates & promotional offers for channel partners.
- Partnering with the following teams in the common endeavour for bringing Sales to the business.

- Worked as a consultant to architects & interior designers to provide them with tiling solutions.
- Assisted marketing team with effective communication of marketing collaterals.
- Drive Revenues through Channel Sales.
- To develop business relationships with existing dealers/sub-dealers and appoint new in an untapped market.
- To ensure proper marketing activities such as Meets, Site & Promotional Branding, and Counter Staff Training.
- To ensure smooth and effective servicing of customer complaints giving correct feedback.
- Identified marketing problems and developed creative solutions for showcasing products.
- Developed strong relations with influencers to increase brand equity of H & R Johnson.
- Gaining a deep understanding of customer experience, identified and filled product gaps.
- Understood the technical know-how of the tiles to develop a consultative approach to business development.

- Develop & Drive Revenues through Channel Sales.
- To meet targeted number of additions to the channel partner database every month/quarter.
- Ensure smooth registration, training & brokerage disbursement for channel partners.
- Proposing & implementing sales promotion activities for the project.
- Ensure regular product & price updates to channel partners.
- Generating more revenues from performing category & motivate the non-performing ones.
- Participating in negotiations & bringing deals to a closure.
- To ensure constantly improve channel partner experience.
- To handle any channel partner grievances, post sales.

ACHIEVEMENTS

PROFESSIONAL –

- Recognized as Top Sales Performer (Team lead/Site Head) in the organisation 2024-25.
- Exceeded sales targets by 15% quarter-over-quarter, resulting in revenue growth of 60 crores 2024-25.
- Recognised & appreciated for Increasing website lead generation by 40% through targeted digital marketing campaigns routes for consecutive two project launches.
- Recognised for Developing a successful referral program that contributed to 15% of total sales revenue in 2024 -25 for three projects.
- Awarded Top Sales Sourcing manager for exceptional performance in two launches of HOABL Goa and Kumar's 2022-23.
- Beginner level in Director's Club for highest performance (Residential projects category) in Financial year 2017-18
- Performance excellence certification for target achievement in Lodha Group for year 2016-17.
- Worked in various verticals in Lodha Group (Corporate, Channel Partner, Direct, Referral)

ACADEMICS –

- Rank holder in PGDM Marketing in ITM Business School.
- Secured 3rd position in 5th semester in B.com (Hons.).
- Merit holder in all semester of B.com (Hons.).

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- Supported under privileged children by providing educational support and healthcare.
- Led and participated in cleanliness drives at hospitals & dispensaries to ensure hygienic environment.
- Collaborated with other volunteers to raise awareness about the importance of hygiene & healthcare in communities.
- Promoted THE JOY OF GIVING WEEK actively, which benefiting under privileged communities.

POSITIONS OF RESPONSIBILITY

PROFESSIONAL	<ul style="list-style-type: none">• Led and managed a team of sales managers providing mentorship, training, and guidance to ensure the team consistently achieved sales targets and KPIs.• Developed and executed strategic sales plans, focusing on driving revenue growth and enhancing customer satisfaction.• Coordinated between Departments to ensure successful transactions for both clients and the company.• Built and maintained relationships with key clients and Channel Partners to foster repeat business and referrals.• Led and managed teams for successful Channel Partner's Meet for different projects in Mumbai & Pune.
ACADEMICS	<ul style="list-style-type: none">• Vice president of TEMPEST Theatre Group of Navi Mumbai.• Class Representative for M3 Batch in ITM Business School.• Secretary of Cultural Committee in ITM Business School.• House Captain of Prithvi House in RCCM.• Head of Cultural Committee in RCCM.

OTHER ACTIVITIES AND ACHIEVEMENTS

CO-CURRICULAR ACTIVITIES	<ul style="list-style-type: none">• Peer mentor, Business Studies department.• Represented ITM Business School at UMANG event at Inter College Fest Narsee Monjee.• Creative Director for Annual marketing competition MAVERICK event.• Secured 1st position in singing at social science exhibition for two consecutive years.• Secured 1st position in dance at Inter University level.• Volunteer Coordinator for special symposium at Branding by HARISH BIJOOR.• Participated in Rajya Puruskar in scouts and guides.
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ADDRESS

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