

# PRADYUMN AGARWAL

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## WORK EXPERIENCE

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### **Anarock Property Consultants Pvt. Ltd.**

**Kolkata**

*Senior Associate – Land Transactions*

*Feb 2024 - Present*

- Looking for land transaction opportunities Pan-India.
- Part of a 18 member team leading transactions to the tune of \$600+million annually.
- Leading a bid with topline value of \$90 million in Calcutta along with introducing a new hospitality brand in a new geography.

### **The Manitenancewallas**

**Kolkata**

*Founder*

*Jun 2020 - Present*

- Scaled from 1 to 30 mixed use projects in 3 years. Largest project managed of .9 mill sq.ft. with annual turnover of 1.8cr.
- Company growth at 80% first year, 500% second year, 150% third year. (Area managed YoY)
- Created a team of 36 professionals to manage all assets.
- Fastest growth pace for any facilities management company in the city. Scaled annual turnover to 6 cr by third year.
- Scaled operations by implementing efficient processes and systems, reducing overhead costs by 20% while maintaining high-quality standards.

### **Aspirations Group**

**Kolkata**

*Marketing Intern*

*Aug 2016 - Dec 2016*

- Created a customer feedback mechanism in order to help with post sale services.
- Implemented new methods such as 3D modelling and live scale model to market the products better.
- Implemented outdoor media campaigns creating brand awareness/trust/loyalty.
- Learned to better target crown based on demography as the industry was in slump and marketing budget was limited.
- Marketing plans and schemes for total inventory value of 470cr, with largest asset value at 150cr.

### **Aspirations Group**

**Kolkata**

*Operations Executive*

*Jan 2017 - Jul 2020*

- A 360 degree insight into real estate from planning to implementation. Handled 10 under construction projects in various stages of construction simultaneously.
- Re structured timelines for projects to make up lag time in construction up to 6 months.
- Negotiations with tenants with total payout summing to 1cr for different land deals.
- Team management and internal cooperation from Purchase to Finance departments. Leading a team of 35 professionals from 10 different projects.
- Managing 1 million sq.ft in construction of mix used spaces from retail/Office/Public/Residential.

## EDUCATION

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### **St. Xavier's College**

**Kolkata**

*Bachelor of Commerce Hons. (Marketing)*

*Graduation Date: Jul 2019*

### **The Heritage School**

**Kolkata**

*School*

*Graduation Date: Jun 2016*