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Sanjeev S Ralhan joins The House of Abhinandan Lodha as Chief Sales Officer

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The House of Abhinandan Lodha, India's largest branded land developer, has brought on board Asian Paints veteran **Sanjeev S Ralhan as their Chief Sales Officer**. Sanjeev will further strengthen the leadership of the brand. He will work closely with Samujjwal Ghosh, CEO, The House of Abhinandan Lodha.

The House of Abhinandan Lodha (HoABL) is a new-age consumer-tech company that is transforming land ownership in India through innovation. This flagship venture by Abhinandan Lodha was born out of a vision to democratise land for retail investors. HoABL aims to transform the process of owning land for a consumer by making it easy, secure, and liquid while ensuring that it becomes a critical part of people's investment portfolio.

Sanjeev, who has a rich work experience spanning 29 years, will lead the sales function of HoABL and drive strategies to consistently meet revenue targets in alignment with the organisation's goals. He will play a significant role in developing brand strategy, leading verticals, sales channels, and services of the company. He will also play a significant role in developing the sales strategy and monitor and forecast sales performance.

HoABL is poised to become the fastest growing company in India as it approaches the Rs 1,000 crore net sales milestone. It has also delivered the fastest 100-acre township built in a record time of 15 months.

Speaking on his appointment, Sanjeev S Ralhan, CSO, The House of Abhinandan Lodha, said, "I am thrilled to be a part of HoABL's vigorous growth journey. My focus will be on making HoABL a brand people associate with wealth generation and simultaneously build strong sales strategies







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eradicating age-old issues assoc... buying."

Sanjeev's previous stint was with PPG Asian Paints Pvt. Ltd. where he was leading National Sales for almost a decade. He also took on the additional charge of their National Head of Training. Over the course of his illustrative career, he has demonstrated commendable performance by providing innovative sales development strategies that have immensely increased the sales performance of businesses he has been associated with.

An MBA from Chetana's Institute of Management & Research, Mumbai, Sanjeev has done his B.Com. from Narsee Monjee College Of Commerce & Economics, Mumbai. He has also previously worked with corporates like MIRC Electronics Ltd. (Onida).

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