

Publication	realtyplusmag.com
Date	14 December 2023
Link	https://www.rprealtyplus.com/news-views/shriram-properties-inducts-vivek-as-csmo-debasis-as-chro-113271.html

SHRIRAM PROPERTIES INDUCTS VIVEK AS CSMO & DEBASIS AS CHRO

Shriram Properties Inducts Vivek As CSMO & Debasis As CHRO



Shriram Properties Ltd (SPL) has announced the induction of Vivek Venkateswar as Chief Sales & Marketing Officer (CSMO), in place of Jajit Menon, who has resigned from the position of Director – Sales Marketing & CRM recently. In a simultaneous development, the Company has appointed Debasis Panigrahi as Chief Human Resource Officer (CHRO) of the Company. The Company believes that these leadership changes would fortify its people capabilities and support accelerated growth in the coming years.

Vivek Venkateswar brings a wealth of experience exceeding two decades in a variety of sectors including Real Estate, FMCG, Telecom and Financial Services, both domestically and internationally. He has held prominent positions with leading firms like Xanadu and Lodha as well as other global brands like Coca-Cola, Vodafone, Sify, Xpress Money UK, and Transfast UK. Equipped with unique blend of sales, operational acumen and strategy formulation skills, Vivek has proven adept at managing large teams and steering highly skilled teams towards business development, market planning & strategies. Prior to joining SPL, Vivek was part of Xanadu, wherein, as a part of the founding team, he has been a key player in building the outstation market & NRI sales across multiple clients and spearheaded several projects across the MMR region.

Debasis Panigrahi comes with over 20 years of experience in HR strategy and operations for diverse industries and geographies, across leading names including Emami Realty, TataRealty, Puravankara and RMZ Corp. He has rich experience in setting up HR systems and delivered strategic HR assignments around workforce integration, talent & culture, competency model, performance & reward Strategy and HR digitalization. He is a graduate in Physics, PGDPM from Sambalpur University, Master of Sociology, Master of Economics (pursuing) with various certifications in management, and entrepreneurship from domestic and international institutions.

Publication	in.investing.com
Date	14 December 2023
Link	https://in.investing.com/news/leadership-boost-shriram-properties-welcomes-new-csmo-and-chro-3935768

Leadership Boost: Shriram Properties Welcomes New CSMO and CHRO



By Aayush Khanna

Shriram Properties Ltd (NS:SRIP) (SPL) has appointed Mr. Vivek Venkateswar as Chief Sales & Marketing Officer (CSMO), succeeding Mr. Jajit Menon, who recently resigned as Director – Sales Marketing & CRM. Simultaneously, the company has welcomed Mr. Debasis Panigrahi as Chief Human Resource Officer (CHRO). The strategic leadership changes aim to strengthen the organization's human capital and facilitate accelerated growth.

With a diverse background spanning over two decades in Real Estate, FMCG, Telecom, and Financial Services, Mr. Vivek Venkateswar brings extensive experience. His previous roles with prominent companies like Xanadu, Lodha, Coca-Cola (NYSE:KO), Vodafone, and others showcase his prowess in sales, operations, and strategic planning. Before joining SPL, Vivek played a pivotal role at Xanadu, contributing to the outstation market and NRI sales in the MMR region.

Mr. Debasis Panigrahi, the new CHRO, boasts over 20 years of HR experience across various industries and geographies. His impressive career includes stints at Emami (NS:EMAM) Realty, Tata Realty, Puravankara, and RMZ Corp. Debasis specializes in HR strategy, workforce integration, talent development, culture, competency models, performance, reward strategy, and HR digitalization. His academic background includes a degree in Physics, PGDPM from Sambalpur University, ongoing Master's in Economics, and various management and entrepreneurship certifications from domestic and international institutions.

These leadership changes reflect SPL's commitment to leveraging seasoned professionals to enhance its organizational capabilities. The company anticipates that the combined expertise of Mr. Vivek Venkateswar and Mr. Debasis Panigrahi will contribute significantly to its growth trajectory in the coming years.

Publication	fmlive.com
Date	14 December 2023
Link	https://www.fmlive.in/shriram-properties-inducts-vivek-as-csmo-debasis-as-chro/

Shriram Properties inducts Vivek as CSMO & Debasis as CHRO

BENGALURU: Shriram Properties Ltd (SPL) has announced the induction of Mr Vivek Venkateswar as Chief Sales & Marketing Officer (CSMO), in place of Mr Jajit Menon, who has resigned from the position of Director – Sales Marketing & CRM recently. In a simultaneous development, the Company has appointed Mr Debasis Panigrahi as Chief Human Resource Officer (CHRO) of the Company. The Company believes that these leadership changes would fortify its people capabilities and support accelerated growth in the coming years.

Mr. Vivek Venkateswar brings a wealth of experience exceeding two decades in a variety of sectors including Real Estate, FMCG, Telecom and Financial Services, both domestically and internationally. He has held prominent positions with leading firms like Xanadu and Lodha as well as other global brands like Coca-Cola, Vodafone, Sify, Xpress Money UK, and Transfast UK. Equipped with unique blend of sales, operational acumen and strategy formulation skills, Vivek has proven adept at managing large teams and steering highly skilled teams towards business development, market planning & strategies. Prior to joining SPL, Vivek was part of Xanadu, wherein, as a part of the founding team, he has been a key player in building the outstation market & NRI sales across multiple clients and spearheaded several projects across the MMR region.

Mr. Debasis Panigrahi comes with over 20 years of experience in HR strategy and operations for diverse industries and geographies, across leading names including Emami Realty, Tata Realty, Puravankara and RMZ Corp. He has rich experience in setting up HR systems and delivered strategic HR assignments around workforce integration, talent & culture, competency model, performance & reward Strategy and HR digitalization. He is a graduate in Physics, PGDPM from Sambalpur University, Master of Sociology, Master of Economics (pursuing) with various certifications in management, and entrepreneurship from domestic and international institutions.

Publication	businessworld.in
Date	15 December 2023
Link	https://www.businessworld.in/article/Shriram-Properties-Appoints-Vivek-Venkateswar-As-CSMO-Debasis-Panigrahi-As-CHRO/15-12-2023-502277/

Shriram Properties Appoints Vivek Venkateswar As CSMO, Debasis Panigrahi As CHRO



Shriram Properties (SPL) has announced the induction of Vivek Venkateswar as Chief Sales and Marketing Officer (CSMO), in place of Jajit Menon, who has resigned from the position of Director of Sales Marketing and CRM recently. In a simultaneous development, the Company has appointed Debasis Panigrahi as the Chief Human Resource Officer (CHRO) of the Company. The Company believes that these leadership changes would fortify its people capabilities and support accelerated growth in the coming years.

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Equipped with a unique blend of sales, operational acumen and strategy formulation skills, Venkateswar has proven adept at managing large teams and steering highly skilled teams towards business development, market planning and strategies. Before joining SPL, Venkateswar was part of Xanadu, wherein, as a part of the founding team, he was a key player in building the outstation market and NRI sales across multiple clients and spearheaded several projects across the MMR region.

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