

VASANTH SRIKUMAR VARADA

Business Development Expert | Growth Leader | Leasing | Asset Monetisation

Kerala, India | +91 9895077966 | vasanthsriram@gmail.com | www.vasanthvarada.com | [LinkedIn](#)

Driving investment promotion, large-scale leasing, and revenue-led growth

Transformation-driven infrastructure marketing and asset monetisation leader with 23 years of experience scaling large-scale high velocity leasing, capital partnerships, revenue-led expansion, investment promotion, and stakeholder-led growth across government-led IT parks, commercial real estate, and institutional ecosystems. Repeatedly entrusted with high-impact mandates spanning credit rating stabilization, large-format land and space monetisation, global investor positioning, policy alignment, and tenant lifecycle governance to strengthen revenue resilience, market credibility, and long-term asset value.

Known for pairing commercial acumen with public-sector governance rigor, leading high-value MoUs, landmark developments, and global outreach initiatives while aligning developers, investors, brokers, and government stakeholders. Brings a calm, execution-focused leadership style, strong decision-making under complexity, and a board-facing presence suited to scaling, branding, and operating marquee transit-oriented and commercial asset portfolios.

Executive Strengths: Infrastructure Asset Monetisation | Investment Promotion & Leasing Strategy | Public-Private Partnership (PPP) Development | Large-Format Commercial Real Estate | Government & PSU Stakeholder Management | Investor Relations | Credit Rating & Financial Credibility Strengthening | Policy Alignment & Regulatory Governance | Tenant Lifecycle & Customer Experience Management | Brand Positioning & Global Market Outreach | Large-Scale Negotiation & MoU Execution

KEY BENCHMARK PERFORMANCES

- **ASSET MONETISATION & REVENUE SCALE-UP:** Leased 15+ lakh sq. ft and monetised 35 acres, generating ₹150 Cr upfront proceeds and ₹5 Cr recurring monthly revenue.
- **CREDIT RATING & FINANCIAL CREDIBILITY:** Strengthened balance-sheet credibility and investor confidence by improving occupancy, collections and revenue predictability, supporting sustained CRISIL A+ Stable rating for the fourth consecutive year (2022–2025), reinforcing investor confidence and lowering long-term financing risk.
- **LANDMARK INFRASTRUCTURE DEVELOPMENT:** Secured Technopark's largest landmark development by signing an MoU with Brigade Enterprises (Jan 2025) to establish *World Trade Centre Thiruvananthapuram*—1.5 million sq. ft. of Grade-A IT space across 8 acres and by executing the land lease (Oct 2018) for the prestigious Embassy-Taurus 'DownTown Trivandrum' project of 6 million sq. ft in 20 acres—significantly strengthening long-term infrastructure capacity and global positioning.
- **GLOBAL INVESTMENT POSITIONING:** Elevated Trivandrum's investment profile through city profiling, global forums, and policy-led outreach to attract GCCs (GCC Market Feasibility study) and institutional developers.

PROFESSIONAL EXPERIENCE

ELECTRONICS TECHNOLOGY PARKS-KERALA (TECHNOPARK), GOVT. OF KERALA, TRIVANDRUM

Major hub for IT and electronics companies in Kerala

Deputy Vice President (Marketing & Customer Relationship) • Aug 2025-Present Reporting to CEO | Team Size: 6

Designated as Deputy Vice President – Marketing & Customer Relationship to lead Technopark's market strategy and external representation during a pivotal expansion phase. Owned growth and monetisation strategy for a large-scale infrastructure platform, driving land leasing, co-developer partnerships and revenue pipeline creation to scale supply, improve cash flows and strengthen long-term asset valuation—positioning the park for sustained tenant growth, financial resilience, and improved credit standing.

- **Secured major IT infrastructure commitments**, issuing MoUs/LOIs for ~20+ lakh sq.ft of new IT built-up space with Caspian Techparks, iMeridian Techpark, HiLITE Properties, iSprout, and Gristone Technologies (AI, Robotics & Deep ML), significantly strengthening Technopark's future supply pipeline.
- **Closed multi-party land and development partnerships (35+ acres) with national and state institutions to unlock new supply, accelerate monetisation and diversify revenue streams across Innovation, IT and commercial formats**, executing and signing agreements for MSME Technology Centre (9.5 acres), Kerala StartUp Mission (3 acres), Kerala Space Park (18.56 acres), CFSL (5 acres), and Unity Mall, Govt. of India (2.5 acres).
- **Built a market-facing investment proposition for Trivandrum, driving global outreach, developer interest and deal flow across GCCs, institutional investors and Grade-A commercial developers**, commissioning and delivering a Comprehensive City Profiling Study with Colliers (Sep 2025) and GCC feasibility study specific to Kerala with ANSR (Feb 2026) to attract international developers, GCCs, and digital ecosystem partners.
- **Strengthened global visibility and stakeholder outreach**, representing Technopark at high-impact forums including GITEX Global 2025 (Dubai), ET GCC Conclave (Bengaluru), GCC Surge (Kochi), Convergence India Expo (Delhi), and other national and international platforms.
- **Improved institutional efficiency and decision velocity**, driving automation of systems and processes to enhance workflow efficiency, data accessibility, and leadership decision-making across park operations.

Deputy General Manager (Marketing & Customer Relationship) • Jul 2024-Jul 2025 Reporting to CEO | Team Size: 6

Entrusted with Business Development, Marketing, and Customer Relationship for Technopark, and inducted into the four-member senior leadership team to strengthen growth execution and tenant engagement. Drove large-scale new tenant onboarding and in-park expansions, leading to promotion as Deputy General Manager and subsequent elevation to DGM (Marketing & Customer Relationship) to assume full marketing leadership amid organizational transition.

- **Shaped Kerala's GCC and emerging-tech narrative**, contributing to the Kerala AVGC Policy 2025, GCC playbook, and IT-park-led incentive frameworks; supported ANSR's GCC Market Feasibility & Positioning Study for Kerala.

Assistant General Manager (Customer Relationship) • Jul 2019-Jun 2024 Reporting to CEO | Team Size: 4

Elevated to Technopark's Core Team and promoted as Assistant General Manager (Customer Relationship) to unify fragmented tenant onboarding, lease governance, and customer lifecycle management during a policy-led shift toward private infrastructure development. Tasked with restoring tenant trust, tightening statutory controls, improving turnaround times, and stabilizing operations amid supply constraints and COVID-era disruption.

- **Restored statutory compliance and tenant trust at scale** by eliminating ~800 pending lease renewals within eight months, instituting disciplined lifecycle tracking and finance coordination across the Park.
- **Institutionalized transparent, digital-first customer governance** by launching a real-time Online Space Request & Allotment Portal, implementing Zoho CRM, and digitizing 800+ tenant and land-lease records—strengthening audit readiness and turnaround time.
- **Sustained infrastructure monetisation through crisis and recovery**, executing ~50,000 sq. ft. of annual leasing and achieving 100% lease-up of the Kabani IT Building (2 lakh sq. ft.) within 18 months despite post-COVID market disruption.
- **Strengthened Technopark's financial credibility and investment standing**, contributing to consecutive CRISIL A+ Stable ratings through disciplined rental collections, NPA reduction, full occupancy, and improved financial controls.
- **Enabled long-term ecosystem expansion and policy alignment**, supporting marquee investments and co-developer partnerships (TCS, Embassy, Brigade, Infosys) while contributing to state and park-level policy frameworks, including Kerala IT Policy 2023 and Technopark land, space, and startup policies.

Business Development Manager • Aug 2014-Jun 2019 Reporting to CEO | Team Size: 4

Appointed through a board-led succession process to strengthen business development capability at a pivotal growth stage. Mandated to lead market outreach, deepen relationships with IT/ITeS enterprises, developers, and consultants, and ensure rapid absorption of new infrastructure supply—stabilizing revenues, supporting tenant expansion, and positioning the Park for sustained, long-term growth.

- **Catalyzed ecosystem growth at city scale**, supporting expansion of IT infrastructure (72 → 97 lakh sq. ft), tenant base (336 → 410 companies), software exports (₹4,250 Cr → ₹7,000 Cr), and employment (45,000 → 60,000).
- **Strengthened financial performance and credit standing**, doubling annual billing revenue from ₹56 Cr to ₹114 Cr through higher occupancy, disciplined commercial controls, and sustained NPA reduction.
- **Secured marquee tenants and strategic developments**, enabling entry and expansion of global enterprises (EY GDS, Allianz, Nissan Digital, Tata Elxsi, Envestnet) and executing landmark land partnerships with leading developers.
- **Institutionalized governance and statutory leadership**, serving as single point of coordination with SEZ/STPI authorities, Convenor of the Space Management Committee, and designated officer under the Kerala Right to Service Act.
- **Elevated Technopark's brand and investor visibility**, leading city profiling with JLL (2018), modernizing brand identity, strengthening digital outreach, earning the Golden Leaf Award (2017), and representing Technopark across global forums and investment platforms.

RELIANCE COMMUNICATIONS LIMITED

A leading telecom service provider in India

Direct Sales Lead (Postpaid) Trivandrum Cluster • April 2010-Jul 2014 Reporting to Circle Head-Kerala (Postpaid) | dotted line: Cluster Head Trivandrum | Team Size: 100 (5 Managers, 8 TLs, 64 DSEs, 30 E2Es)

Transferred to lead the **Postpaid (Wireless) business** for the Thiruvananthapuram Cluster (Trivandrum, Kollam, Pathanamthitta), with a mandate to **build a scalable acquisition engine**, strengthen rural retail reach, and deliver high billing performance with controlled churn.

- **Built and led a ~100-member acquisition and retail engine**, including DST (2 Managers, 8 TLs, 64 DSEs) and **15 franchise E2E stores** (3 Managers + ~30 franchise staff).
- **Owned ₹65–70 Cr annual postpaid billing revenue**, sustaining churn at ~1.5% per month.
- **Delivered 2,000–2,300 new postpaid activations/month**, consistently exceeding the **2,000/month target**.
- Drove high frontline productivity—**~25 sales per person/month**, plus **7–8 data dongle/FWP sales per person/month**, supported by rural E2E rollout.

- Served as **Key Account Manager for 20 SME/corporate accounts** and expanded dongle sales via a new channel network (computer retailers/service centers/freelancers).
- Recognized for consistent outcomes: **Best Cluster** (Postpaid Acquisition) May/Jun/Aug 2010; **Star Hub Performer** across multiple months; **Most Consistent Sales Lead** (H1 2011–12).

Urban Distribution Lead (Prepaid) Calicut Cluster • Oct 2008-Mar 2010

Reporting to Circle Head-Kerala

(Prepaid) & Cluster Head Calicut | Team Size: 16 distributors, 8 Prepaid Managers, 90+ Distributor Sales Executives

Appointed to lead **urban prepaid distribution and execution** across Kozhikode (Calicut), Malappuram, and Wayanad—driving **GSM prepaid launch**, rapid penetration, and channel expansion to close coverage gaps and accelerate subscriber additions.

- Led a high-coverage distribution organization: **16 distributors + 8 managers**, influencing **90+ distributor sales executives** across three districts.
- **Spearheaded GSM prepaid launch** across the cluster; expanded distributors **8 → 16** by leveraging existing CDMA partners.
- Closed market-coverage gaps via a **sub-distributor model** and **tower-wise retailer mapping** (key retailer under each tower).
- Managed **₹140–150 Cr annual prepaid billing revenue** (urban cluster), sustaining performance post-churn.
- Delivered **10–12% MoM growth** in new subscriber activations; averaged **~12,000 activations/month** and peaked at **16,000–20,000/month**.
- Balanced growth with retention discipline, maintaining **~25% annual churn**.

ICICI BANK LIMITED

Second largest private sector bank in India

Assistant Manager TBG-SEG (Liabilities) Trivandrum • Sep 2006-Oct 2008

Reporting to Area Head | Team

Size: 45 (40 DSE + 5 TL) | Branch coverage: 6 branches

Joined the **SME/Emerging Growth (SEG) Liabilities** acquisition vertical with a mandate to **build a doorstep sales engine**, drive high-velocity current account acquisition, and sustain minimum balance/float discipline—while delivering cross-sell outcomes.

- Built and led the **SEG Direct Sales Team** in Trivandrum from scratch (**40 DSE + 5 TL; 45-member field force**) and stabilized productivity within **3–4 months**.
- Managed **current account acquisition across 6 ICICI Bank branches**, ensuring month-end balance compliance through ongoing customer engagement.
- Drove disciplined acquisition economics: **15 new current accounts per DSE/month** with **₹5,000 average monthly float** per new account for the first 90 days.
- Delivered step-change performance: **300% growth** in CA acquisition (2007 vs 2006); **5,000+ new accounts**; sustained **₹2.5–3.0 Cr monthly acquisition float** (FY2007–08).
- Sustained consistent throughput: **600–750 current accounts/month** (Jan 2007–Sep 2008) against a target of 600/month.
- Recognized repeatedly, including **TBG Super Star (Top 4 Pan-India)**, Zonal Elite Club, Best All-Rounder (South Zone), and multiple contest wins.

PREVIOUS ASSIGNMENTS

Assistant Manager – Channel Sales – Postpaid HUTCHISON ESSAR SOUTH LIMITED	Oct 2005-Sep 2006
Sales & Service Engineer – Racold Solare MERLONITERMOSANITARI (I) LIMITED	Feb 2004-Oct 2005
Assistant Manager – Marketing, Bangalore KOTAK URJA PRIVATE LIMITED	Jul 2003-Feb 2004
Agriculture Executive INDIANAGROBIZ.COM, AGROTECH SOLUTIONS	Apr 2000-Apr 2001

EDUCATION & PROFESSIONAL DEVELOPMENT

- Pursuing **PhD in Management (Marketing)** | Amrita Vishwa Vidyapeetham | 9.22/10 CGPA
- **Post Graduate Diploma in Management (PGDM) – Marketing** | Alliance Business Academy, Bangalore | 2003 | 8.4/10 CGPA
- **BSc in Agriculture** | Kerala Agricultural University | 2000 | 8.2/10 CGPA

PERSONAL DETAILS

- **DOB:** 07 June 1976 | **GENDER:** Male | **NATIONALITY:** Indian | **MARITAL STATUS:** Married.
- **Languages known:** English, Hindi, Malayalam (Read, Write & Speak); Tamil, Kannada (Speak only).
- **Testimonials, Key events, Rewards & Recognition:** www.vasanthvarada.com