



HARYANA REAL ESTATE REGULATORY AUTHORITY, PANCHKULA.

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Extract of the resolution passed by the Haryana Real Estate Regulatory Authority, Panchkula in its meeting held on 23.04.2025.

Item No. 285.07

To update the information in record of RERA (HRERA-PKL-ROH-634-2024 and HRERA-PKL-ROH-633-2024) in M/s Raj Developers as Mr Sunil Malik (Son of Mrs Raj Kumar Proprietor of firm) will be handling sales and marketing and Mr Manoj will be handling Admin role in the firm.

The promoter vide letter dated 26.03.2025 has informed that Raj Developers, a RERA-registered proprietorship firm owned by Mrs Raj Kumar, has announced the launch of its latest project, MAK GREEN- TWIN TOWERS, Plot no GH -2, Sector -4 Extension, in the Rohtak District.

1. Strategic Leadership: Sunil Malik to Spearhead Sales and Marketing To ensure the success of MAK GREEN- TWIN TOWERS, Raj Developers has appointed Mr Sunil Malik, son of Mrs Raj Kumar, to lead the sales and marketing efforts. Mr Malik will be responsible for a comprehensive range of activities, including:

- **Lead Generation:** Actively seeking new business opportunities through networking, cold calling, and referrals.
- **Client Relationship Management:** Building and maintaining strong relationships with potential and existing clients.
- **Sales Process Mastery:** Guiding clients through the entire sales process, from initial contact to successful deal closure.
- **Proposal and Bid Management:** Creating compelling customer proposals, managing construction bids, and handling change orders effectively.
- **Project Management Oversight:** Inspecting, scoping, photographing, and estimating projects to ensure accurate and efficient execution.
- **Achieving Sales Targets:** Meeting and exceeding sales targets within the defined territory.
- **Industry Expertise:** Leveraging a strong understanding of architectural specifications and construction design elements.



- RFP Follow-Up: Diligently following up on all outstanding Requests for Proposals (RFPs) and estimates with prospective clients.
- Strategic Marketing Planning: Developing and implementing comprehensive marketing plans to drive project awareness and generate interest.
- Market Research: Analysing market trends, the competitive landscape, and evolving customer needs to inform marketing strategies.
- Brand Management: Cultivating and enhancing the company's brand image to build trust and recognition.
- Executing Marketing Campaigns: Developing and implementing targeted marketing campaigns to attract potential buyers and tenants.
- Content Creation: Creating engaging and informative marketing materials across various platforms.
- Digital Marketing: Utilizing digital channels and strategies to effectively reach target audiences.

2. Administrative Backbone: Manoj to Manage Projects and Compliance. Supporting the smooth operation of Raj Developers and the MAK GREEN-TWIN TOWERS project, Mr Manoj, a close associate of Mr Malik, will assume the administrative role. His responsibilities will include:

- Project Management: Overseeing project timelines, resources, and deliverables to ensure efficient project completion.
- Contract Management: Managing and administering contracts with vendors, suppliers, and other stakeholders.
- Budget Management: Monitoring project budgets, tracking expenses, and ensuring cost-effectiveness.
- Compliance: Ensuring adherence to all relevant regulations, permits, and industry standards.
- Supporting Business Operations: Providing administrative support to ensure the smooth functioning of the business and construction sites.

3. Transparency and communication with RERA

Raj Developers has proactively shared this information with the Real Estate Regulatory Authority (RERA) to ensure transparency and facilitate seamless communication and coordination in the future. This proactive approach underscores the company's commitment to adhering to regulatory guidelines and maintaining open communication with relevant authorities. MAK GREEN- TWIN TOWERS promises to be a significant addition to the real estate landscape in Rohtak, and Raj Developers is confident in its ability to deliver a project that meets the highest standards of quality and customer satisfaction.



4. After consideration, the Authority decides that since the promoter in this case is Raj Developers through proprietor Ms. Raj Kumari, therefore, she will be liable for all the compliances to be done under the provision of the RERA Act/ Rules.

A copy of these proceedings be sent to the promoter through mail and registered post.

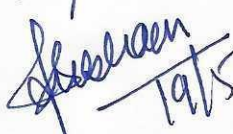
5. Disposed of.



True copy


Executive Director,
HRERA, Panchkula

A copy of the above is forwarded to CTP, HRERA Panchkula, for information and taking further action in the matter.

LA (shubham)

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