

I have served IRCTC as a Joint General Manager and led all new business development initiatives for the New Ventures for IRCTC. I also led technology, Anti fraud team, SAAS model development for all new business development initiatives of the New Ventures for IRCTC. I earned 5000 + Cr Revenue Portfolio. Developed IRCTC SAAS model for Indian Railways where in 65+ SAAS Partners consumed APIs for booking of rail tickets. To name a few Akbar Online Booking Co. Pvt. Ltd., Beam, Bird Group Technologies P. Ltd., Easy Bill, VIA.COM,GI Techology Ltd., ITZ Cash Card Ltd., Jayaswal Enterprise P. Ltd., MoneyOnMobile, Travels India Pvt. Ltd ,Oxigen Services, Pay Point India, RLTC Travel, Yatra, Spice Digital Ltd., SPRING TRAVELS, Sugal & Damani, Suvidhaa Infoserve, Travel Boutique Online.

ORGANIC BUSINESS GROWTH

PRODUCT DEVELOPMENT

LEADERSHIP DEVELOPMENT

PRODUCT POSITIONING & BRANDING

CORPORATE COMMUNICATIONS

FOCUS GROUP & MARKET RESEARCH

LEGAL

CUSTOMER SATISFACTION & ALLEGIANCE

STRATEGIC ALLIANCES

CREATIVE TEAM LEADERSHIP

ONLINE ADVERTISING

APPLICATION PROGRAMMING INTERFACE

SALES COLLATERAL & SUPPORT

DIGITAL MARKETING

PUBLIC & MEDIA RELATIONS

TENDERS & MARKETING STRATEGIES

OPERATIONS MANAGEMENT

INTRODUCTION

Short brief about my venture Zvesta Online Private Ltd. - We, at Zvesta bring a gamut of intelligence and analytic for builder fraternity. Zvesta aims to be first and only company in the India to build an Artificial Intelligence Engine to analyze the Real Estate market in a comprehensive, aggregate manner.

We operate our own set of technology to processes and provide services for business activities to our empanelled Builders & Brokers. Zvesta hands over the built technology solution to consume for Price Predictions, Ratings & Recommendations, Inventory Management, Sales Prediction etc.

SELECTED ACHIEVEMENT HIGHLIGHTS

- Zvesta CEO's Anushree Srivastava leadership being recognised by Indian Women Convention in October 2018 #Women Leadership Award.
- Zvesta won "Tech Broker of the year" by Realty in very less span of time
- Zvesta CEO's Anushree Srivastava felicitated as Women Achievers Award by Indian Women Convention in March 2018.
- Certificate of Excellence & Appreciation Letter by AIPL & Central Park, top notch developer.
- Achieved triple-digit year-over-year revenue growth
- Reversed losses into profits, serving as catalyst for growth and expansion
- Created New Business through 1.5 lakh agents through E-commerce
- National Award for E-Governance, 2015-16, Anushree Srivastava for NGET by Dept of Administrative Reforms.
- Award of Best E retailer in Leisure and Travel ,Franchise India 2015.
- Integrated 32 companies for Rail APIs
- Transformed the New performing business unit company-wide into a topperformer for IRCTC
- Award For the best IRCTC UBI Co-branded Prepaid card by Skotch by the Finance Minister Shri ArunJaitley.
- Award of the Best E retailer in Leisure and Travel ,Franchise India 2013.

 Award of the Best Customer Experience website , Franchise India 2012
- Award to the Tourism website by ministry of Tourism ,Minister Ambika Soni , 2009.

KEY HIGHLIGHTS OF 18+ YEARS JOURNEY

- Successful leader with a passion for growth-oriented businesses and a proven ability to identify opportunities, develop execution focus, and drive towards strategic results.
- Competitive & GTM strategy with product innovation, cross-functional team leadership, brand partnerships, revenue generating partnerships-Amazon, Google etc.
- I managed three of IRCTC's product teams: Advertising team, Revenue team, and the IRCTC Cobranded Marketplace team, focused on building to drive engagement with sellers and customers for the cobranded marketplace.
- Lead all new business development initiatives for the New Ventures for IRCTC. As part of my assignment; I was responsible for creating & executing go-to-market strategy for IRCTC.
- These Eighteen years been challenging, helped me lay foundation with great sense of pride to work for the public of our country with the best our capacity.
- Expert in the technical, conceptual and content development of sales-driving collateral. Proven ability to drive record-high marketing campaign response rates and execute successful product launches.



Zvesta CEO's Anushree Srivastava

LEADERSHIP being recognised by

INDIAN WOMEN CONVENTION 2018











"Zvesta has won the "Tech Broker of the year" AWARD BY REALTYFACTS IN MUMBAI, MARCH 2017.









CERTIFICATE OF APPRECIATE BY AIPL TO ZVESTA & RECEIVING BY MD OF ZVESTA.



Zvesta CEO's Anushree Srivastava

ACHIEVER being recognised by

INDIAN WOMEN CONVENTION 2018



Speaker at National Entrepreneurship Conclave 2017 at Lovely Professional University









Debate on Affordable Housing (Panel Discussion) at Realty
Plus event in Gurugram



IRCTC website www.railtourismindia.com was soley handled by
Ms Anushree Srivastava that won the National Tourism Award
by Tourism Minister Ambika Soni.

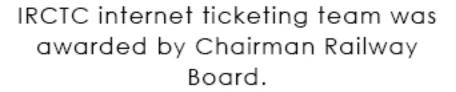
Coach Charters, Special Trains (such as the Bud Train / Fairy Queen etc.), Hotel Bookings, Cab Rent





The Pre –Product for IRCTC -IRCTC-UBI PrePaid card Launch was conceptualized, developed and thereby launched under the leadership of Ms Anushree Srivastava Indian Railway Catering and Tourism Corporation (IRCTC) has partnered with Union Bank of India (UBI) to offer a RuPay prepaid card which will let users book train tickets and buy goods or services from the IRCTC portal. The card has been developed jointly by IRCTC, UBI and National Payment Corporation of India (NPCI). The IRCTC-UBI RuPay pre-paid card was launched by Honorable Railway Minister Shri Suresh Prabhu on 24th Mar'15

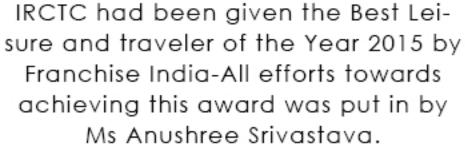






IRCTC had been awarded the BEST E RETAILEROF THE YEAR 2015 IN THE LEISURE AND TRAVEL CATEGORY by Franchise India







IRCTC had received Leisure & travel eRetailer of the Year at Indian Retail & e-Retail Awards 2016 organized by Franchise India (30 Apr'2016).



IRCTC had been bestowed GOLD in National Award for E-Governance 2015-16 in the category of "Innovative Use of ICT by Central Government PSUs" for IRCTC's Next Generation e-Ticketing System (NGET) IT Center, IRCTC. Anushree Srivastava, received the National Award for E governance.

BLOGS & ARTICLES

2018

www.indianretailer.com

a dedicated tab for the e-commerce player, (tolor retail in a new initiative

of IRCTC - a step further into e-continence world. To enhance the customer experience, IRCTC has entered into partnership with Amazon where IBCTC webs fucilitates enline shopping of various products catering to

Has IRCTC outsourced the tech handling or have they set up a team to handle tech

IRCDC has not outso technology but CRIS has been appointed by Railway Board for the software develop an in-house team for all backend operations related to the backend functioning and daily operational

What are your future plans in terms of technology? In the past, the demand had gone up beyond the infrastructure we had, especially during the peak season when advance reservation opens, and for Tatkal ficket bookings. The problem was actually limited to 20 to 20 minutes between 8 am and 8.20 am when advance reservation spens, and between 10 am and 10.30 am when Turkel reservation

44We launched our website with an i-ticket. which was a physical ticket, delivered at user doorstep. The user-base of IRCTC has been phenomenal. Every year we have an increase of nearly 20 per cent in our user base, which

at the moment is nearly 4 crores. We aim to monetise this base and try to sell them something else as well, thus we offer tourism packages, hotels etc. We also sought for programs where IRCTC can have a co-branding. We have collaborated with Amazon, 91

Anushree Srivastava, OGHSTT, IRCTC

times. We found that the number of concurrent users busched of concurrent users busched 20,000 at times against our capacity of 40,000. Accordingly, the new soutons was designed to handle 1.2 lakh concurrent users, 1,000 exquires per second and to book 7,000 tickets' assute which is being further augmented to handle 3 labb concurrent users, 3,500 enquires' second and to look 15,000 tickets' minute. This system, we feel, would take care of the current constraints as well as future requirements. We do not foresee any major issue in near future. Moreover, the new platform that we have in a analytic one. We can acale up

facilitates people to book coaches or even the whole train. If one decides to go for a tour with a large group of people then this service can be useful. Mostly, if is beligful for marriage parties in which "Bursts" have to-cover a long distance and rullway in the best possible way. FTR coach or train booking can be done a maximum of 6 months in advance and minimum 30 days prior to the date of journey.

Does the site also give its customers an option to use their mobile wallet? Who is your mobile wallet portner and is it environities of the

Daily News & Articles – Newspaper

Weak rupee to attract NRI investments into Indian real estate: Realty players

JANS Rong broat



New Delhi, Oct 4 (AND) With the Indian rupes under pressure for the past few months. and declining to its lowest ever levels, real extent players expect non-resident Indian, or MII, investments in the sector to gain numerium.

A seator righe against the US-dollar maters investment in India cheaper for fungin. investors and Mills. Statesholders say that the Mills' of rate in the properly market constitutes around 7.6 per cent of the country's total real exists inventory.

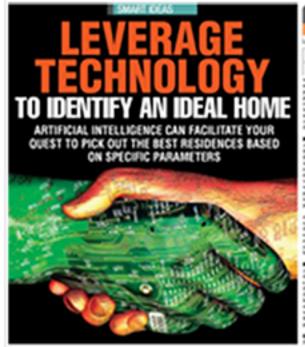
Already, MFE investments in Indian real extate have touched \$10.2 below so far in the current financial year, up from \$6.9 below invested in PY2017-18, according to a recent

"This growth is largely driven by the cities, Munitial, Punie, Bengaturu, Gunugram and Noda," the report said

According to Rajan Dang, founder of property portal Zvesta.com, with the current valuation of the rupee, foreign investors buying property in India are getting appreciation. of "12-15 per cent while investing from USO to INR" and with forecast of the dollar strengthening further against rupee and other major currencies, "gross appreciation will reach 20-22 per cent in property prices for foreign investors".

https://in.finance.yahoo.com/news/weak-rupee-attract-nr investments-indian-real-estate-080003838--finance.html

Daily News & Articles – Newspaper





Silicon India Magazine



https://www.siliconindiamagazine.com/magazine/ gujarat-startups-special-september-2018



Every place has a story and that is what makes it special and a different experience while buying a house or office or any property. The topmost priority of Real Estate companies should be customer satisfaction and proper resolution of their concerns.

The dilemma of this vast industry segment is that only a few companies give proper attention to their customers and work with a client-centric approach.

The complete process of property acquisition or purchase crosses different phases starting from booking before it reaches possession point. This journey of the buyer comes along with a number of ups and downs. The running staff and assisting agents have a crucial sole in the journey of property buyers. Many a time, things or situations may go out of control, but the dedicated service and quality assurance from the developer 'seller makes the journey easier.

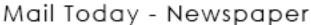
Developers face a number of hurdles during the construction from the customers. Every day the dawn comes with a new set of concerns and an array of new problems adding to the existing ones from construction to amenities. These complex problems may come under the purview of local authorities or different government. departments. The responsible development authorities should respond firmly, promptly and actively to such issues and address the customers' complaints with patience. This is the only way to come out with flying colours.

https://www.entrepreneur.com/article/318989

Start Up Wonders This Real Estate Startup Zvesta created All Recommendation System Zvesta ONLINE PV an industry and provide standard PEF's, the hubbers, developers and is the co-

s. The company has also come up with an algorithm development and integration into wait, page along with sentiment analysis for opportunities, in mad business

https://startupwonders.com/zvesta/







Realty firms tap AI, big data to push sales

Developers deploy new-age tech to widen customer base, reduce marketing spend, fast-track sales turnaround in a subdued market

Bidya Saparri Developers shift to t the Puravanlues Ltd. boothat.aproperty-exhi-For the real estate firm, which fielded these robots developed by technology firm Invento Markempa-

ces.Pvt. Ltd, the experience was posi-tive. "Instead of 10 young boys girls manning the reception, this tim just had three," said Around Nat

digital campaigns

company official who did not want to be identified. In addition, it is working with several digital agreecies





https://www.business-standard.com/article/news-ani/5-platformswhich-will-help-you-to-sell-your-property-within-minutes-118072000884_1.html

Business Standard & Outlook India

Outlook

THE NEWS SCROLL

29 JULY 2018 Last Updated at 8 of PM

5 platforms which will help you to sell y within minutes











New Delhi [India], July 20: Gone are the days when selling property was a tedious task

Slowly and gradually with time there has been an increase in the demand of much alike services in the sector.

Today People prefer platforms which have instant valuation, real-time analytics and virtual or online tours with better services over the orthodox agents

https://www.outlookindia.com/newsscroll/5-platforms-which-will-helpyou-to-sell-your-property-within-minutes/1353391