

Anushree Srivastava

CEO & Co-Founder of Zvesta

Laying a new foundation for Real-Estate where I am Building Rating & Recommendation for Real-Estate based on Artificial Intelligence and Predictive Analytics for the Real Estate Industry in India. I hold the responsibility of nurturing the Information Technology including Web development, Artificial Intelligence and Data Science. I have 18+ years of experience with a passion for growth oriented business & have ability to identify opportunities, develop exceptional focus, to drive towards strategic results.



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

OPERATIONS MANAGEMENT

STRATEGIC ALLIANCES

CREATIVE TEAM LEADERSHIP

ONLINE ADVERTISING

APPLICATION PROGRAMMING INTERFACE

SALES COLLATERAL & SUPPORT

DIGITAL MARKETING

PUBLIC & MEDIA RELATIONS

TENDERS & MARKETING STRATEGIES

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 top-performer 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.

AWARDS



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

**Women Achiever
Award
2018**



Speaker at National Entrepreneurship Conclave 2017 at Lovely Professional University



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

IRCTC wins National Tourism Award



Indian Railway Catering & Tourism Corporation Ltd. (IRCTC) has won the National Tourism Award for the Best Tourism Portal for its portal www.railtourismindia.com

Dr. Nalin Shinghal, Managing Director, IRCTC received the award from Dr. Pranab Mukherjee, Hon'ble Union Minister for External Affairs at a function held in Vigyan Bhawan on 27th Feb 2008.

"IRCTC's tourism portal www.railtourismindia.com is the one stop travel shop providing vast array of tourism services such as Rail Tour Packages, Special Tourist Trains, Hotels Bookings, Car Rentals etc."

The portal has had over 1 million visitors and transacted business of over 26 million rupees in the past year. This growing popularity of www.railtourismindia.com is proof of its usefulness for the customers.



IRCTC had won the national Tourism Award for the best tourism portal www.railtourismindia.com Year 2008 was solely handled by Ms Anushree Srivastava



One Stop Travel Shop : **railtourismindia.com**

IRCTC's National Tourism Award winning travel portal (www.railtourismindia.com) is a One Stop Travel Shop which provides a wide range of services to travelers such as all inclusive tour packages with confirmed Rail Bookings, Hill / Steam Charters, Coach Charters, Special Trains (such as the Bud Train / Fairy Queen etc.), Hotel Bookings, Cab Ren



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



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 internet ticketing team was awarded by Chairman Railway Board.



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



IRCTC had been given the Best Leisure and traveler of the Year 2015 by Franchise India-All efforts towards achieving this award was put in by Ms Anushree Srivastava.



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.
Online retail is a new initiative of IRCTC - a step further into e-commerce world. To enhance the customer experience, IRCTC has entered into partnership with Amazon where IRCTC website facilitates online shopping of various products catering to customers' needs.

Has IRCTC outsourced the tech handling or have they set up a team to handle tech in-house?

IRCTC has not outsourced the technology but CRIS has been appointed by Railway Board for the software development of www.irctc.co.in. IRCTC has also an in-house team for all backend operations related to the backend functioning and daily operational issues.

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 seasons when advance reservation opens, and for Tatkal ticket bookings. The problem was actually limited to 10 to 20 minutes between 8 am and 8.20 am when advance reservation opens, and between 10 am and 10.30 am when Tatkal reservation

"We 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."



Anushree Srivastava, OGM IT, IRCTC

times. We found that the number of concurrent users touched 70,000 at times against our capacity of 40,000. Accordingly, the new system was designed to handle 1.2 lakh concurrent users, 1,000 requests per second and to book 7,200 tickets/minute which is being further augmented to handle 3 lakh concurrent users, 3,500 requests/second and to book 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 is a scalable one. We can scale 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, it is helpful for marriage parties in which "Bharats" have to cover a long distance and railway is the best possible way. PNR coach or train booking can be done a maximum of 6 months in advance and maximum 30 days prior to the date of journey.

Does the site also give its customers an option to use their mobile wallet? Will it be your mobile wallet partner and is it easier/difficult than

Daily News & Articles – Newspaper

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

By NNS | **Money Market**
2018-09-10 10:00 AM



New Delhi, Oct 4 (ANI): With the Indian rupee under pressure for the past few months and declining to its lowest ever levels, real estate players expect non-resident Indian, or NRI, investments in the sector to gain momentum.

A weaker rupee against the US dollar makes investment in India cheaper for foreign investors and NRIs. Stakeholders say that the NRI's off-take in the property market constitutes around 7.8 per cent of the country's total real estate inventory.

Already, NRI investments in Indian real estate have touched \$10.2 billion so far in the current financial year, up from \$5.5 billion invested in FY2017-18, according to a recent report by consultancy firm Zest Realty.

"This growth is largely driven by five cities, Mumbai, Pune, Bengaluru, Gurgaon and Noida," 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 USD 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-nri-investments-indian-real-estate-080003838--finance.html>

Daily News & Articles – Newspaper

LEVERAGE TECHNOLOGY
TO IDENTIFY AN IDEAL HOME
ARTIFICIAL INTELLIGENCE CAN FACILITATE YOUR QUEST TO PICK OUT THE BEST RESIDENCES BASED ON SPECIFIC PARAMETERS



ANUSHREE SRIVASTAVA
OGM IT, IRCTC

Recommendation
For example, if a buyer prefers to

Transparency
The design-oriented needs from

homeowners, which describe their preferences, has always been a critical success factor of AI technology-enabled real estate recommendation systems. In the past, the user-based recommendation systems were limited to simple filters and search options, and did not take into account the complex, multi-dimensional preferences of the users. The new 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 is a scalable one. We can scale up

Recommendation
For example, if a buyer prefers to

Transparency
The design-oriented needs from

Silicon India Magazine

ARTIFICIAL INTELLIGENCE IN QUEST TO RISK RETURN 2018-19

When a machine tells consumers that a property is a good deal, it's because it has calculated that answer, based on all the data that's available to it

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



Rajan Dang
Founder, Zvesta

August 24, 2018 4 min read

Opinions expressed by Entrepreneur contributors are their own.

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 role 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 AI Recommendation System



Entrepreneur dedicated to empowering consumers with data, inspiration and knowledge around the place and connecting them with the best local professionals who can help to prove what added in whole industry and provide standard SOP in the builders, developers and to the consumers.

Launched in April 2017 and was founded by Rajan Dang and Anushka Srivastava. It is an intelligence based personalized recommendation system with the predictive and forecasting model for buy or sell. The company has also come up with an algorithm development and integration into web page along with sentiment analysis for opportunities in real business.

Entrepreneur by heart with the current background of working with a government organization, headed real business initiatives, DSI for Indian startups. She wanted to explore her skill & abilities in a real world to build an innovation she extended her hands to by a new foundation to Zvesta.

It is managing big financial sheets. He has worked in National Infrastructure Cell as head SOP for the job. He has been founder strategic advisor portfolio worth INR 50 Crore approximately with 45% stake in Solar jobs program in 2012 worth INR 20 Crore. Presently Solar Initiative Program for distributor worth INR 10 Crore. Automating Market Auto connect program worth INR 10 Crore.

Anushka Srivastava was involved with the progress of their young company Zvesta and had made in the 2 years since they began the journey to connect Indian consumers as the Real Estate marketing

<https://startupwonders.com/zvesta/>

Mail Today - Newspaper



GURUGRAM THE EMERGING ENTERTAINMENT HUB
The millennium city has moved beyond its IPO and MNC tags to become one of India's hottest entertainment hubs

The Mint - Newspaper

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

Developers shift to digital campaigns

At the Parvankara Ltd booth at a property exhibition in Bengaluru last month, two humanoid robots recorded visitor data and their queries, partially replacing usual sales staff at the reception.

For the real estate firms, which fielded these robots developed by technology firm Invenio Marketing Pvt. Ltd, the experience was positive. "Instead of 10 young boys/girls manning the reception, this time we just had these," said Anand Narayan.

Developers are targeting based on geography and buying trends on a commercial scale.

Developers are moving into digital marketing and AI.

Gurugram-based technology start-up Zvesta said it is building technology platforms for over 3,000 residential projects across the country. The company, which specialises in predictive analytics and building AI platforms for real estate firms, is helping developers with technology support and consumer insights to find the right audiences online.

"We are categorising one visit from a minimum of 2,000 data

Business Standard & Outlook India

5 platforms which will help you to sell your property within minutes

Business Standard & Outlook India

Outlook THE NEWS SCROLL

29 JULY 2018 Last Updated at 8:44 PM

5 platforms which will help you to sell your property within minutes



New Delhi (India), July 20 : Gone are the days when selling property was a tedious task altogether.

Slowly and gradually with time there has been an increase in the demand of such like 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/newscroll/5-platforms-which-will-help-you-to-sell-your-property-within-minutes/1353391>

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