

Inno Group Appoints M Harinath as Director, Sales and Marketing, Inno GeoCity

Apr 27, 2012

Inno Group, a global investment firm focused on real estate with operations in Europe, Middle East and India today announced the appointment of Mr. M Harinath, as Director, Sales and Marketing, Inno GeoCity to lead its sales operations in India and for driving its strategic business growth.

Mr. Harinath brings over twenty years of sales and marketing experience to the role, gained from working in a wide variety of sectors such as tourism and FMCG, with an in-depth understanding of the business, strategic planning and execution.

Commenting on the occasion, Mr. Rajamannar Ramaswamy, Group Managing Director, Inno Group said, "Mr. Harinath's immense experience in the field of sales and marketing will help strengthen customer relations and develop business opportunities as part of our ongoing growth strategy. His expertise in offering strategic advice and guidance will further enhance our reputation as a focused real estate investment group in India."



Commenting on the appointment, Mr. M. Harinath, Director, Sales and Marketing, Inno GeoCity, said, "I am extremely delighted to be a part of the prestigious Inno family and eagerly look forward to significantly contribute to the company's envisioned India business growth."

Prior to this, Mr. Harinath has worked with Mahindra Holidays and Resorts India Ltd. for over sixteen years, and recently served as Head, Strategy and New Product Development. He was also instrumental in building the brand Club Mahindra Holidays. He has previously worked with Wipro Limited, Mumbai, in the Consumer Products Division, as a Product Manager for its 'hair-care' range of Products. He started his career as an Area Sales Manager in Marico Industries Limited.

About Inno GeoCity

Spread over a lavish 131 acres, Inno GeoCity is a modern residential township located at Oragadam – the rapidly growing world-class industrial belt southwest of Chennai – one of the hottest investment destinations in the country. Inno GeoCity is an elegant fusion of location advantage and value engineering. With great infrastructure, well-planned layouts and essential civic amenities, including a prestigious school, Inno GeoCity is designed to be a comprehensive township that delivers a healthy work-life balance.

About Inno Group:

Inno is a global investment group focused on real estate with a footprint across Europe, Middle East and India. Inno has an enviable portfolio that spans the entire spectrum of the business – from Investments to Fund Management to Advisory to Development across residential, commercial, industrial & infrastructure. **Website:**

www.innogroupholdings.com