



Mr. Vimalendra Singh

Chief Business Officer (Residential)

Vimalendra Singh is the Chief Business Officer (Residential) at Mahindra Lifespaces. He has been with the company since December 2018, initially serving as CSO of Mahindra Happinest, the affordable housing business of Mahindra Group. In his current role, he holds P&L accountability for the residential business.

Vimalendra has extensive experience across US, GCC & India. He started as a management associate with Citibank in the Retail Banking segment. He worked across all functions of retail banking during his ~12 years in banking. He grew to be one of the youngest Operations & Collections Heads in the Citibank Retail Banking business globally. He was also one among six associates to be globally selected for the prestigious management development program in Citibank, New York, USA. He helped launch EMV credit & debit cards for Citibank Bahrain. He also introduced the completely variable DSA model in Citibank Bahrain business. He was also Director & Regional Head of Preferred Banking during his stint with SCB and managed the segment across Bahrain, Qatar, Oman, Jordan and Lebanon. He eventually led Retail Banking for Bank of Bahrain & Kuwait (BBK) for their India business. While in BBK, he led the growth of branch distribution, launched mortgages and the insurance business, and helped grow their retail assets and NRI business. After more than 12 years in banking, Vimalendra moved to the real estate sector with a stint in Lodha group as Market Head for their luxury portfolio. Vimalendra holds an MBA from the Indian Institute of Management, Ahmedabad and a B.E. from VJTI, Mumbai University. He likes adventure travelling and reading books on varied subjects.

What drives him:- "Making a positive difference every day, to society and to nature. "

Life mantra :- "Never give up; there is a solution to every problem!"