

Anurag Kumar

Dynamic salesperson with 15 years of experience.

Noida, Uttar Pradesh 201310

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Personal Details

Date of Birth: 1979-09-03

Eligible to work in: India

Highest Career Level: 5+ years' experience

Industry: Banking & Finance, Management, Sales, Technology

Total years of experience: 15

Work Experience

Professional Business Development Manager

Eprenz PBC - Michigan

November 2021 to Present

- Develop a growth strategy focused both on sales revenue and partner satisfaction in an international environment.
- Arrange virtual business meetings with prospective sponsors and partners.
- Engage community members to participate in upcoming events.
- Promote the company's products/services addressing or predicting clients' objectives.
- Provide trustworthy feedback and after-sales support.
- Build long-term relationships with new and existing members and partners.

Sales Manager

Timble Technologies Pvt Ltd - Delhi, Delhi

August 2021 to November 2021

Role:

- Developing business by using social media, email and phone-based communication.
- Responsible for the sales for Risk management Tool software to banks and financial institutions.
- Document all sales related activities.
- Developing Sales Plan to achieve monthly, quarterly and annual goals.
- Liaison with developers for modifications in existing product to suite client's requirements.
- Doing presentations for demonstrating technology both online and face-to-face.

Sales Manager- Personal Loan

Axis Bank - Delhi, Delhi

July 2018 to November 2020

Role:

- Increasing the Personal Loan business in the set of mapped branches.
- Deepening Existing corporate relationship in terms of Personal Loan penetration.
- Managing a team of Sales Executives, who source Personal Loan in existing as well as new corporates.
- Liaison with credit and operations team for speedy disbursal of cases.
- Do cross-selling of Loan Protection Cover, Mediclaim policies and Savings account through team.

Corporate Salary manager

Axis Bank - Delhi, Delhi

May 2016 to June 2018

Role:

- Acquiring new corporate relationships for Salary account opening.
- Deepening Existing corporate relationship in terms of Salary account penetration.
- Managing a team of Sales Executives, who open accounts in existing as well as new corporates.
- Do cross-selling of Life Insurance, Mediclaim Policies, Credit cards and Retail Assets products through team.

Sales Manager

DCB Bank, Pitampura - Delhi, Delhi

October 2015 to May 2016

Role:

- Managing team of Sales Executives.
- Motivating and guiding them to source HNI CASA business.
- Increasing book size of the mapped and newly sourced customer base.
- Ensuring adherence to Know Your Customer (KYC) and Anti-Money Laundering (AML) norms all times
- Selling Asset products both SME and Mortgages.

Financial Advisor

YES Bank, Lajpat Nagar - Delhi, Delhi

February 2015 to October 2015

Role:

- Looked after Mutual Fund, Medicaid Policies, Life Insurance business for the mapped HNI customer base
- Sourcing new HNI CASA business
- Increasing book size of the mapped and newly sourced customer base.
- Ensuring adherence to Know Your Customer (KYC) and Anti-Money Laundering (AML) norms all times
- Cross selling asset products.

Accomplishments:

- Increased CASA book size to 300% from last financial Year March Base.

Branch Manager

HDFC Bank

September 2013 to November 2014

Role:

- Administering day- to-day operations of the branch
- Leading, guiding & motivating staff of allocated branch to achieve required sales target

- Ensuring adherence to Know Your Customer (KYC) and Anti-Money Laundering (AML) norms all times

Accomplishments:

- Played a vital role in ensuring that all Savings and Current account forms are properly filled with necessary documents attached and proper KYC done, thereby achieving 0% rejection ratio for the branch.
- Successful in generating good cross sell revenue through life insurance business, thereby overachieving the target.

Corporate Salary & Trust Manager

Axis Bank - Delhi, Delhi

May 2013 to August 2013

Role:

As Corporate Salary & Trust Manager, West Delhi

- Looked after sourcing of salary accounts from mapped corporates
- Supervised & guided allocated Sales Team and assisted them in achievement of required target for salary accounts
- Handled cross sales of Credit Cards, Online Trading Accounts, Life Insurance, Mediclaim Policies, Retail Assets, Mutual Funds and General Insurance
- Identified new clients for salary and Trust Business

Manager - Key Accounts Manager

Axis Bank - Delhi, Delhi

June 2012 to May 2013

As Manager - Key Accounts Manager, West Delhi

- Handled cross sales of Credit Cards, Online Trading Accounts, Life Insurance, Mediclaim Policies, Retail Assets, Mutual Funds and General Insurance
- Looked after sourcing of salary accounts from mapped corporates
- Supervised & guided allocated Sales Team and assisted them in achievement of required target for salary accounts

Manager - Cross Sales Officer

Axis Bank - Delhi, Delhi

April 2010 to May 2012

As Manager - Cross Sales Officer at Pitampura Branch

- Managed entire business of Savings & Current accounts, Mutual Fund, General Insurance, Mediclaim, Gold Coins and Life Insurance at the branch
- Motivated and supervised branch staff to achieve their targets

Deputy Manager

Axis Bank

November 2008 to March 2010

As Deputy Manager - Financial Advisory Services at Pitampura Branch

- Looked after Mutual Fund and General Insurance, Mediclaim Policy business at the branch
- Led & supervised branch staff to achieve Mutual Funds, General Insurance, Mediclaim Policy targets

Financial Planning Manager

HSBC - Delhi, Delhi

April 2008 to November 2008

As Financial Planning Manager at Punjabi Bagh (Branch)

- Looked after Mutual Fund and Life Insurance business for the mapped customer base

Assistant Sales Manager

HSBC - Delhi, Delhi

November 2006 to March 2008

As Assistant Sales Manager- Barakhamba Road (Branch)

- Sourcing accounts that can maintain a relationship of INR 1 lac/ 25 lacs in their accounts

Financial Services Consultant

ICICI Prudential Life Insurance Company Limited - Delhi, Delhi

July 2006 to October 2006

Sourcing Life Insurance business from the assigned Leads and also from Open market.

Education

AML and KYC in Banking

Indian Institute of Banking & Finance

2014

CAIIB in Banking

Indian Institute of Banking & Finance

2009

PGDBM in Marketing & International Business

NIILM School of Business - Delhi, Delhi

2006

B.E. in Electronics

Shivaji University - Kolhapur, Maharashtra

2003

Skills / IT Skills

- Proficient in MS Office (Word, Excel, PowerPoint) & Internet Applications
- Business development
- English
- Management
- Microsoft Excel
- Sales
- Negotiation
- Leadership
- Hindi
- Marketing

Languages

- Hindi - Native
- English - Expert