# RESUME

## Current Address:-

A – 498, 3rd Floor,

G D Colony, Mayur Vihar

Phase 3, New Delhi.

M. No.: 07827679410

**VIKASH KUMAR** E-mail:- vikas\_kumar0606@rediffmail.com

**CAREER OBJECTIVE:**

* I will strive for excellence in whichever field I work. Hence, I wish to join your organization that shall make full utilization of my capabilities, which in turn shall help me to my personality and bring out the best of me.

**ACADEMIC QUALIFICATION:**

* High School from **U.P. Board Allahabad** in 1996.
* Intermediate from **U.P. Board Allahabad** in 1998.
* B.Sc. from **Kanpur University** in 2004.

**PROFESSIONAL QUALIFICATION:**

* Master of Business Administration **(MBA) (Marketing) from Dr. B.R. Ambedkar University Agra U.P.** (2004-2006).

**PROFESSIONAL CERTIFICATE:**

* **AMFI Certified** (Mutual Fund Distribution Certificate).

**EXPERIENCE:**

* Working with **INDUSIND BANK** as an **Associate Relationship Manager** for **Retail Banking - Current Account** at **Noida** since **August 2013 to till now.**

**KEY RESULT AREAS:**

* Acquisition of New Current Account (EXIM).
* Generating fee from EXIM Account.
* Help to Customer in Booking Forward & Hedging.
* Make strategy and planning for business development on monthly basis.
* Enhancing relationship with existing customers.
* Short out queries related these accounts.
* Enhance the value of existing accounts of Current account. Retention of accounts.
* Full fill all financial requirements of Customer as Personal Banker.
* To provide Advisory Services to customer with respect to their future requirement and goal.

**EXPERIENCE:**

* Working with **ICICI BANK** as a **Sales Officer** for **Retail Banking - Current Account** at **Noida** since **March 2011 to June 2013**.

**KEY RESULT AREAS:**

* Acquisition of New Current Account.
* Making follow from Corporate for Current Account.
* Make strategy and planning for business development on monthly basis.
* Enhancing relationship with existing customers.
* Short out queries related these accounts.
* Cross selling of Saving Account, DMAT Account & Trading Account Life Insurance, General Insurance, BL, PL, Mutual Fund, & Credit Card.
* Enhance the value of existing accounts of Current account. Retention of accounts.
* Full fill all financial requirements of Customer as Personal Banker.
* To provide Advisory Services to customer with respect to their investible funds.

**EXPERIENCE:**

* Worked with **Axis Bank** as **Business Development Executive** in **Retail Banking- Corporate Salary Account** at **Noida** since **26 Aug 2008 to 1 Feb 2010**.

**KEY RESULT AREAS:**

* Acquisition of New Companies for Salary Account.
* Open Salary Account of Corporate employee.
* Verify Documents related to customer.
* Short out queries related these accounts.
* Making follow from Companies for Salary Account.
* Cross selling of Life Insurance , DMAT Account & Trading Account , General Insurance , Business Loan , Personal Loan, Mutual Fund, & Credit Card.
* To provide Advisory Services to customer with respect to their investible funds.

**EXPERIENCE:**

* Worked with **Kapila Krishi Udyog Limited** as a **Marketing Manager for Channel Sales at Kanpur** since **April 2006 to July 2008.**

**KEY RESULT AREAS:**

* Looking sales & Distribution of ‘Kapila Krishi Udyog Limited’ in Kanpur and assign territory.
* Handling Channel Sales (Dealer/Distributors Network )
* Acquiring new dealers & Maintaining contacts with existing dealers
* To generate Primary as well as Secondary Sale.
* Responsible for merchandising & display in outlets through promoters.
* Sales Forecasting – Volume-Value wise, Brand wise, Segment wise, Channel wise planning and scheme target setting for existing network.
* Help in devising product schemes and organizing various incentives/contests for the territory.
* Handling team of Executives.
* Making Plan & Strategy for Executives.

**ACHIEVEMENTS:**

* Successfully maintaining and improving upon market share in my assign

Territory by conducting market surveys and competitor tracking and countering.

* Achieved all of my quarterly targets.
* Ensuring smooth flow of supplies at the Territory level.

**SUMMER TRAINING:**

* **ORGANIZATION : Hutch Telecom India Limited, Allahabad**
* **PROFILE : Trainee**
* **DURATION :** 2 Months
* **WORK : Customer Preferences across all GSM**

**Operators in Allahabad Zone.**

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##### **RESEARCH PROJECT**

* “Retailers environment for **AMUL PRODUCTS** in Agra.”

**PERSONAL INFORMATION:**

Father’s Name : Shri Guru Pratap

Date of Birth : 6th June 1982

Permanent Address : Vill- Darbanihar

Post-Bheamganj

Dist-Raebareli

Language Known : Hindi and English

Marital Status : Unmarried

#### SKILL SET

* Good Communication Skill, Sales/Marketing Skill, Ability to learn.
* Direct Sales, Interpersonal and Influential skill, Customer Service.
* Good Knowledge of MS-Office and Internet as computer awareness.
* Channel sales, Appointing Distributor, Channel handling & Creative.

**DATE - (VIKASH KUMAR)**

**Place -**