

Pallavi Choudhary

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Career Objective

Seeking a position in the field of finance, to gain proficiency and replicate the theoretical knowledge attained in to practical business area to utilize my skills and abilities in an organization of repute.

Experience Summary

Personal Banker HDFC BANK (Nov 2014-Present)

- Achieve sales target and providing customer service to walk in customer's issues
- Relationship Management for a Portfolio of customers
- Responsible for Cross Selling & enhancing relationship with existing customers
- Selling of Investment products like Mutual Fund, Insurance & Current account & Saving account
- Managing Operations like A/c opening, Fixed Deposit, Lockers, and Forex
- Deepening of existing Current account & saving account relationships
- Pins custodian and deliverable management system (DMS)
- Report Generation & filing
- Branch administration & ATM (onsite) management
- Branch Operations and Audit Compliance
- Review all critical reports, monitor cash levels, fraud control, etc
- Cost Management and staff productivity

Relationship Manager, Edelweiss capital Ltd. (Sept 11 – April 12)

- **Key Role & Responsibility:** Planning and devising approach to increase the business for the organization through new account generation and constant follow-ups. Identifying new revenue oriented business for the company, Converting potential leads into clients.
- **Achievement:** Generated an investment of over 100 million INR in a period of seven months.

Product Focus:

- ESOPs funding.
- Selling of financial retail products.

Co-founder LAARTESANIA-LLP, an E-commerce Start up (Jan13- Oct13)

- **Key Role & Responsibility:** Sourcing different suppliers across India, Communicating with them, visiting exhibitions & seminars related to art & craft in order to put the products online as well as offline.
- **Achievement:** Generated revenue of 1 m INR in a period of 9 months, made a big customers & followers list across India.

Product Focus:

- Handmade art & craft related products such as paintings, accessories apparels etc.
- Art & Artifacts (wall hangings, murals, different paintings, exclusive arts etc.)

Projects Undertaken

- Understanding of financial & accounting implication through balance sheet analysis.
- Equity & investment analysis.
- Securities market & portfolio analysis.
- Valuation methods.
- Preparation of aggregate financial statements
- Advising business on complex financial & accounting
- Financial Planning, Financial Reporting, forecasting & Budgeting

Educational Qualifications

Qualification	Percentage/ CGPA	School & Board/ College & University	Month & year of passing
PGDM (Finance)	3.05/5	SCMLD, Pune	May, 2011
BSc. Microbiology	69.00	GICTS, Gwalior (Jiwaji University)	June, 2009
12 th Standard	73.00	Jawahar Navodaya Vidyalaya	June, 2002
10 th Standard	67.00	Jawahar Navodaya Vidyalaya	June, 2000

Summer Internship(1st May, 2010 to 30th June, 2010)

- **Organization:** Anandrathi Financial Services Ltd.
- **Project Title:** Selling of financial products through consumer spend analysis
- **Synopsis:** Identification of potential investment maker (mostly HNIs) based on their portfolio, positioning of the financial product according to their fitment. Closing the purchase through F2F meeting.

Noteworthy Accomplishments

- Anchored as Coordinator in National Seminar during college days.
- Undergone a workshop with Big Bazaar as sales executive to understand consumer behavior & selling skill.
- Participated in ET Quiz at SIMS, Pune.
- Participated in Inter college competition at MIT, BVP & IIPM & have won prizes.

Certificate Programmes

- ICSI-CCGRT
- Workshop on Valuation methods , stock & debt market
- CAREER DEVELOPMENT PROGRAMME(CDP)
- NISM VA (MUTUAL FUNDS CERTIFICATION)
- IRDA
- Digital Banking certificate

Workshop Attended

- Completed 250 hours Performance based leadership development program covering the following skills:
A) Negotiation B) Problem Solving C) System Thinking
D) Spin Selling E) Strategic Management

Computer Proficiency

- Proficient with MS Office, specifically PowerPoint, Excel, Word, and Outlook.

Personal Details

Date of Birth : February 15th, 1985

Current Address : Flat no-203, Pioneer Square Society, Opposite Tansi Honda Showroom, Near Hoodi Junction, Whitefield Bangalore -560048

Languages known : English & Hindi

Hobbies: Reading books, internet surfing, cooking ,Listening to Music

Declaration

I hereby declare that all the above information are true and correct to best of my knowledge.

(Pallavi Choudhary)