

ANIKET KUMAR

Male, 27 years

E-Mail: aniket.3116@gmail.com

Mobile: 09845608599

PROFESSIONAL EXPERIENCE**Relationship Manager and Branch Sales Manager, Retail Banking Group, ICICI Bank Ltd, Belgaum (North Karnataka), 31 months**Objective

Highly qualified Sales Manager offering more than 2 years of experience in Sales & Marketing management with innovative marketing solutions. A result-focused, target-oriented and effectual leader with a proven ability to maintain and grow established sales, accounts and lead marketing strategy. Successful in identifying opportunities for accelerated growth. Seeking a challenging Marketing/Sales position utilizing my experience and following skills:

• Sales & Business Development	• Customer Relations
• Strategic & Market Planning	• Motivation & Leadership

Synopsis

- Joined as Branch Sales Manager in Salary Accounts Group.
- Managed 10 Branches and local Corporates based out of 7 Districts
- Conducted GTMY Camps & Activities on Corporate Level to create awareness about product and services.
- Created & implemented new sales promotion.
- Daily Sales Report Implementation and Analysis
- Ensure funding of all Sourced Accounts (M0, M1 & M2 Criteria)
- Enabling New Business
- Designation changed to Relationship Manager which included additional role of Corporate Relations and Product Mix handling.
- Managed and handled multiple products (Credit Card, PowerPay Account, Insurance, CA, FD)
- Part of a efficient team which included 3 Sales Officers who reports to me directly.
- Provided work leadership while working in conjunction with sales officers team.
- Capacity Planning
- Client relationship handling

Key Deliverables

- Consistent performance and successfully implementing and executing the given target.
- Successfully implemented 13 New Corporate Acquisitions against target of 9 in FY 2013-2014.
- Assisted other Branches to generate Revenue through Salary Upload and Product Attachments.
- Consistently performed and remained in 1st Positions for 7 months in entire India under Sales Manager Category for Self Sourcing of Accounts against the team population of 237.
- Handled relations with Defence (Army & AirForce) & Government Establishments.
- Established & maintained working relationships with major account customer base.

- Awarded in Value Builder program from Senior Management for attaining maximum revenue in July 2014.
- 2 times Star of South qualifier in South India Zone for attaining maximum sourcing of accounts along with 4 New Mandate each.
- Enabled the Company to reach higher levels of recognitions by developing Strategic Tie-up.
- Generated leads & referrals.

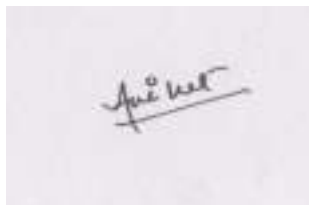
Academic Background and Internship

MBA (Marketing)	Alliance University, School of Business, Bangalore
B.C.A	Magadh University, A.N College, Patna, Bihar
Internship (MBA) IDBI Federal Life Insurance Co. Ltd.	<p>Title: <u>Role/Process of Insurance Agents/Distributor in Marketing & Different Innovative Strategies Adopted by them to achieve sales target.</u></p> <ul style="list-style-type: none"> • Measured Brand performance/value and compared Company's product performance with its competitors. • Analyzed the working process of an agents/distributor, satisfaction level with respect to the company, their marketing process and various other innovative strategy they adopt to complete their targets. • Learned & adopted sales process like cold calling, personal approach, cross-selling. • Completed Sales Target in span of 3 months.

PERSONAL DOSSIER'

Date of Birth : 31 August, 1987
 Permanent Address : D-7, Pragati Nagar, Dipka, Dist- Korba, Chattisgarh
 Linguistic Abilities : English, Hindi
 Marital Status : Single
 Other Exposures : MS Excel - Macros, MS Power Point,
 Hobbies : Travelling, Swimming, Browsing, Ping Pong, Hiking

I hereby declare that all the information furnished above is true and best to my knowledge.




(ANIKET KUMAR)