

**RAYUDU PEDDI**

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*Address: 2-3-634 ,prem nagar, AMBERPET*

*HYDERABAD-19*

***Seeking an assignment with an organization of repute in Banking & Financials***

**SYNOPSIS**

* Dynamic professional with successful track record of **6+ years in Investment Banking and Sales & Financial Services**
* Presently associated with **CD Equisearch Pvt ltd as Assistant Manger-HNI Equity Advisory**
* **CERTIFIED FINANCIAL PLANNER (CFP), NSE Certifications on Capital markets, AMFI Certified Mutual Fund Advisor and NISM MUTUAL FUND Certification.**
* Completed **National Stock Exchange Certification in Financial Markets and BSE Certification on Securities Markets (BCSM)**
* Proven abilities in enhancing business volumes/ growth for achieving profitability norms, devising strategies for sales and distribution of wealth management services and products
* Expert in setting up and running effective one-on-one meetings with clients educating on complex wealth products
* Excellent communication skills; demonstrates innovative ideas on new programmes and processes to increase efficiency, measure results and generate revenue

**SKILL SET**

Business Development

Sales and Marketing

Corporate Communications

Financial Portfolio Management

Market Analysis

Customer Relationship Management

Client Servicing

Team Management

**CAREER CONTOUR**

**CD Equisearch Pvt Ltd** June 2011-Present

**Assistant Manager-HNI Equity Advisory**

***Key Deliverables:***

* Managing financial portfolio of new and existing HNI clients; Generating leads for acquiring clients
* Interacting with clients to understand their requirements and accordingly suggesting them investment tools
* Involved in trading of equity, futures and options securities on behalf of clients
* Handling products like Insurance, Mutual Funds and Tax Planning tools

**Religare Securities Ltd**  June 2010 –May 2011

**Equity Advisor & RM**

***Key Deliverables:***

* Handled Equity and F&O Dealing
* Interacted with clients to understand their requirements and providing them advisory services on short to medium term investments depending on their risk profile
* Managed financial portfolio of client and updating client’s about the same

**HSBC Invest Direct (India) Ltd.** Jan2008 – May 2010

**Equity advisor**

***Key Deliverables:***

* Involved in equity and F &O Dealing; Managed NSDL back-up services
* Interacted with clients to understand the requirements and accordingly suggesting them short-term equity trades
* Provided advisory services to HNI’S & retail clients on investments in equity and mutual funds

**EDUCATION**

* Certified Financial Planner (CFP) Certification from FPSB India
* MBA (Finance) from Kakatiya University
* Bachelor of Science fromKakatiya University

**CERTIFCATIONS/TRAININGS**

* National Stock Exchange Certification in Financial Markets
* Currency Derivatives Module
* Capital Market (Dealers) Module
* Derivatives Module
* AMFI - Mutual Fund (Advisors) Module
* BSE Certification on Securities Markets
* NISM Mutual Fund Certification

**PERSONAL DETAILS**

* Date of Birth: 14-06-1985
* Languages Known: ENGLISH, HINDI,TELUGU
* Hobbies: Playing Cricket and reading stock market books