**Anand Kumar Rai**

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**H.no.: 37, khirki Extn.**

**New Delhi - 110017**

To work in a challenging environment, this will lead me towards learning & growth. I will try my best to give maximum possible solution in minimum possible time and will work for growth of the organization.

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| **CORE COMPETENCIES**  **Data Management**  **Client Relationship Management**  **Financial Planning Management**  **HNI client Management**  **Lead Generation**  **Competitor Analysis**  **Product Presentation**  **Good communication Skill** | **SNAPSHOT**   * A result-oriented professional with **2+ years of cross cultural experience** in various phases of Sales and Process Management. * Expertise in ensuring **high-quality customer experience**, evaluating customer satisfaction. * Adept at providing **value added customer service**, ensuring quality and service norms. * Apical in **building long term relationships with clients**. * Professional with a **proven track record in sales** and business development under high pressure. |

**ORGANIZATIONAL EXPERIENCE**

**Assistant Manager Kotak Mahindra Bank 3rd June-‘2014 to till date**

* **Portfolio management** of new and existing HNI Clients for CASA, Demat A/C, Value, TD, insurance etc.
* **Customer profiling** and provide financial advisory service to meet customer needs and portfolio growth
* **Providing financial planning & investment advice on mutual funds, fixed deposit, LI & GI**
* **Loan advisory service for retail and wholesale banking assets products**
* **Achieving the business targets** assigned in terms of income and business margin.
* Monthly and Quarterly portfolio review to achieve income target
* **Conducting profitability analysis** for the portfolio

**Business Development Officer Traders Factory Pvt. Ltd. July-‘2011 to May-‘2012**

* **Responsible for achieving the sales target** and to improve the market share
* **Sales forecasting, sales planning, collection plan**& meet sales and collection targets on monthly basis.
* **Taking care of branch targets** and achievements based on allotted territory
* **Analysis of principal competitor** on market, cost, applications and main distribution chains.
* Maintains **close relationships with customers** to determine customer needs

**Summer Internship &Training Project**

**Summer-Internship Grasim Industries Ltd.(Aditya Birla Group), New Delhi (2.5 Month)**

**Project: “Overall Business in Central Delhi with all SKU”**

* Maintaining and developing relationships with existing & new clients via meetings, telephone calls and emails
* Planning for corporate sales towards the objective for maximizing the business.
* Deciding on final price /service design through a series of negotiation
* To control and hunt new franchise and manage the different channels of sales
* Monitoring overall functioning of processes, identifying improvement areas and implementing adequate measures to maximize customer satisfaction level
* Reviewing own sales performance, aiming to meet or exceed targets.

**Training ITM FHRAI (on the behalf of Kotak Mahindra Bank) (1 Month)**

**Title- “Retail Liabilities in Sales”**

**Description:** It coverd understanding of banking system and its large product & services composition like Fixed Deposit, Recurring deposit, Current A/C, Saving A/C, Loans, OD, Credit Cards, Demate A/C, Life Insurance etc.

***Achievements***

* Listed among the **top 35 best assistant managers for Delhi region** during FY’14-15.
* Excellent performance **award** in **Kotak Mahindra Bank Ltd** for consecutive 8 month (Nov 14 – June 2015)
* Portfolio of clients about **more than 1.8 crore.**
* **Fastest monthly target achiever** in terms of CASA numbers, Value, TD, insurance etc.
* Awarded number of times for being **fastest contest winner**
* Got the rating of **P3** in first appraisal in **Kotak Mahindra Bank Ltd.**
* Awarded as the **2nd best intern for PAN India** during FY’13-14 (**Grasim Industries Ltd. (Aditya Birla Group**)).
* Among the **top-3 most profitable interns** in Assets Business in FY’13-14(**Grasim Industries Ltd. (Aditya Birla Group**))**.**

**Area Of Interest**

* Sales & Marketing
* Operation &Team handling

**Professional Qualification**

* **PGDM(2012-2014)** in Marketing from G L Bajaj Institute of Management & Research, G. Noida
* **BCA** from Makhanlal Chaturvedi National University of Jaurnalism & Communication, Bhopal

**Computer Proficiency**

**General:** Microsoft Office Suit (Outlook, Word, Excel, Powerpoint)

**OS:** Windows 98, XP, Windows 7, Windows 8

**Personal Information**

* Interests : Internet Surfing, Playing Cricket, listening to music
* Gender : Male
* Marital Status : Single
* Date of Birth : 5th APR 1991
* Language Proficiency : English, Hindi.
* Address : 37, Khirki Extn., New Delhi-110017

**Declaration:**

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

**Yours Sincerely**

**Place: New Delhi Anand Rai**

**Date:**