**Curriculum Vitae**

**KISHORE RACHURI**

**Contact no: 9704500171**

**mail:kishorerachuri23@gmail.com**

**EXECUTIVE ASSIGNMENTS**

**Business Development-Marketing and Sales**

**Career Objective**

To work in a dynamic and technology driven environment, taking advantage of greater challenges and opportunities for learning to enhance my skills and contribute to achieving personal growth while benefiting the organization.

**Summary**

**MBA (Finance & Marketing)** with total **4** years of experience in **banking and financial service sector**. The profile spanned over development of retail line business, sourcing new customer (Liability products) and Deposit mobilization, Relationship Management.

**Professional Experience**

Organization : ICICI Bank Limited

Designation : Officer

Department : Branch Banking

Date of Joining : 02-Aug-2011 to 07-Oct-2014

**Currently Working with:**

Organization : YES BANK Limited

Designation : Senior Officer

Department : Branch Banking

Date of joining : 31-Oct-2014

***Business Development***

* Directly involved in promoting financial solutions & Products
* Reviewing & interpreting the impact of changes in interest rates and attuning strategies accordingly; with focus on retaining the existing clients & developing new ones.
* Developing the customer relationship business by cross selling products like **(Personal Loans, Home Loans, Business Loans, SIP and Retail FD)** and developing the **CASA** relationship business

##### The Key Result Areas

###### Planning & Implementation

* Implementing Marketing goals to ensure share of market and profitability of services.
* Developing and executing marketing plans and programs, both short and long range to ensure the profit growth and expansion of company services.
* Ensuring effective control of marketing results and that corrective action takes place to be certain that the achievement of objectives are within designated budgets.

The Accountabilities & Attainments

* Involved in mobilizing deposits from wealth clients.
* Ensured adherence to process and documentation.
* Establishing & strengthening relations with key accounts.
* **Professional Certified Course**
* **Qualified Association of Mutual Funds of India (AMFI) from NISM Institute.**

**Academic Credentials**

* **MBA** (Finance & Marketing) from the Bonam Venkata Chalamayya Institute of Science and Technology (Rajamandry) Affiliated to JNTU University.
* **B.Com** from the Institute of Sir C.R Reddy College (Eluru) Affiliated to Andhra University

**Technical skills**

* MS-office
* PGDCA
* Microsoft Windows XP/2010
* Type Writing

**Awards & Rewards**

* Received Certificate of excellence from ICICI Bank as a Nirman contest gold winner.
* Received Certificate of excellence from ICICI Bank as a Call of Victory Winner.

**Personal Profile**

Name : KISHORE RACHURI

Father Name : RACHURI PRABHUDAS

Date of Birth : 23rd JULY 1987

Address : H.NO 2-112 Sai nagar, chaitanyapuri, DSNR, Hyd-500060

Marital Status : Married

Language Known : English, Hindi and Telugu

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

**Date**

**Place** Hyderabad **(KISHORE RACHURI)**