Rupam Basu

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| **Professional Experience** | * **INDUSIND Bank**   **EXCLUSIVE RELATIONSHIP MANAGER June 2014 till date**  **CREDIT CARD**    **Key Deliverables**     * Responsible for sourcing and driving sales of exclusive savings Accounts, Current Accounts, Third Party Products such as Life Insurance, General Insurance, Mutual Funds and Term deposits from credit card data base. * Cross selling and up selling of products for maximizing revenue. * Proactively resolving customer queries/issues in order to achieve highest levels of customer satisfaction. * Proactively resolving customer queries/issues in order to achieve highest levels of customer satisfaction. * Maintaining the CDAB of the existing accounts of Rs 1.5 cr. * Managing wealth of the customers by investing their money in different investment options like SIPs, Mutual Funds etc * Responsible for sourcing EXIM account NRI account FCNR deposit. * Responsible for giving loan products to customer such as LAP,HOME LOAN,PL.CREDIT CARD,FCTL, CASH CREDIT BUSINESS LOAN etc. * Ensuring compliance to the bank’s audit, statutory and regulatory requirements.      * **AXIS Bank February 2012-2014 May**   **ASISTANT MANAGER SALES**  **METIABRUZ BANCH**  **Key Deliverables:**   * Responsible for sourcing and driving sales of Savings Accounts, Current Accounts, Third Party Products such as Life Insurance, General Insurance, Mutual Funds and Term deposits. * Market mapping, customer mapping and competitor mapping in the geography assigned for proactively generating leads for new business development. * Regular follow ups on new leads and referrals generated through mapping exercise for ensuring conversion. * Cross selling and up selling of products for maximizing revenue. * Proactively resolving customer queries/issues in order to achieve highest levels of customer satisfaction. * Maintaining periodic status reports, including daily activity matrix and calls/follow-ups made. * Managing wealth of the customers by investing their money in different investment options like SIPs, Mutual Funds etc. * Ensuring compliance to the bank’s audit, statutory and regulatory requirements. |
| **Key Projects** | * **Future Group (Future Value Retail Limited )**   **Project Details: To assess the feasibility of the sales model and strategies**  **adopted by Future Value Retail during their promotion “Sabse Saste 5 Din”** |
| Education | * **2010 - 2012: Masters in Business Administration (MBA)**   future Institute of Engineering & Management, West Bengal University of Technology .Specialisation in marketing, minor is finance   * **2009: Bachelor’s degree in Commerce (B.Com)**   Calcutta University   * **Computer Skills:**   + Completed a three months ERP training (NAV)   + Proficient in MS Office |

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| Extracurricular | * **Events won/ participated in** – * **Was awarded top grade (Grade A) in a state wise science talent search examination organized by Indian Science Congress Association) ,** * **Participated and won a certificate for “Entrepreneurship Awareness Camp” organized by Webcon Ltd.** * **Played several matches organized by cricket Association of Bengal** * **Stood second in the zonal inter school kabaddi championship (2001)** * **Was awarded gold champ by AXIS BANK for qualifying in competition** * **Was awarded product champion by AXIS BANK for general insurance** * **Got internal KYC AML certification for completing the course .** * **Was awarded first among equals for sourcing highest number of SA & CA** * **IRDA CERTIFIED** * **AMFI CERTIFIED** * **PURSUING JAIIB** * **Personal Interests** * **Cricket, Theatre, Travelling** |
| Personal Details | * **Languages known –**   English, Bengali, Hindi   * **Date of Birth** –   18th February, 1986  Male, Single. |