

## **Profile at a Glance:**

- ✓ A highly motivated and dynamic senior professional offering extensive professional experience in the Mortgages industry with deep understanding of MSME lending; Housing Finance; developer funding across the geographies.
- ✓ Developed and managed a competent and robust retail lending franchise while working with leading organizations in retail financial services viz., *ICICI Housing Finance; GE Money; DSP Merrill Lynch; Indiainfoline Housing Finance Ltd.*, in varied managerial capacities while presently managing a startup HFC *FASTTRACK Housing Finance Ltd* as a **Business Head**.
- ✓ Have exhibited proficiency in
  - P&L Management
  - Sales & Distribution
  - Portfolio & Risk Management
  - Branch business modal
  - Product Development
  - Alternative sourcing Modals
- ✓ Acknowledged and awarded for building sustainable and profitable business setups and teams across the varied geographies, enabling a delivery of quintessential business parameters with impeccable processes, enabling a productive and efficient franchise.
- ✓ Soft skills of HR management including training and development tools enabling Team Engagement to improve productivities.
- ✓ Alternative revenue generation through Cross-selling; Cost management to reduce cost of acquisition; Alternative channel sourcing management and reduced credit cost; delinquency management to help reduce overall COA and add to bottom-line.

## **Executive Summary:**

**Jan'2018 onwards**

**FASTTRACK HOUSING FINANCE LIMITED**

**Business Head – Housing Finance and SME LAP**

Reporting to the Managing Director and the Board of the Directors

FASTTRACK Housing Finance Ltd is a part of the **ITI group of companies**; <https://www.itigroup.co.in/>, erstwhile Fortune Financial Services Ltd, FASTTRACK Housing Finance Ltd. (FTHFL) has been a new HFC setup with operations commencing in 2016, offering retail Home Loans; SME/LAP loans primarily to the customers under unorganized income segment to serve to the credit deprived segment of the society.

## **Job Description:**

- P&L Management; and building the business from start across the locations in varied geographies to source affordable housing & Loan against Property business, targeting average Ticket size of INR10-12 Lc maintaining an average yield of 14% where The book size currently stands at INR 135 cr (FY19-20) which has grown from INR 110 cr (FY 18-19) and INR 35 cr (FY17-18)
- Setting up of retail lending franchise – Sales & Distribution; Underwriting Modal; Collections; Operations; and Policy framework.
- A branch based business origination modal with setting up 28 branches across the various geographies in India (states of Gujarat/Maharashtra/Karnataka/Tamilnadu/Rajasthan) with a team of ~200 employees across the functions and geographies with major thrust been on in-house business sourcing along with Channel partners/Connectors.
- Designed a robust sourcing and risk assessment modal for Retail business, enabling the desired business growth while hedging the risks associated with the retail lending in affordable housing segment.

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- Ensuring portfolio health by periodically monitoring the portfolio quality and taking required corrective measures in sourcing strategy and underwriting policies and Processes, keeping check on the early delinquencies.
- Building a strong in-house and referral sourcing teams to penetrate especially in Tier II along with the Tier-I markets, to generate the customer leads keeping the COA in check.

**June 2007 – Jan'2018**

**Indiainfoline Housing Finance Ltd** (Subsidiary of Indiainfoline Holdings)

<http://www.iihfl.com>

**Zonal Sales Head (Vice President)**

Reporting to the CEO

Indiainfoline Housing Finance Limited (IIHFL), the housing finance arm of India Infoline Holdings is engaged in asset based financing since 2007, with varied lending programs including Loan against Property; Housing finance, Real Estate/Developer funding.

Indiainfoline Finance Ltd was erstwhile known as Moneyline Credit Limited.

**Job Description:**

**2014-2018**

- Managing a competent team of ~100 resources in Gujarat, including Regional Heads/Location Heads/Sales Managers/Relationship Managers/Feet on Street and channel partners sourcing retail SME LAP & affordable Home Loans; primarily from Tier-2 locations.
- Expanding retail lending business in emerging markets as well, the first in IIFL, while opening 26 additional locations in Tier-2 markets of Gujarat, taking the location count to 30.

**2013-2014**

**Additional Responsibilities:**

- Core member of the team instrumental in designing the product and policy for retail SME Loan against Property program '**SAMMAN**' and also the affordable housing loan product '**SWARAJ**' to be offered alongwith the prime LAP.
- Leading and driving the retail LAP and affordable Housing finance program across India through the vast branch distribution network of IIFL Gold Loans branches as a Cross Sell initiative in addition to the sourcing from the core mortgages branches.

**2007-2014**

- Managing and building the LAP business with a sales team of ~28 across the twelve locations in Gujarat; Madhya Pradesh; and Rajasthan through Channel partners and in-house Direct Sourcing teams.

**Synopsis -**

- Originated and managed ~INR 5000 cr of AUM with ~4000+ customer acquisitions while keeping the GNPA <2% during 11 years of stint.
- Leveraged upon the strong in-house distribution setup of IIFL Gold Loans and Equity broking branches in Tier-2 locations alongwith the core Mortgage branches, as alternative sourcing avenue to source retail loans.
- Portfolio Management; checks on early delinquency with resolutions to keep the buckets contained and managing the pool together with the collections and the business teams.
- Cross selling third party revenue generating product to secure the portfolio and add to the top line for a better portfolio yield. Have been successfully maintaining 98% penetration on the portfolio across the Zone, been the highest PAN INDIA.
- Coaching and driving the teams to meet the standard productivity norms ensuring desired yield on the portfolio and retaining the clients with best retention efforts to maintain the AUM.

**Accomplishments:**

- Instrumental in setting up a strong mortgage distribution across the locations in three regions while keeping the acquisition cost <1%.
- Instrumental in designing and rolling out the retail LAP program '**SAMMAN**' and Retail Housing Loans program '**SWARAJ**' while driving the product PAN INDIA as Sales Head,

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- Engaged the strong distribution network of IIFL Gold Loan & Equity Broking branches, to establish a cross sell Mortgages sourcing modal PAN INDIA which was the first in an NBFC franchise having multiple distribution points.
- Have been ranked as ace performer year on year on all the business parameters showing a YoY average top line growth of ~30%.

**March 2007 – June 2007**

**DSP Merrill Lynch**

Regional Sales Manager – Mortgages, **Mumbai, India**

- DSP ML ventured into Lending space in India to build a branch lending franchise for Secured and Unsecured lending.
- Built up a team of 40 sales/credit/collections resources across the 8 business locations in Gujarat/Mumbai/Madhya Pradesh within 3 months to source the Loan against Property business.
- Booked INR 100 cr of retail business in just 3 months.

**October 2006 – March 2007**

**GE Money**

Regional Sales Manager – Mortgages, **Mumbai, India**

Location – Mumbai, India

**Job Description:**

- Managing a team of ~ 30 resources including Area Sales Managers, Direct Sales Associates (DSA), and Direct Sales Team (DST) for Home Loans and LAP business generation, while managing a monthly origination of 20-30cr of LAP business.
- Leading the sales team for lead generation; disbursal volume achievement; and market development to increase the business and book size at various branches.
- Budgeting to arrive at the required Risk Adjusted Contributed Value from the business.
- A strong DSA/connector distribution along with direct sourcing modal to keep the COA at minimal levels.

**November 2004 – September 2006**

**GE Money**

Area Sales Manager – Mortgages, **South Gujarat, India**

**Job Description:**

- Started the retail Mortgages Business in South Gujarat while handling the distribution team of Channel Partners; Direct Sales team, and referrals to source SME LAP business.
- Business Development; Channel Management for retail LAP and HL sourcing.
- Budgeting to arrive at the required Risk Adjusted Contributed Value from the business.
- Regular training to vendors and dealers on the quality of the sourcing.
- Business started from scratch, reached to a monthly origination of 3 cr of retail loans.

**Accomplishments:**

- Successful launch of Mortgages business in South Gujarat for GE Money Financial Services in 2004 with a team of RMs/DSTs/DSAs.
- Target achievement on volume and RACV month on month with Absolute Zero delinquency in the portfolio.
- Received various awards viz., 'Star of the Month', 'Lord of the Rings', and 'Master Blaster' during the 2 year stint with GE.

**June 2002 - October 2004**  
**ICICI Home Finance Ltd**

Branch Sales Manager – Home Loans,

Location: Ajmer/Jodhpur/Ganganagar/Bikaner & Spokes in Rajasthan

**Job Description:**

- Branch Management and developing a distribution model for ICICI Home Finance for sourcing the retail Home Loan business across the locations in West Rajasthan.
- Managing various sourcing channels like Direct Marketing Agents, Direct Marketing Executive, Developers, and Builders etc. for Home Loan sourcing.
- Managing Brand promotion at local level and getting builder tie-up and worksites for Home Loan sourcing to augment direct sourcing.

**Accomplishments:**

- Actively participated in the implementation of Application Processing System launched in all the HUBs and spokes locations.
- Successfully implemented the quality improvement module '5S' at the branch.
- Launched new HUB & Spokes locations for Home Loan sourcing with channel sales modal.

**Jan 2001 – May 2002**  
**Kaashyap Radiant Systems Ltd**

Marketing Manager & Product developer– Web Applications and ITES, Bangalore, India

A joint venture between Kaashyap Group of Chennai and Radiant Systems of USA, the company is into development and marketing of Web related products & ITES.

**Job Description:**

- Marketing of Web related products
- Industrial Tie-ups & Retail Customer Base.
- Learning IT domains.

**Accomplishments:**

- Awarded Best Performer of the year-2001

**June 1999 – December 2000**

**Bajaj Consumer Care (Erstwhile bajaj sevashram Ltd.)**

Product Executive – Hair care and Oral Care Products, Udaipur, India

Reporting to Product & Marketing Head

A leading brand in Hair Care, Oral Care and 'Ayurvedic' formulations this FMCG brand is one of the coveted brands from the Bajaj group.

Joined the company as Management Trainee through campus recruitment

- Development, designing, and launching of new range of hair care and oral care products.
- Broad Marketing and Sales promotion planning for the national sales operations.
- Channel Sales management, budgeting and forecasting, MIS and reviews.

**Education Qualification**

- ⇒ **Master of Business Administration (Marketing/Finance) 1997-99**, FMS, Udaipur
- ⇒ **Bachelor of Science 1993-96**, with Statistics as major from College of Science, ML Sukhadia University, Udaipur, INDIA.

**Personal Details**

Date of Birth – 2<sup>nd</sup> February, 1975

Marital Status – Married