RUPESH R JAJAL



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**SYNOPSIS**



* Over **20 years** of experience in sales & marketing, business development & relationship management.
* Presently associated with **Sriram Finance Ltd (Formely Known as Shriram City Union Finance Ltd)**
* Experience in exploring and developing markets/ clients, thereby accelerating growth & achieving desired sales goals.
* Proficient at analyzing market trends to provide critical inputs for business development initiatives and formulation of selling and marketing strategies.
* Streamlining workflow and creating a team work environment to enhance profitability innovatively for reputed business houses.
* Exceptional skills in communication, presentations & mentoring.

**PROFICIENCY FORTE**



**Sales and Marketing**

* Managing sales and marketing operations thereby achieving increased sales / maximizing profit in assigned territory.
* Building brand focus, reviewing and interpreting market response to facilitate product growth.
* Implementing marketing plans for augmenting the business volume by enhancing brand visibility & recall.

**Business Development**

* Identifying prospective clients, generating business from new accounts and developing them to achieve consistent profitability.
* Building and maintaining healthy business relations with major clientele, ensuring maximum customer satisfaction by achieving delivery & quality norm.
* Evolving market segmentation & penetration strategies to achieve targets.
* Managing the launch of new products across assigned territories.

**Customer Relationship Management**

* Maintaining cordial relations with customers to sustain the profitability of the business.
* Monitoring the dealings with the clients to retain their support to the business.
* Handling customer grievances and resolving issues.

**Team Management**

* Imparting /organizing training programs for new recruits for achieving pre planned business targets.
* Recruiting & monitoring the performance of team members to ensure efficiency in sales operations and meeting of individual & group targets.
* Incorporating bonded teamwork and managing healthy environment.

**CAREER FEATURES**



**Since 20th Sept 2022 with Sriram Finance Ltd (Formely Known as Shriram City Union Finance Ltd)**

**Company : Sriram Finance Ltd (Formely Known as Shriram City Union Finance Ltd)**

**Region : Gujarat**

**Designation : State Head – Retail Mortgages |Loans Against Property – Gujarat**

***Cheif Responsibilities:***

* Heading Sales and Distribution for LAP business for Gujarat through a team of Area Heads and Relationship Managers.
* Responsible for recruitment of new team in Gujarat.
* Responsible for overall Business Performance.
* Responsible for heading business as a profite center and managing quality of portpholio.
* Achieving allocated business targets, high quality services, and contributing to the overall achievement of business growth.
* Establishing smooth process by coordination with operation to help faster process.
* Constantly rendering motivation & support to all channels and employees to ensure consistent productivity.
* Evaluate market trends and gather competivie information, identify trends that effect current market and future growth of region in terms of sales and profitability.



**Since 3rd Feb 2022 to 16th Sept 2022 with SMC FINANCE (MONEYWISE FINANCIAL SERVICES P LTD.)**

**Company : SMC FINANCE (MONEYWISE FINANCIAL SERVICES P LTD.)**

**Region : Gujarat**

**Designation : State Head (VP) – Business Loans and Loans Against Property – Gujarat**

***Cheif Responsibilities:***

* Heading Sales and Distribution for BL and LAP business for Gujarat through a team of Area Heads and Relationship Managers.
* Responsible for recruitment of new team in Gujarat.
* Responsible for overall Business Performance.
* Responsible for heading business as a profite center and managing quality of portpholio.
* Achieving allocated business targets, high quality services, and contributing to the overall achievement of business growth.
* Establishing smooth process by coordination with operation to help faster process.
* Constantly rendering motivation & support to all channels and employees to ensure consistent productivity.
* Evaluate market trends and gather competivie information, identify trends that effect current market and future growth of region in terms of sales and profitability.

***Notable Credits:***

* Successfully Started Ahmedabad as a new location and started generating business from the first month of Operation.



**Since 21st Oct 13 to 22nd Jan 2022 with Aditya Birla Finance Ltd**

**Company : ADITYA BIRLA FINANCE LTD.**

**Region : Gujarat**

**Designation : Regional Sales Head – Mortgages – Gujarat**

***Cheif Responsibilities:***

* Heading Sales and Distribution for LAP/LRD business for Gujarat through a team of Area Heads and Relationship Managers.
* Responsible for overall Business Performance.
* Responsible for heading business as a profite center and managing quality of portpholio.
* Achieving allocated business targets, high quality services, and contributing to the overall achievement of business growth.
* Establishing smooth process by coordination with operation to help faster process.
* Constantly rendering motivation & support to all channels and employees to ensure consistent productivity.
* Evaluate market trends and gather competivie information, identify trends that effect current market and future growth of region in terms of sales and profitability.

***Notable Credits:***

* Successfully Started Rajkot as new location and consistently delivering business.
* Awarded for the best performance as a Branch for the month of September 2014 and November 2014.
* Promoted from 1st July 2015 and Transferred to Ahmedabad Branch with dual responsibility of Branches Ahmedabad and Rajkot from 1st October 2015.
* Promoted as Regional Sales Head from 15th Oct 2016 with additional responsibilities including Surat Branch.
* Successfully started Baroda and Gandhidham Branch in 2017 and 2018 and few spoke locations across Gujarat like Jamnagar, Anand, Bharuch, Ankleshwar and Vapi.
* Gujarat was awarded as a Best Region – All Rounder for the year 2017-2018.
* Awarded as an Exceptional Manager on ABFL platform for the year 2018-2019



**Since 1st July 2005 to 19th Oct 13 with Kotak Mahindra Bank Ltd**

**Company : KOTAK MAHINDRA BANK LTD.**

**Locations : RAJKOT, JAMNAGAR, MORBI, BHAVNAGAR, GANDHIDHAM AND BHUJ.**

**Designation : Location Sales Manager/Senior Manager**

***Cheif Responsibilities:***

* Managing and heading all functions of Sales and Distribusion thru a team of DSTs and DSAs channel.
* Responsible for overall branch performance.
* Handling products like Loans aginst Property and Secured OD.
* Responsible for heading a branch as a profit center.
* Achieving allocated business targets, high quality service, and contributing to the overall achievement of business growth.
* Establishing smooth process by coordination with operation to help faster process.
* Constantly rendering motivation & support to all channels and employees to ensure consistent productivity.

**Career-path within the company:**

July 05 to June 06 : Associate Unit Head – Personal Loans - Rajkot

July 06 to March 08 : Sr Relationship Manager – Personal Loans – Rajkot and Morbi

April 08 to September 09 : Area Sales Manager – Personal Loans – Saurastra and Kutch

October 09 to till date : Location Sales Manager - Mortgages

***Notable Credits:***

* Successfully launched Rajkot, Jamnagar, Morbi, Bhavnagar, Gandhidham and Bhuj locations and achieved allocated targets from the first month of operation.
* Out of 12 months 10 times won the Best RM position across PAN India for delivering numbers in all parameters of the business in financial year 2007 - 08.



**Since January 04 – June 05 with Apex Financial Services**

**Company : Apex Financial Services.**

**Location : Ahmedabad**

**Designatiion – Team Manager**

***Cheif Responsibilities:***

* Handling Sales team for the sales of Personal loans
* Achieving allocated business targets, high quality service, and contributing to the overall achievement of business growth.
* Establishing smooth process by coordination with operation to help faster process.
* Constantly rendering motivation & support to all channels and employees to ensure consistent productivity.



**Since Jan 2000 – December 03 Pavitar Infotech Pvt Ltd – Cohesion IIT**

**Company : Pavitar Infotech Pvt Ltd – Cohesion IIT**

**Location : Ahmedabad**

**Designation - Centre Manager**

***Cheif Responsibilities:***

* Cohesion IIT is an institute for the studies of Computer Education and providing the Govt Recongnised courses .
* Handling Centre management and team of sales and faculty staff.
* Achieving allocated business targets, high quality service, and contributing to the overall achievement of business growth.

**ACADEMIA**



**PGDBA with Marketing**

Symbiosys College of Distance Learning - Pune

**Bachelor of Science with Chemistry**

Gujrat Arts and Science College, Ahmedabad

**PERSONAL DOSSIER**



**Date of Birth :** 2nd February, 1978

**Languages Known :** Gujarati, Hindi, English

**Permanent Address :** Flat No : A-204, Surel Appts., Opp Satyagraha Chhavni, Nr Devashish School, Judges Bunglow Road, Bodakdev, Ahmedabad - 380054