

CURRICULUM VITAE

A.SRINIVASA RAO,

F-3, Plot No: 144,
D.No: 54-13/5-27, Sai Leela Apartments,
Srinivasa Bank Colony,
VIJAYAWADA-010.
MOBILE No: 8008887549 .
Email: srinivasa.adusumilli165238@gmail.com

Strenghts:

Having Strong communicational skills, adoptable to the Organizational requirements, adjustable to the circumstances, loyalty towards the organization, maintaining peer relationship with in and out side of the structure working for, sound knowledge of administration and running location as a profit center.

Total Work experience:

24 years of total experience in the fields of Marketing and Debt Management Services.

| | |
|--------------|---|
| 1.Period | 16 th August 2007 to till the date |
| Organization | ICICI BANK LTD. – VIJAYAWADA |
| Designation | Regional Collection Manager |

Work Profile :

- Since October 2023, as a Regional Collection Manager handling the portfolio of Home Loan, CB, Auto Loan, TW and PL Bounce+ for Kadapa, Ananthapur and Kurnoll districts with having reportings 3 Managers and 10 OSPs reporting apart from the vendors of the locations. The jog involves of getting the resolutions as per the targets given, maintaining the process of vendor empanelments, handling the customer services, maintaining the audit process as per the policies and issues and conducting the legal aspects as per the process.
- Since May 2019, got promoted as a Regional Collection Manager and for handling the portfolio of PL-Bkt1+ covering Tirupathi, Nellore, Guntur, Vijayawada, Eluru, Rajahmundry, Kakinada, Anakapalli and Vizag locations with 5 reporting Managers for Debt Management Service in the Organization. The profile covers of getting the resolution from the areas covering, Conducting the supporting legal activities on regular basis and having the interaction with the customers and convincing the customer to clear their dues.
- In the month of August 2007, Joined as a "Recovery Manager" with the profile covering of Handling portfolios of complete secured products like Commercial

Vehicle, Construction Equipment, Three Wheelers, Two-Wheelers, Office Equipment, Medical Equipment and from Unsecured portfolio Personal Loan in Vijayawada Guntur and presently based at Vijayawada.

- Appointing and managing in-house team and vendors for recovery of dues from the delinquent customers.
- Training Manpower (FOS and Backend)
- Providing feedback to sales and credit team regarding quality of the portfolio, customer segments and delinquency ratios.

| | |
|--------------|-----------------------------|
| 2. Period | 06-2006 to 14th August 2007 |
| Organization | ICFAI - Rajahmundry |
| Designation | Branch Manager |

Work Profile:

Worked as "Branch Manager" in ICFAI University for promoting their educational programs in deferent fields of Management and Finance. The job involves of preparing the monthly and quarterly target for the branch as per the instructions of the Head office, allotting the target on the individual basis for each executive, allotting the plan for conducting the promotional activities per month for each executive, looking forward of the quality of the front office counseling, guiding them for the best business and targeting finally for achieving the set target for the branch in the month and for the quarter.

The job also includes of preparation of all the documents required for the Quarterly Review Meets and Annual Review Meets along with all the presentations required to show the growth of the business in the branch comparing with the previous year's performance.

The job also covers of preparing and conducting the activities like the Presentations at collages, Seminars for all the individuals and corporate people and Faculty Development Programs in my territory, for the Brand Image Development and ultimately customer relationship creations and that maintenance.

| | |
|--------------|--|
| 2. Period | 12-2004 to 05-2006 |
| Organization | M/s.Datapro InfoWorld Ltd. |
| Designation | Senior Manager (For Kakinada and Rajamundry Branches). |

Work Profile:

- Appointed as Branch Manager in Kakinada Branch on 13th December 2005. The job involves appointing the marketing executive, guiding them about the

various courses they have to market, appointing the faculties whenever it is needed for the courses covered in my branch including the Higher end modules like SAP, MCSE and Maya.

- The job also includes conducting seminars at institutions for the different modules by arranging experienced faculty, implementing the advertising strategies in the area given to me and promoting the courses available with Datapro and creating the awareness in the public about the Datapro and its services.
- On March 2006, I was promoted as a Senior Manager for Kakinada and Rajahmundry Branches for looking forward of the business in both areas in all the modules. Then my job role is to coordinates with all the staff members in both the branches looking forward for their requirements, forwarding them to our H.O. and seeing to be fulfilled in both the ways like the business to the company and facilities to the staff members. The main concentration of my job lies at running the higher end modules like SAP with all the modules, MCSE and Maya in both the branches. Finally, looking forward of the target completion in the both branches by coordinating the branch-incharges.

| | |
|--------------|--|
| 3. Period | 12-2003 to 11-2004 |
| Organization | M/s. ICRS Management Systems Ltd. |
| Designation | Marketing Manager |

Work Profile:

- Worked as "Marketing Manager" with M/s. ICRS Management Systems Ltd., a well noted ISO Certification body for the organizations of all kind SSI's and also Large Scale Industries.
- As a Marketing Manager the job involves of allocating the areas to the executives under me in my region and keep on training them for their call attendance , gathering their calls report daily wise, looking forward of maintaining of Daily Customer Information Report, and submitting these reports daily to the New Delhi Head office.
- The job also involves of attending the client calls, explaining them about the package available for them and maximum benefits they are going to get by applying for the ISO certification, explaining them about the procedure of the certification and finally closing the lead to get the maximum business to be done in the area allocated for me. As a Marketing Manager, I will be the responsible for the target achievements in the allocated area.

| | |
|--------------|----------------------------------|
| 4. Period | 01-2000 to 07-12-2003 |
| Organization | M/s. Alliance enterprises |
| Designation | Asst. Marketing manager |

Work Profile :

- The preparation of sales forecast sheet, allotting the sales targets to the executives, Collecting the marketing data from the marketing teams and suggesting them in their work to achieve their targets.

- The job also involves of attending the customer calls, giving them brief description about the advantages with the ALTIMA MODULAR range electrical products. And also maintaining the dealer's network throughout the state with the effective strategic implementation and maintaining excellent relationship with the dealers, finally to achieve the maximum allocated targets.

5.Period 02-1999 to 01-2000
 Organization **M/s. INTEL OFFICE SYSTEMS**
 Designation Sr.marketing executive

Work Profile:

- The job involves of attending the Commercial customer calls, Guiding them about the various ranges of the MODI XEROX Copiers for their needs, The schemes available for each machine and finally closing the deal by getting the orders from the customers.

Education:

| Year | Course | Institute |
|------|--|--------------------|
| 1999 | Master of Business Administration | CSM-IGS. |
| 1997 | B.Com. | Osmania University |

IT Skills:

OS Ms-dos

Language C Database Ms-access, SQL, PL/SQL, FOXPRO2.X WINDOWS95, 98&2000

Personal information:

| | |
|----------------|--------------------------|
| Name | ADUSUMILLY SRINIVASA RAO |
| Father's Name | A.S.R.Anand |
| Date of Birth | 27/08/1976 |
| Marital Status | Married |

Hobbies: Playing and watching cricket and lessening to good music of old movies.

Thanking you sir,

Date: _____,
 Place: VIAJAYAWADA.

A.Srinivasa Rao.