

**D. no-190 Ashok Nagar 1<sup>st</sup> street ,2<sup>nd</sup> cross st, Koodal nagar ,Madurai - 625018**  
**Mobile 9843078579 E-mail: ravi2arunkumar@gmail.com**

## **R. ARUNKUMAR**

### **OBJECTIVE**

---

To achieve a challenging position in an Organization and to utilize my skills, ability to enhance the development of the organization and to gain knowledge out of it.

### **ACADAMIC QUALIFICATION**

---

- Post Graduate : **MCom – Marketing**  
Madurai Kamaraj University
- Graduate : **BBA – BUSINESS ADMINISTRATION**  
Madurai Kamaraj University

### **SUMMARY**

---

- Over 13 Years of Professional Experience in Sales.
- Strong Selling and Persuasion Skills.
- Excellent Communication and Organizational Skills.
- Proficient in Spreadsheet, Word processor, Database and Financial Software's.
- Excellent Leadership and Monitoring Skills.
- Ability to Coach Effectively And Provide Constructive Feedback.
- Familiar with Insurance Regulations, Instructions, Safety Rules and Procedure Manuals.
- Potential knowledge in Banking Products like CASA and Cross Selling Products including TPP.
- Sound Knowledge in all types of Loan.

### **PROFESSIONAL EXPERIENCE**

---

- **JPVM Agency -as a Manager**from Dec 2013 to Till now.
  - Working as a Manager and taking care of Sourcing and Collections.
  - Dealing with Self Help Group
  - Taking care of Microfinance
  - Understand the business model and ensure branch profitability
  - Meet the monthly business and collections targets
  - Responsible for Cross selling the different products
  - Responsible for customer retention across products
  - Supervise and guide a team of 10-15 employees both sales and back office staff to achieve expected results

- Timely reporting on the branch progress with the Proprietor
- Maintain loan disbursement and customer satisfaction
- Addressing customer complaints and resolve by action from his/her end.
- Conduct Weekly and monthly review with team and discuss the business targets.
- Ensure on time 'Group Loan' reconciliation
- Adhere to company business guideline and policy and also recommend innovative practice for effective branch management
- Played and still playing a key role for the growth of the emerging micro business portfolio

➤ **ING LIFE INSURANCE CO.LTD. as SALES MANAGER**

From 3<sup>rd</sup> Aug 2013 to 23<sup>rd</sup> Nov 2013

- Worked as a SM and Agent Handling
- Recruit and retain the agency force
- Ability to manage all the parameters of their business like Recruitment, Activation, Premium Collection, Persistency
- Set and achieve business targets
- Focus on need based selling
- Ensure that the "agents" are engaged, motivated and productive and are on track to achieve their goals
- Drive the incentive schemes to ensure that the agent's income exceed benchmark.
- Understand the Agent's business in depth and seek opportunities for business development and revenue generation.
- Regular Field observation and Demonstration with the **agency** force
- Interact regularly with the customers and agents

➤ **HDFC BANK LTD.,as TEAM LEADER**

From 18<sup>th</sup> Sep 2012 to 2<sup>nd</sup> Aug 2013

- Team Handling
- Accompanying with the executives and closure of cases
- CASA Incremental
- Loans and Investment Products
- Cross Selling of Bank Products
- Handled Trading Accounts (Export Services, Import Services, Remittance Services and Other Trade Services)
- Managed Forex Accounts
- Asset Management

➤ **HDFC STANDARD LIFE INSURANCE Co.LTD.as SALES DEVELOPMENT MANAGER**

From July 2011 to July 2012

- Team Building

- Recruitment of New Advisors
  - Training and Extracting Business
  - PAN India Rank Holder in Achievement
- **SURYAA SURGICAL EQUIPMENTS as SALES MANAGER**  
From July 2008 to July 2011
- Team Handling
  - Taking care entire South Tamil Nadu
- **ICICI Prudential Life Insurance Co. Ltd. as UNIT MANAGER**  
From June 2007 to July 2008
- Team Building
  - Recruitment of New Advisors
  - Training and Extracting Business
  - Rank Holder

#### **AREAS OF INTEREST**

---

- Marketing
- Finance & Accounts

#### **ADDITIONAL QUALIFICATION**

---

- **AMFI COMPLETED – DEC 2015**

#### **PERSONAL PROFILE**

---

Father's Name	:	<b>C. RAVIKUMAR</b>
Date of Birth	:	14 – 03 – 1982
Sex	:	MALE
Marital status	:	MARRIED
Native Place	:	MADURAI
Nationality	:	INDIAN
Religion	:	HINDU
Language known	:	TAMIL, ENGLISH & HINDI.

I hereby declare that the particulars furnished above are correct and true to the best of my knowledge and belief.

Place: MADURAI

Yours Faithfully

Date:

R.ARUNKUMAR