



VITTHAL T PATOND

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Objective

To enhance my professional skills, capabilities and knowledge in an organization which recognizes the value of hard work and trusts me with responsibilities and challenges.

Experience

- Aditya Birla Money Ltd** 21/04/2023 - Till Date
Assistant Manager
Execute the orders on behalf of clients.
Confirmation of trade done by EOD.
Ensure the volume of trade is higher & clients trade frequently.
Promoting research calls to increase volume & frequently.
Daily processing & confirmation of trades.
Punch orders for clients on NSE/ BSE terminals.
Monitor client exposure limits.
Solving queries of the customers.
Drive focus on generating new business/client base o Responsible to ensure all activities are in adherence as per Compliance framework.
New A/C opening and manage portfolio.
Accelerating client base. 3rd party products sales (MF, Insurance, SIP ,PMS, private equity etc)
- IDBI CAPITAL MARKETS AND SECURITIES LTD** 04/01/2021 - 27/10/2022
FOS/ARM
Handle Customer service requirements like account opening, DEMAT account opening, grievance, liability product selling, liability on product features, cheque book insurance.
Speed and efficiency of service given, sales targets for Banks and investment products.
Going beyond the professional need of Customer by providing other products, Enhancement of customer value.
Cross-sale of asset products
Back-up Relationship Managers holding HNI Relationship
Customer acquisition through referrals.
- AM INTERIOR SERVICES LLP** 01/07/2019 - 31/12/2019
Business Development Manager
Sales, Marketing, Promotions, Business Development for Home Automation products via project sales, Architects, stockists and retail networks. B2B and B2C.
- KSL AND INDUSTRIES LTD** 01/01/2017 - 30/06/2019
Manager
BD work for new shopping mall project
Market the mall and promote it as required
Liaise with all Global and Domestic Brands to lease mall space
Service existing brands in the mall
Create marketing campaigns as required
B2B and B2C sales and Residential property sales.
- ENRICH HOUSING INDIA PVT LTD** 11/05/2015 - 30/12/2016
Assistant Manager
Sales and Marketing

Executive

Primary responsibility of executing and overseeing the delivery of assignments

Secondary responsibility is the business development and collections

Represent Colliers advisory to clients for presentations and BD pitches

Understanding and clearly identifying objectives of clients

Develop business models and financial projections on the basis of the understanding of the market dynamics and clients business

Articulate and present reports/ deliverables in required detail to clients

Undertake research into specific industry sector, markets, and competitors

Understand and develop knowledge of the relevant players in the industry (both investment and development side of real estate)

Gather knowledge of the regulatory environment in the real estate industry and how it affects specific businesses

Property sourcing, client acquisition, market survey, research and analysis.

B2B sales

Education

- RPIMS - Rohidas Patil Institute of Management Studies/ University of Mumbai** 2008- 2010
 MMS/MBA - Master of Management Studies (Marketing)
 56.93%
- SA College/Amravati University** 2004- 2008
 BA- English
 47.73%
- Mahatma Gandhi ZP Jr. College/Maharashtra State Board** 2002- 2003
 HSC
 67.33%
- Parashram Maharaj Vidyalay Pimplod/Maharashtra State Board** 2000- 2001
 SSC
 52%
- Maharashtra Knowledge Corporation Ltd** 2008
 MSC-IT
 86%
- Google/IAB Accreditation** February 2023
 Digital Marketing
- Alison/CPD Certification** March 2023
 Building a Brand Strategy
 87%
- NISM** 2023
 Equity Derivative
 69.75%
- University of London/Coursera** 2024
 Brand Management: Aligning Business, Brand and Behavior.

Skills

- Excellent communication skills
- Market research
- Digital Marketing
- Social media marketing
- Brand Management
- Microsoft Office
- Team player

Projects

- **Competitive Analysis and Corporate Sales for Telecom Products in Reliance Communication in Mumbai Region**
Summer Internship Project
 - 1)Business Process of Reliance Communication
 - 2)Competitive Analysis
 - 3)Marketing Strategies, Advertising, Promotion Branding
 - 4)market Analysis, Penetration and Sales Strategies
 - 5)Pricing, Customers Feedback, reviews about products and after sales service
- **Competitive Analysis of Pepsi and Coke in Soft drinks Industry**
 - 1)Final internship research based projects
 - 2)Product, Price and promotion
 - 3)Marketing Strategies, Advertising, Branding and Promotion
 - 4)Competitive Analysis
 - 5) SWOT analysis

Languages

- English (Read, Write and Speak)
- Marathi (Read, Write and Speak)
- Hindi (Read, Write and Speak)

Personal Details

- Date of Birth : 01/05/1984
- Nationality : Indian
- Religion : Hinduism
- Gender : Male
- Place : Nagpur



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