



AMIT CHOUHAN

Area Sales Manager

Contact number: +91- 8668299257 **Mail id:** amitnchouhan@gmail.com

Professional Summary:

Performance driven professional with over **10+ Years** of multifaceted experience in **Business Consulting and Support** for NBFC and Banking Services with expertise in Team Handling, Relationship Management, Sales, Channel Management and Team Management. Have also dealt with Risk management, Sales Support, Brand Awareness, Process Optimization and Market Intelligence. Result oriented attitude and focused to drive the business goal attainment. Excellent communication and interpersonal skills.

Spent most of professional career dealing with market leaders across Banking and Home Loan products. Proven success in current profile as a AREA MANAGER (DSA vertical) with 100% target achievement. Managing and mentoring a team of RM's, DST and coordinators.

Ranked no. 1 pan India for highest digital business logins during Covid-19 pandemic.

Work Experience:

AREA SALES MANAGER; IDFC FIRST BANK LTD

Dec 2023 – Till Date

- Managing and mentoring a team of SALES MANAGERS and Direct Sales Team (DST).
- Business Development: Ensuring monthly target attainment for Sales Managers and Direct Sales Team (DST).
- Supervise, cultivate, and strengthen the bond with Channels (Builder, DSA, Branches).
- In charge of reaching sales volume and team goals. Ensuring location and team productivity simultaneously
- Daily Tracking of Logins/Disbursements for Sales Managers and Direct Sales Team (DST)
- Relationship Management - Maintaining healthy relationships with Channel Partners, Builders, Connectors by doing personal on-site visits/meets/calls.
- Skillfully overseeing collaborative connections (such as credit, operations, legal, technical, etc.) to propel corporate results.
- Oversee and guarantee adherence to all operational procedures.

AREA MANAGER (DSA VERTICAL); HDFC BANK (HDFC LTD)

Feb 2017 – Nov 2023

- Managing and mentoring a team of RM's and coordinators
- Business Development
- Ensuring monthly target attainment for TPDS channel
 - o Daily Tracking of the RM's mapped DSA's – Logins/Disbursements
 - o Relationship Management – Maintaining healthy relationships with Channel Partners by doing personal on-site visits/ meets/ calls.
- Training to DSAs
 - o On site visit for training new DSAs
 - o Training on any new Product offering and processes.
 - o Training my team for any updates in current processes and products
- Recruitment
 - o Hiring new DSAs through leads / references/ Walk- ins – towards increasing the DSA network and business
- Visit to DSAs
 - o Personal visits to existing DSAs based on their requirement.
 - o New DSA set up and verification visits.
- DSA Payouts
 - o Closely work with accounts department to ensure the monthly pay-outs of DSAs (GST registered DSAs as well as non-GST registered DSAs)
- Loan cases assortment for Credit.
 - o Daily discussion with DSAs on available cases and selecting the cases which abides by HDFC norms.
 - o Also guide the DSAs on presenting the cases for Credit appraisal
- Disbursement Follow up.
 - o Follow up on Cheques on Hand to ensure maximum disbursement.
 - o Follow up on sanctioned data and push them for disbursement process.
- Support for DSAs
 - o Helping the DSAs within portfolio regarding any issues related to the case/ process/ products.
 - o Also provide helping hand to unmapped DSAs
 - o Handling credit/technical/legal issues for DSAs

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NRI RELATIONSHIP MANAGER; AXIS BANK

Mar 2016 – Jul 2016

- Addressed client needs and built financial plans while striving to outperform and exceed prior profitability and revenues.
- Built and managed high performing account teams – Hired qualified candidates, created high performing teams, and managed these teams to their highest performance, reaching the firm's established goals.
- Sought out and maximized opportunities for account growth.
- Completed analysis of transactional information to identify risk, trends and potential wary activity.
- Performed the required KYC screenings on customers documenting the information obtained on the client's as required by global KYC procedures.
- Knowledge of banking software **Finacle**, which is a core banking product developed by Indian corporation Infosys that provides universal banking functionality to banks.
- Strive to deliver Client Satisfaction – Established vision and strategy of account plans.
- Ensured that the account plan aligned with client objectives and interests to exceed the client's expectations.
- Recognized opportunities for account growth, then actualized the value proposition and ensured implementation across the platform.

NRI PERSONAL BANKER; HDFC BANK

Nov 2012 – Feb 2016

- Developing, implementing, and maintaining a business plan for the Portfolio customers.
- Knowledge of banking products and services to deliver client needs and wide knowledge of (ISA, Life insurance, Income protection, Personal accident insurance, Lending, Remittance, FCNR etc.
- Building/fostering a relationship-based portfolio of high-net-worth clients to help deliver business goals and liaising with Financial Planning, Local Business and Mortgage specialists.
- Business presentations/supporting product launches with specialists to drive performance of team and support/training for personal development of sales team.
- Providing Investment Advisory services in conjunction with R&D and IT Team.
- Knowledge of terms like Investment Banking, Capital Market, Derivatives, Bonds.
- Experience with banking client KYC and AML requirements, new client administration, FSA regulated products/services.
- Proactively sourcing new clients by using business market information and meeting introducer companies to grow client portfolio. Assisting & training branches on NR Products & Processes. Support IT Product Launches.
- Enhancing awareness of the company branch and brand.

Education:

Degree: **MBA MARKETING; 2012**

College: SINHGAD INSTITUTE OF MANAGEMENT (SIOM) PUNE

Score: 54.37%

Degree: **BACHELOR OF ENGINEERING (COMPUTER SCIENCE); 2009**

College: ANJUMAN COLLEGE OF ENGINEERING AND TECHNOLOGY, NAGPUR

Score: 62.07%

Skills:

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| • Excellent communication Skills | • Negotiation skills | • Strategic Planning |
| • Interpersonal and Presentation Skills | • Leadership with Team Management | • Positive attitude |
| • Problem solving ability | • Customer Relationship Management | • Networking |

Personal Details:

Date of Birth	: 21 October 1986
Marital Status	: Married
Native Place	: Nagpur, Maharashtra
Languages Known	: English, Hindi, Marathi