

# MADHUR D. MESHARAM

Sales and Marketing Professional

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## Profile Summary:

Highly motivated Business Manager with over 10 years of experience and a proven track record in managing diverse territories and delivering exceptional results. Skilled in supervising sales teams, leveraging strong leadership and organizational abilities to drive productivity. Successfully implemented sales training programs that enhanced team capabilities.

Experienced in launching initiatives for territory start-ups, expansion, and new account development, contributing significantly to company growth. Expertise in communication, networking, and negotiation with a strong focus on business development and strategic planning. Demonstrated proficiency in new market development and product launches.

Recognized for critical thinking, decisive decision-making, and adaptability. Possesses qualities of patience, practicality, and prominence. Adept in complaint handling and client retention, with a solid background in sales planning, brand management, and branch operations oversight.

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## Work Experience:

### Key Account Manager

Axis Bank

06 September 2022 – Present

- **Branch Management:** Overseeing 160+ branches and a portfolio of 3,000+ platinum customers.
- **Portfolio Growth:** Achieved a 173% increase in new-to-bank (NTB) portfolio acquisitions annually.
- **Revenue Generation:** Led a cross-functional team to boost revenue by 27%, encompassing deposits, lending, and insurance services.
- **Stakeholder Engagement:** Conducted reviews and training sessions for stakeholders to drive business enhancement.
- **Customer Acquisition:** Focused on acquiring retail and platinum customers, while increasing the wallet share for Axis Bank.
- **Core and Cross-Selling:** Managed core products (EDC, BQR, Sound Box, Payment Gateway, Current Accounts) and Cross-sale products (saving accounts, demat accounts, corporate salary accounts, term deposits, and credit cards).
- **Lending Solutions:** Oversaw lending products, including SME, SBB, CBG, CC, OD, Business loans, Working capital, and Gold loans.
- **Insurance Products:** Promoted third-party offerings, including Life insurance and General insurance.
- **Lead Generation:** Generated new leads through cold calls, market scooping, and awareness sessions for HNI clients, delivering impactful presentations..
- **Team Management:** Built and managed a team of 15 sales representatives, focusing on maximizing productivity and revenue generation.
- **Service Resolution:** Addressed service-related issues for open customers and coordinated with respective branches to ensure customer satisfaction.
- **Regulatory Compliance:** Ensured adherence to RBI and IRDAI guidelines in all operations.
- **Client Relationship Management:** Analyzed client requirements to recommend suitable products, managing key client portfolios effectively.
- **Performance Tracking:** Maintained daily management information systems (MIS) and daily sales reports (DSR) for business performance updates.
- **Client Meetings:** Scheduled and conducted meetings with clients to pitch new products and close bulk business transactions, ensuring seamless onboarding processes.
- **Strategic Launches:** Played a key role in launching new Platinum products in Amravati, Aurangabad, Jalgaon, Nanded, and Nashik by implementing effective sales strategies and building high-performance teams.

## **Merchant Relationship Manager.**

### **HDFC Bank**

**14 October 2019 – 03 September 2022**

- **Branch Management:** Oversaw 40+ branches within the Vidarbha Circle, including three clusters.
- **Stakeholder Engagement:** Conducted regular reviews with stakeholders and led training sessions to elevate business performance.
- **Customer Acquisition:** Focused on acquiring new customers and increasing wallet share for HDFC Bank.
- **Product Sales:** Promoted a range of bank products, including current accounts, savings accounts, credit cards, general insurance, business loans, working capital, and term loans.
- **Team Management:** Led a team of 10 Relationship Officers (ROs) focused on retail business acquisition, maximizing revenue generation.
- **Operational Oversight:** Managed team logistics, including shrinkage, attrition, rosters, and leave management.
- **Customer Engagement:** Built trust and relationships with customers, facilitating transparent onboarding through proper authentication and consent.
- **Data Management:** Maintained master sheets for tracking activation and failures, enhancing efficiency calculations, and managed the organization's central database, including data uploads and modifications.

## **Premium Relationship Manager.**

### **Reliance Jio Infocomm Ltd**

**06 February 2017 – 26 July 2019**

- **Client Management:** Managed a portfolio of 500+ corporate clients and two distributors, ensuring high levels of satisfaction and engagement.
- **Competitive Analysis:** Monitored and assessed competitor activities to proactively address client needs and enhance retention strategies.
- **Bulk Business Acquisition:** Focused on acquiring bulk business from corporate offices for Enterprise Business (B2B/COCP), driving significant revenue growth.
- **Sales Coordination:** Coordinated the activities of sales executives, promoting sales initiatives within the retail market (B2C/IOIP).
- **Onboarding & Monitoring:** Oversaw the onboarding process for distributors, maintaining productive communications and monitoring sales activities to optimize performance.

## **Deputy Manager.**

### **Kotak Life Insurance**

**01 February 2016 – 23 January 2017**

- **Team Management:** Led a team of advisors by leveraging personal contacts, database research, and reference gathering to enhance recruitment efforts.
- **Sales Process Oversight:** Monitored daily activities and ensured adherence to established processes to drive sales through the advisors effectively.
- **Performance Evaluation:** Conducted regular performance reviews of advisors, ensuring productivity targets were met on a monthly basis and providing feedback for continuous improvement.

## **Branch Manager.**

### **SCCC Pvt. Ltd**

**01 June 2014 – 30 January 2016**

- **Department Management:** Oversaw the Administration, Advertising, and Marketing departments.
- **Workload Coordination:** Prepared daily workloads for staff and coordinated the allocation of tasks to optimize efficiency.
- **Client Relations:** Handled new client inquiries and served as the face of the business, fostering strong initial relationships.
- **Sales Collaboration:** Collaborated with the sales and marketing team to drive sales initiatives and enhance overall performance.
- **Recruitment Involvement:** Actively participated in the recruitment and onboarding of new staff, ensuring the team is equipped to meet business objectives.

## Skills:

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- Clear and effective verbal/written communication
- Proficiency in industry-specific software or tools
- Strong Leadership abilities
- Working effectively in a team
- Customer service and retention
- Branding and promotional skills
- Sales strategies and techniques
- Cross Selling third party products
- Budgeting and resource allocation
- Innovation and creativity
- Market Analyst and Business Analyst
- Flexibility in adjusting to new situations
- Delivering exceptional service
- Identifying trends and patterns
- Problem-solving and decision-making
- Expert in B2B sales
- Market research and analysis
- Presentation and public speaking

## Education:

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- 2011 – 2014
  - B. Com: Bachelors in Commerce Business Administration,  
*Shobhit University of Meerut- UP*

## Accomplishments:

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- **Best Employee Award:** Recognized in the West region for achieving a remarkable 127% increase in overall acquisitions during FY 2023-24.
- **Super People Award:** Honored for exceeding Q4 targets by 150% showcasing exceptional sales performance.
- **Best Contributor Award:** Achieved over ₹40 crore in volumes in a single day during Akshay Tritiya by activating all jewelry counters.
- **MAB Champion:** Received a Certificate of Appreciation for my efforts as an MAB Champion (June 24).

## Languages:

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- English (Fluent)
- Hindi (Fluent)
- Marathi (Fluent)

## Certifications:

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- **MS-CIT Course:** Completed a comprehensive course in MSCIT.
- **Diploma in Advanced Excel:** Gained proficiency in advanced Excel functions and data analysis.
- **Diploma in PowerPoint:** Developed skills in creating impactful presentations.
- **Diploma in Digital Marketing:** Acquired knowledge in digital marketing strategies and tools.
- **Diploma in Financial Markets:** Learned about financial instruments, markets, and investment strategies.
- **Sales Beginners Module:** Completed a foundational course in sales techniques and strategies.

## Personal Details:

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- Date of Birth : 12 February 1987
- Marital Status : Married
- Gender : Male
- Hobbies : Traveling