

## **KAVERI SARONWALA**

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Professional with experience in both Business Development and Key Account Management with experience of managing book value above 15 Cr and acquired new clients with book value over 8 Cr seeking an opportunity to work with a reputed company in any industry where I could put my experience and knowledge to best use

### **ORGANISATIONAL SCAN**

**Yes Bank, Delhi/NCR, Since September 2018 to July 2019**  
**Business Development Manager, Corporate and Institutions**

#### **Key Deliverables:**

- Acquiring and managing organizational accounts of educational institutes, non-profit organisations, private as well as public societies, trusts, clubs and associations
- Developing strong business relationship with new as well as existing clients
- Pursuing high value clients with good business prospect for organization.
- Identifying clients' needs and pitching them the right product accordingly
- Major clients being managed are DPS Faridabad and Jasola and Wildlife Sos.
- Administering on all fronts from cold calling to negotiation to closer for acquiring new accounts
- Ensuring retention of existing clients as well as managing the entire life cycle of existing clients
- Liaising with Branch Vertical to identify prospective clients and acquire business through Branch Banking Team
- Managed 25 sales professionals working in branches for my set of clients

**Kotak Mahindra Bank, Delhi/NCR, Since May 2016 to September 2018**  
**Business Development Manager, Corporate and Institutions**

#### **Key Deliverables:**

- Worked from acquisition to management to retention of organizational accounts of educational institutes, non-profit organisations, private as well as public societies, trusts, clubs and associations
- Specialised in FCRA Accounts for NGOs that receive foreign donations
- Achieved accolades for highest forex income in two different quarters for the bank from FCRA Accounts
- Major clients managed were Aam Foundation ,All India Craft Association and SOS Children Villages of India.
- Identified and developed new clients and enhancing the value of existing accounts to generate more profitability for the organization
- Ensured activation and retention of non-managed portfolio customers as well as managing the entire life cycle of non-managed portfolio customers once retained



## INTERNSHIP PROJECT

Apr 2015 to Jun 2015  
Delhi NCR

Summer Internship

AMUL (Anand Milk Union Ltd.)

- Worked with Area Sales Manager to understand channel sales and distribution network
- promotional schemes for distributors, retailers as well as consumers
- Learned how to manage distributors from billing to making right use of Sales Executives for better market management from right stock to branding at POS
- Project report on **"Impact of External Brand Touch points on Impulse Buying Behaviour of Consumers Buying Amul Ice Cream"**

**Description:** Objective of the project work was to study the impact of external brand touch points on impulse buying behaviour of Consumers of Amul Ice Cream and the touch point which affects the behaviour most

May 2013 to Jan 2014  
Patiala

Marketing Executive & Counsellor

Sadbhavna

Hospital,

### Key Deliverables:

- Executed promotional campaigns for IVF program
- Assisted in implementing CRM Tools to fix further appointments with client
- Communicated with insurance companies (T. P. As) to settle customer claim
- Optimised the clientele of hospital, promoted a new procedure IVF and gained more conviction on the same

## ACADEMIC CREDENTIALS

2016 P. G. D. M. in Marketing from Birla Institute of Management Technology, Greater Noida

2013 B.Com. from Govt. Bikram College of Commerce, Patiala

2010 I. S. C in Commerce from Yadavindra Public School, Patiala

2008 I. C. S. E from Yadavindra Public School, Patiala

## ACHIEVEMENTS AND ACTIVITIES

- KPMG Six Sigma Green Belt
- Actively worked with NGO Ranganathan Society dedicated towards inmate welfare in various jails
- Secretary, Dance Society, Govt. Bikram College of Commerce, Patiala

## PERSONAL DETAILS

Date of Birth 6<sup>th</sup> December, 1991

Nationality Indian

Languages Known English, Hindi and Punjabi (Can Speak, Read and Write Proficiently)

