VIJAYALAKSHMI

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~MIDDLE LEVEL MANAGERIAL PROFESSIONAL~
- OPERATIONS / PORTFOLIO / CUSTOMER RELATIONSHIP MANAGEMENT~
-**PREFERRED INDUSTRY**: *BANKING / MUTUAL FUNDS / INSURANCE-*

SUMMARY

- MBA in Finance & Marketing from 'The Oxford College of Business Management, Bangalore' with over **9 years** of experience in Back End Operations & Portfolio Management .
- Associated with Canara Robeco Mutual Fund - Bangalore as **Senior Executive-Customer Serivce.**
- Ability to support and sustain a positive work environment that fosters team performance with relationship management skills.
- An excellent communicator with good interpersonal and communication abilities in networking with clients for delivering the best services.
- Resourceful in serving for implementation of marketing strategies, sustaining efforts for sales/ lead generation, as well as for resolving operational issues and clients' concerns satisfactorily.

CORE COMPETENCIES

Business Development
- Identifying market opportunities, developing business cases and offering successful product/services.
- Monitoring competitor activities and devising measures to provide better services to their clients.
- Tapping new markets globally and coordinating with channel partners to penetrate these segments to expand business & generate income.

Customer Relationship Management
- Answering customer queries, solving problems and providing detailed information on existing / new products in a prompt courteous manner.
- Managing customer centric operations and ensuring customer satisfaction by achieving delivery timelines and service quality norms.

Back Office Operations
- Providing support to sales team, ensuring all sales and service objectives are met.
- Providing middle & back office support for the following products: IPO, NFO & Demat accounts.
- Conceptualising and implementing competent strategies with a view to penetrate new accounts and expand existing ones.
- Preparing reports for the sales team, distributors and clients.

Portfolio Management
- Maintaining customer portfolio and managing / reconciling client acquisitions with the help of marketing team.
- Identifying and networking with prospective clients, generating business from the existing accounts and achieving profitability and increasing sales growth.

WORK EXPERIENCE

June'16-Jan'19 **Canara Robeco Mutual Fund, Bangalore**

Senior Executive- Customer Service

Responsibilities

- Displaying NAV on the notice board
- Co-ordinating with R&T for the issues like data entry corrections, COB, Multiple Bank updation revalidation of redemption and dividend queries, SIP/STP/SWP queries, escalating queries to concerned team. Etc.,
- Checking mails on daily basis regarding the pending transactions, follow up with the concerned team and sending mails to R&T to process the transactions on timely basis.
- Proper checking and scrutinising of the applications and KYC documents during NFO and Canara bank SIP campaigns and make sure that no rejections.
- Attending Client Queries
- Taking care of transactions
- Time Stamping Transactions, Preparing Schedules and sending transactions to Karvy
- Banking the above 2 lakhs equity and debt purchases cheques in time (fund transfer and CMS deposit)
- Taking care of Liquid transactions. Banking Liquid funds cheques on time, time stamping liquid purchase application on time and reporting to HO and confirm the funds receipt on time.
- Reporting high value transactions to HO
- Sending Branch Standard process report, break dow of time stamping report, IPV data report to HO on monthly basis.
- Sending Call Report to HO on monthly basis
- Taking care of SIP renewal Cases by intimating investors/distributors
- Taking care of GIC Mutual Fund transactions (time stamping, preparing schedule and sending transactions to Karvy)
- Taking care of old schemes of Can Bank mutual Fund
- Taking care of after 3 'O' clock transactions
- Taking care of Inward & Outward Registers
- Maintaining first copy & last copy of the transactions for preparing EOD
- Taking care Karvy Rejection and ISC rejection transactions
- Maintaining Files of EOD, DTR, CAMS RUD File, CAMS Annexure file, Customer file, datamatics file etc.,
- **Taking Care Admin work**
- Maintaining Tally Sheet for the Petty cash Accounts. Sending the Reconciliation Statement to the Account Department on monthly bases with Bill & Vouchers.
- Processing the all Venders Bill to HO for Payment.
- Follow up with Administration team for pending cheque, & for any other requirements.4. Timely payment of professional tax on monthly basis (employees) and yearly basis (employers)
- Timely payment of branch expenses like electricity bill, telephone bills and internet charges from the branch account
- Maintenance of office upkeep
- Maintaining attendance of off roles employees, updating attendance on monthly basis on Randstad portal

June'13-June'16 **SBI Mutual Fund, Bangalore**

Executive- Client Services

Responsibilities

- Displaying NAV on the notice board
- Attending Client Queries
- Taking care of transactions of front office reporting and SBG (State bank group) reporting
- Time Stamping Transactions, Preparing Schedules and sending transactions to CAMS
- Banking the above 2 lakhs equity and debt purchases cheques in time (fund transfer and CMS deposit)
- Taking care of Liquid transactions (**Retail investors**), Banking Liquid funds cheques on time, time stamping liquid purchase application on time and reporting in velox and confirm the funds receipt on time.
- Reporting high value transactions in Velox.
- Taking care of Datamatics transactions (time stamping, preparing schedule and sending transactions to datamatics Mumbai office)
- **Taking care of institutional channel on absence of customer service- institutional channel**
  - Taking care of high value Liquid transactions
  - Banking Liquid and High value purchases cheques in time
  - Velox reporting
  - Preparing schedules and sending transactions to CAMS
  - Sending daily transactions reporting to ISC Head and Institutional Head
  - Preparing daily transactions reporting
  - Filing cheque copies with deposit slips
  - Attending the queries of investor
- Creating Eflows for Queries
- Taking care of after 3 'O' clock transactions
- Taking care of Inward & Outward Registers
- Taking Care Admin work
- Maintaining first copy & last copy of the transactions for preparing EOD
- Taking care CAMS Rejection and ISC rejection transactions
- Preparing daily transactions reporting and daily equity reporting
- Maintaining Files of EOD, DTR, CAMS RUD File, CAMS Annexure file, Customer file, datamatics file etc.,

March'12- May'13 **Sprism Investments services Pvt Ltd**

Operations Executive - Sales Support

Responsibilities

- Preparing Contract Notes for Bonds
- Taking care of Bonds Transfer to the respective Client Demat Account
- Maintaining Demat and KYC details of the investors
- Making entries of Bonds and Shares in Excel and Tally
- Maintaining Brokerage files in excel
- Coordinating with AMC for Brokerage issues.
- Processing transactions- Mutual Funds, Fixed Deposits
- Customer services,
- Portfolio management
- Coordinating with AMC for getting account statement as & when the transaction happens & sending to respective client.

- Updating MFI tracker & making entries for all the transactions on daily basis.
- Sending Sales Report & Call Report to Branch Manager and Corporate Office on daily basis.

July'11-Feb'12 **HDFC Mutual Fund**

Executive- Client Services

Responsibilities

- Taking Opening Time Stamping
- Displaying NAV on the notice board
- Taking Print outs of PSR Account Statements
- Attending Client Queries
- Time Stamping Transactions, Preparing Schedules and sending transactions to CAMS
- **Processing inhouse transactions:**
- 1crore and above transactions, Purchase switches, Redemptions
- Historic Purchases
- Fax Approvals transactions
- Banking the inhouse processed purchases cheques in time
- Processing COBM in house in case redemptions revalidation cheques and Dividend Revalidation cheques
- Creating Eflows for Dividend and Redemptions Revalidation Queries
- Entering & follow up the queries of investors in the CIMS
- Taking care of Outward Registers
- Taking Care Admin work
- Taking Closing Time Stamping
- Sending Documents and Enclosures to Coimbatore the transactions which processed inhouse (1 crore and above Fax Approvals, Historic Transactions)
- Sending Account Statements to investors.
- Maintaining Files of EOD, CAMS File, Hand Deliveries File, CIMS File Admin File Etc.,
- Doing KYC which we receive along with the Purchases and Walkin investors KYC
- Attending Walkin Clients.

Feb'10- May'11 **Bajaj Capital Ltd.,**

Operations Executive - Sales Support

Responsibilities

- Processing transactions- Mutual Funds , General insurance, Fixed Deposits ,
- Customer services,
- Portfolio management,
- Helping the marketing department

Sep'04 – Jun'08 **Escorts Asset Management Limited, Bangalore**

Joined as **Back Office Executive**
Promoted as **Business Development Executive**

Responsibilities

- Handling overall business development activities of the branch in the Southern Market.
- Supervising all activities related to back office operations and transaction processing.
- Conducting scrutiny and registering of applications and reporting to Head Office on daily basis.
- Noting & circulating NAV's to various distributors and following up with them in the entire southern market.
- Looking after client acquisition through marketing team and helping them prepare a statement of comparison & score card of various AMC's with Escorts Mutual Fund.
- Managing franchise settlement and distributors in terms of brokerage (Bangalore, Mysore, Madurai, Krishnagiri, Coimbatore, etc.).

Highlights

- Played a pivotal role in adding NRI Clients.

ACADEMIC CREDENTIALS

Masters in Business Administration (Finance & Marketing) *2002*

The Oxford College of Business Management, Bangalore University
Secured: 56%

Bachelor of Commerce

1999

Sri Kongadiyappa Degree College, Bangalore University
Secured: 54%

CERTIFICATION

AMFI (Association of Mutual Funds in India)

2008

Secured: 75.5%

NISM-Series –V-A:Mutual Fund Distributors Certification *June 2016*

Secured: 88%

TECHNICAL SKILL SET

Knowledge of **Windows** and **MS Office Suite**: Word, Excel, PowerPoint, Windows 2000 & Internet.

PERSONAL DOSSIER

Date of Birth	: 22nd July 1978
Language Known	: English, Hindi, Kannada
Preferred Location	: Bangalore
Marital Status	: Married