

# Vikrant Jain

## HEAD MARKETING & BUSINESS DEVELOPMENT

Highly driven and innovative Marketing Manager with expertise in marketing event management, strategic alliance formation, and new business development, seeking to leverage skills in channel management and brand management to drive growth in the Corporate World

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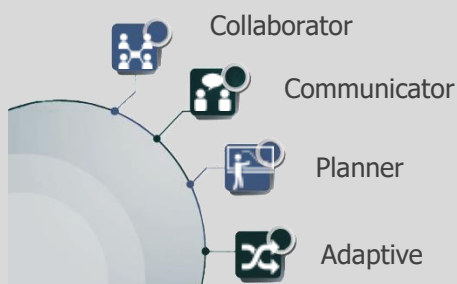
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### CORE COMPETENCIES



### SOFT SKILLS



### EDUCATION

- ❖ **MBA:** Marketing & Finance (ICFAI Business School- Hyderabad 2010-12)
- ❖ **B.Com:** Bhopal School of Social Sciences (2006-09)
- ❖ **CAIIB:** Certified Associate of Indian Institute of Banking & Finance



### PROFILE SUMMARY

- Over 11 years of experience in marketing, business development, credit underwriting & retail-wholesale operations in the banking and financial services industry
- Currently serving as the Head of Marketing and Business Development at HDFC Bank (erstwhile HDFC Ltd.), responsible for establishing a robust distribution network, executing marketing events and managing marketing budgets
- Possesses key skills in strategic marketing, new business development, channel management and strategic alliances, with a proven track record of executing profitable campaigns and achieving business objectives
- Recognized by the esteemed MD & HRD Head of HDFC Ltd for invaluable contributions as a Trainer for channel partner development during the financial year 2021-22
- Demonstrates strong leadership and relationship management skills, with experience in training and development of sales teams and channel partners and maintaining relationships with key stakeholders



### WORK EXPERIENCE

**HDFC Bank Ltd. (erstwhile HDFC Ltd.), Bhopal, Madhya Pradesh**  
**Since Jan'17**  
**Head of Marketing and Business Development (Retail Assets- Home Loans/LAP)**

#### Key Result Areas:

- ❖ Establishing a robust distribution network of channel partners through strategic alliances to unlock business opportunities
- ❖ Planning and executing marketing events to generate buzz, capture mindshare and motivate channel partners
- ❖ Conducting regular workshops and presentations for the training and development of sales teams and channel partners, updating them on new products, policies, USPs, campaigns and contests
- ❖ Collaborating with the Central Communications team and advertisers to market products and services, create branding-marketing collateral materials, promotional strategies and product commercialization
- ❖ Implementing branding activities across the assigned territory to establish strong visibility and brand recall value
- ❖ Managing marketing budgets and associated P&L to develop and execute marketing strategies
- ❖ Finalizing the regional business roadmap through annual budgeting exercises in consultation with the Business Head
- ❖ Coordinating and communicating with the National Marketing team, regional vertical heads and Branch Managers to achieve common business objectives
- ❖ Directing and guiding the in-house marketing call center and sales teams to manage leads and provide exceptional customer service
- ❖ Maintaining relationships with key Real Estate developers and their marketing teams and analyzing market trends
- ❖ Provide customized loan advisory solutions to HNI and influential customers on mortgages and home loans
- ❖ Monitored regulatory changes and competition in the market to maintain relationships with key stakeholders
- ❖ Executing content writing and having clear communication with both internal & external sources

### Achievements:

- ❖ Successfully planned & executed 4 largest promotional events of Central India for DSAs, Connectors, HDFC Bank and Builder Marketing Personal in the F.Y. 2022-23 to strongly represent HDFC Ltd
- ❖ Creation of huge distribution network of DSAs (1 in 2017 to 100 in 2023) & Connectors (100 in 2017 to 800 in 2023) resulting in an exponential business growth of HDFC Ltd (₹575 Crores in 2017 to ₹1500 Crores in 2023)
- ❖ Recognized by the esteemed MD & HRD Head of HDFC Ltd for invaluable contributions as a Trainer for channel partner development during the financial year 2021-22
- ❖ Awarded thrice by the National Marketing Head/National Vertical Head of HDFC Ltd for exemplary support to the in-house sales channel "CCST"

### The Karur Vysya Bank Ltd., Ahmedabad, New Delhi, Hyderabad, Chennai & Vadodara Manager Credit & Branch Banking Operations

May'12 - Jan'17

### Key Result Areas:

- ❖ Optimizing credit appraisal of prospective clients for Commercial/Mid-Corporate/SME Banking for fund-based exposure (e.g., Working Capital, Overdraft/Cash Credit/Term Loan) and non-fund-based exposure
- ❖ Conducting client meetings, evaluating prospective customers and markets, understanding client requirements, and structuring proposals/deals within the bank's credit guidelines, credit programs and customer requirements
- ❖ Renewing existing loans and advances through thorough financial study, balance sheet analysis and ratio analysis
- ❖ Preparing detailed credit appraisal notes and ensuring clearance from credit sanctioning committees
- ❖ Monitoring and following up on sanctioned loans and advances by tracking borrower performance
- ❖ Coordinating with centralized bank verticals (e.g., Central Loan Processing Cell, Commercial Banking Group, Corporate Institutional Group) for queries regarding loan sanctioning/renewal and ensuring clearance
- ❖ Conducting internal credit rating of various firms, companies and individuals based on financial and non-financial parameters
- ❖ Identifying and acquiring prospective customers under target segments by offering suitable banking products/services
- ❖ Retaining existing customers and increasing the bank's share of wallet through cross-selling/up-selling suitable assets and liabilities products
- ❖ Maintaining relationships with key decision-makers of various Commercial/SME/Mid Corporate clients
- ❖ Devising strategies to delight customers by continuously offering quality customer service
- ❖ Building trust and relationships between customers and the bank by addressing doubts/confusions and providing solutions to issues within a reasonable timeframe

### Achievements:

- ❖ Successfully renewed existing loans and advances through thorough financial study, balance sheet analysis and ratio analysis
- ❖ Built trust and relationships between customers and the bank by addressing doubts/confusions and providing solutions to issues within a reasonable timeframe



### Significant Achievements

- ❖ Successfully established a robust distribution network of channel partners through strategic alliances, resulting in increased business opportunities for HDFC Ltd.
- ❖ Planned and executed marketing events that generated buzz and captured mindshare, leading to increased motivation and engagement among channel partners.
- ❖ Implemented branding activities across the assigned territory, resulting in strong visibility and brand recall value for HDFC Ltd.
- ❖ Optimized credit appraisal processes for prospective clients, leading to increased loan approvals and customer satisfaction.



### PERSONAL DETAILS

**Date of Birth:** Dec/1987

**Address:** Bhopal, M.P., India 462022

**Languages:** English & Hindi