

# B VISHNU ANAND KUMAR

## ABOUT ME

I am a motivated and dynamic professional with over a decade of experience and believe in my ability to bring value to your organization, accelerated growth, profitability and shareholder value. Below is a brief description of my work experience that I would like to summarize using a simple S-T-A-R approach

***S-SETTING, T-TASK, A-ACTION, R-RESULT***

## EXPERIENCE

### **LASTRADA SOLUTIONS (PARTNER) OCT 2011-TODAY**

**Setting**-Consultancy firm formed to provide end-to-end solution to client for land acquisition, joint ventures, land sales, project funding and small stint in innovative building materials.

**Task**-Networking with the right HNI and prospective establishments.

**Action**-Travelled around India and Hong Kong identifying and building relationships with prospective clients.

#### **Result-**

- Agricultural land acquired in Hindupur worth 30Crore INR for Shubh Agro & Shiv Agro Farms based in Chandigarh.
- Funding by venture capitalists in Hong Kong for Zakhnil Biotec worth \$16M for dead freeze plant for preserving vegetables up to 15 years.
- \$10M loan approval for Meena Jewelers, Hyderabad.
- Funding \$2.5M for Legacy Group.
- Funding and JV worth \$3.3M for Shree Properties.
- Sales of \$0.5M for Time & Space.
- Sales of \$200,000 for Haryana Goel & Co.
- Acquisition worth \$6.1M for Kalyan Developers.
- Channel partners for Plasmolite & Plasmawal pre-fabricated cementitious construction boards from Indonesia for the Indian construction industry for sturdy buildings in compressed timelines.

### **HDFC BANK (REGIONAL SALES MANAGER) DEC 2007-DEC 2010**

**Setting**-Regional Sales Manager (South India) appointed to a team of 14 Sales Managers & 45 Sales Executives across Karnataka, Andhra Pradesh, Tamil Nadu & Kerala to head educational loans.

**Task**-To streamline teams across states, strategize and increase productivity and sales in South India. Overall operations accountability for forecasting, planning, profitability, evaluation of sales numbers v/s target in given time frame.

**Action**-Travelled extensively to build relations with teams and clients. Build new alliances with educational institutions for increase in sales.

#### **Result-**

- Spearheaded first ever alliance with prestigious institutions like ISB and IIM that increased sales by 93 Crore INR in the first year.
- Contributed to 67% of PAN India sales figures with the leanest team all 3 years, first time for South India.

## CONTACT

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## EDUCATION

-Financial Advisor, Association of Mutual Funds of India (AMFI), 2007

-Bachelor of Commerce, Bangalore University, 1995-97

## SKILL SETS

TEAM MANAGEMENT	●●●●●●●○
LEADERSHIP	●●●●●●●○
SALES	●●●●●●●●
CRM	●●●●●●●●
BUSINESS STRATEGY	●●●●●●●○
DECISION MAKING	●●●●●●●○
COMPETITOR ANALYSIS	●●●●●●●○
NEGOTIATION SKILLS	●●●●●●●○
BUSINESS DEVPMENT	●●●●●●●●
KEY ACCOUNTS	●●●●●●●●

## DATE OF BIRTH

23<sup>RD</sup> MAY 1975

## TRAINING & SEMINARS

- Investment Accreditation Course, Regional Training Centre, HSBC, Bangalore-Jan 2007
- Negotiation Skills, Group Training & Management Development, HSBC, Mumbai-Jun 2005
- Winning with Customers, Regional Training Centre, HSBC, Bangalore-Jun 2004
- Supervisors Management Course, HSBC, Goa-Aug 2003

## LANGUAGES

### SPEAK READ WRITE

English	★	★	★
Hindi	★	★	★
Kannada	★	★	★
Marathi	★	☆	☆
Telugu	★	☆	☆
Malayalam	★	☆	☆

## WHEN I AM OFF WORK

I am an avid traveller as I believe it sets my soul free, puts me out of my comfort zone and exposes me to an unknown environment, new people and beautiful cultures. My 100 days trip across 11 countries covering South East Asia on my motorbike felt like a PhD in Human Psychology that no institution could ever offer! I have also covered Eastern, Western and Central portion of India on various biking trips.

I have a spiritual side to me as well, transcending religious boundaries as I believe- to conquer oneself is a greater task than conquering others. Thinking from a different dimension often makes us realize the solutions to the biggest problems are often the simplest.

## **HSBC (SALES OFFICER, RELATIONSHIP MANAGER, AREA SALES MANAGER) MAY 2002-DEC 2007**

### **SALES OFFICER-BANGALORE**

**Setting**-Slow stagnant growth in EDC- electronic data capture terminals in other words card swiping machines in merchant segment.

**Task**-To increase cashless transactions and promote usage of EDC in merchant segment-Bangalore.

**Action**-Built Direct Sales Agency (DSA) outsourcing the merchant acquisition business the first of its kind ever in HSBC.

#### **Result-**

- Increase in 230 new merchants in 8 months for EDC usage.
- Addition of 230 new current accounts increases turnover.
- Net relationship value increased by 5 Crore INR in Bangalore.

### **RELATIONSHIP MANAGER-HYDERABAD**

**Setting**-ASM quits taking away the Delivery and Service Channel the two most essential channels in EDC business. Replaced to a new city based on performance with EDC in Bangalore.

**Task**-Set up new team from scratch and retain old clientele ensuring clients do not face inconvenience due to crisis. Increase sales once new

team is formed or at least ensure volume of existing business remains given the situation.

**Action**-New team is formed-5 executives-Service Channel, 8 executives-Delivery Channel and 5 executives-Sales Channel.

#### **Result-**

- Old clientele retained successfully with new team
- New & old customers increase over figures from 45-110 Crore.

### **AREA SALES MANAGER-ANDHRA PRADESH**

**Setting**-Promoted to ASM Andhra Pradesh to increase sales post performance shown in Hyderabad.

**Task**-Similar performance expected in Vijayawada and Vishakhapatnam market by motivating and guiding staff in the region to ensure better productivity and sales.

**Action**-Cross selling Salary A/C, Home loans, Personal Loans, Credit Cards to merchants using EDC.

#### **Result-**

- Increase in sales from 110-250 Crore INR in 2006.
- Increase in sales from 250-450 Crore INR in 2007.
- Additional revenue to bank via cross selling 100 Crore INR.
- Merchant Lending Program launched to retain old clients won 3 years in a row consecutively. 37/40 Crore INR at PAN India level contributed by Andhra Pradesh alone making the team a clear winner.
- Personal clients portfolio-Taj Properties, ITC Group, Lifestyle, Meena Group, Lepakshi Furniture, Kalamandir, Kalaniketan, Chandana Brothers, Shah Electronics and TMC Electronics resulting to 300/450 Crore INR turnover reported from AP in 2007.

## **ASCON SALES & SERVICES PVT LTD (RELATIONSHIP MANAGER)- JUN 1999- APR 2002**

**Setting**-1<sup>st</sup> Debit Card launched by Citibank in Bangalore & Brazil under Suvidha and Unnati program that needs to be marketed.

**Task**-Introduction of Debit Cards and EDC for the first ever-cashless banking proposition in India.

**Action**-Promotions with added benefits of using EDC with clients like Sree Krishna Jewelers, Deepam Silks, Ganjam, Navrathan Jewelers, Kidskemp, Le Meridian, and Windsor Manor. Educating small-scale merchants of advantages of using EDC and promoting sales of cards and swiping machines.

#### **Result-**

- Net relationship value of 10 Crore INR in portfolio-highest in Bangalore at that time.