



CONTACT

☎ (+91) 7000673068

📍 Pune, INDIA

✉ atulhanwat20@gmail.com

📅 8 Years 0 Month of experience

EDUCATION

2012

B.B.A/ B.M.S - Management

Devi Ahilya Vishwa Vidhyalaya
(DAVV), Indore

Grade - 64%

2009

XIIth

CBSE, English

Marks - 68%

KEYSKILLS

Corporate Sales

Team Management

B2C Sales

B2B Sales

Digital Sales

Personal Loans

Channel Management

ATUL HANWAT

REGIONAL SALES MANAGER

PROFILE SUMMARY

Experienced professional with 8 years of expertise in the NBFC (Non-Banking Financial Sector), specializing in Digital Sales, B2B, Corporate Alliances, SME Sales, Enterprise Sales, Platform Business, and Channel Sales. Proven track record in driving business growth and establishing strategic partnerships.

WORK EXPERIENCE

2024 -
Present

Regional Sales Manager

LendingKart Technologies pvt ltd.

- Handling PAN India Sales, Marketing and co-lending partnership Team consisting of ASM's, and executive (20+ in number) for Unsecured Loans.
- Managing over 500 DSA's and Merchants and 6 Major (India's Biggest) Affiliate partners for business like (Bajaj, Paisa Bazaar, Money Tap, Loan Tap, Buddy Loans and Credithaat.
- Assisting the co-lending team (CEO & VP sales) for co-lending tie-ups with Banks and NBFCs. Major tie-ups done are, ABFL, Vivriti, MAS and SBM bank.
- Upscaled Business numbers by 3x and doing and generating a monthly 30 Crore Sales Volumes from DSA's and Merchants and 70 Crores from Affiliate partners.
- Strong Alliances and strategic tie-ups built for a period of a year and a

Affiliate Marketing

Fintech

Enterprise Sales

Digital Lending

LANGUAGE

Hindi

English

SOCIAL LINKS

https://www.linkedin.com/in/atul-hanwat-7ba5a148?lipi=urn%3Ali%3Apage%3Ad_flagship3_profile_view_base_contact_details%3BNpcylo%2FQTOSI3DHj%2F0RGyw%3D%3D

half for business expansion, co-lending (FLDG and non FLDG programs) with help from tech via API integrations

- Conducted regular market visits with RMs to drive direct sales and identify growth opportunities.
- Managing digital marketing campaigns (whatsapp, SMS) optimizing customer conversions.

2020 - 2024

Regional Sales Manager

Upwards Fintech

- Promoted from Area Sales Manager to Regional Sales Manager in 2021, leading a team of 20-25 members.
- Consistently achieved month-on-month growth, surpassing sales targets and maintaining optimal cross-sales ratios.
- Successfully onboarded new DSAs and channel partners each month, expanding the business network
- Successfully onboarded major digital aggregators for lead sharing process such as Payu, moneytap, loantap, Credit haat, finshel, gromo, paisabazar, Bajaj markets etc.
- Managing tele sales team of 10 agents calling all drop off customers for conversions.
- Assisting co-lending process with CEO and VP. Major tie-ups are payu, incred,vivriti, Dhanvarsha.

2019 - 2020

Assistant Manager Sales and Marketing

Indiamart.com

- Onboarded new business enterprises onto the INDIAMART portal, expanding the client base through telecalling, cold calling, and referrals.
- Maintained strong customer

relationships, ensuring high retention rates and long-term satisfaction.

- Delivered exceptional customer service, addressing inquiries and providing tailored product training to clients.
- Resolved customer complaints efficiently, ensuring a positive sales and service experience.
- Leveraged proactive communication and support strategies to enhance client engagement and loyalty.

2017 - 2019

● **Senior Executive Sales and Marketing**
Webakruti Nagpur

- Proactively identified and acquired new clients through cold calling and leveraging referrals.
- Onboarded small businesses such as restaurants, cafes, and wholesalers, expanding the client base.
- Managed customer relationships to ensure satisfaction and foster long-term partnerships.
- Provided comprehensive customer support services, addressing inquiries and resolving issues.
- Focused on retaining existing clients through consistent follow-ups and exceptional service.