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Taapasi Motors Pvt Ltd
Dealership of KIA Motors

(Sr Executive Event Marketing)

Feb 2023 _ Feb 2024

- Plan, organize,directandcontroltheMarketingstafftomeettheseobjectives.
- Train the Team members process, clear the training courses
- Assign the team the required training materials
- Atthebeginningofeachmonth, counsel
with each marketing person to establish realistic marketing objectives for
the month and action plan.
- Establish a marketing objective for the department each month.
- Monitor each marketing staff
daily performance and compare it with that month's objective.
- Understand departmental financial data to determine what is happening in
the department. Review financial data that affects the department's profit centers.

Prudential Learning Solutions Pvt Ltd

June 2020-Jan 2023

Sales Team Lead and Trainer for Car Dekho

Work Break Down

- Plan,organize,directandcontro lthe Sales staff to meet these objectives.
- Train the Team Members on the entire process, clear the training courses
- Assign the team the required training materials
- Training the Team for Handling Customer
- Soft Skill Training for the Team
- Hand holding the Team to enhance the process
- Joining the Team Members for the Test Drive

- Understanding the Concerns of the Customer and Resolving the same
- Doing a need analysis of the customers and Suggesting accordingly

PrathamMotors Pvt Ltd
(MarutiCarDealer)

TeamLeader

Oct 2019–May-2020

Workdown

- Plan,organize,directandcontroltheSalesstafftomeettheseobjectives.
- Train the Branch Manager on the entire process, clear the training courses
- Assign the team the required training materials
- Atthe beginningofeachmonth,counselwitheachSales personstoestablishrealisticmarketingobjectivesforthemonthandactionplan.
- EstablishaSalesobjectiveforthedepartmenteachmonth.
- MonitoreachSalesstaff dailyperformance ndcompareitwiththatmonth'sobjective.
- Understand departmental financial data to determine what is happening in thedepartment.Reviewfinancialdatathataffectsthe department'sprofitcenters.
- Conductingevents asperMarutiinvariouslocations.

Experience:

CVSMotors

AuthorizedDealerforRoyalEnfieldMotorcycle

SalesManager

Jan -2019Sep2019

Experience:

Handlingsalesfor theRoyalEnfieldMotorcycleattheKalyanNagar

OutletSupportingtheSalesTeaminEnhancingtheSalesBrandwise

CrossSellingofotherproductslikeGears,Accessories,community

RidesConductingTrainingsforthesalesteam,Gearteam.

SireeshAutoPvtLtd
(MahindraCarDealer)

EventManager

Nov2017–Sep2018

Work down.

- Plan,organize,directandcontrolthe Marketingstafftomeettheseobjectives.
- At the beginning of each month, counsel with each marketing person to establishrealisticmarketing objectivesfor themonthandactionplan.
- Establishamarketingobjectiveforthe departmenteachmonth.
- Monitoreachmarketingstaffdailyperformanceand compareitwiththatmonth'sobjective.
- Understand departmental financial data to determine what is happening in thedepartment. Reviewfinancialdatathataffectsthedepartment'sprofitcenters.

SupervisetheMarketingfloor.

- MakesurethatMarketingstaffisdoing successfullytosellthedealership'sproducts.

Assistmarketingforceinthesellingoperation.

- Assistthemarketingforceinsellingbystimulatingfloortraffic.
- Motivatethemtoperformwell.
- Assisttheminthesellingprocesswheneverneeded.

OTHERDUTIES:

- Responsibleforthemarketingofcompanyproductsand servicesto therightmarketwhetherB2BorB2C.
- Budgetmanagement.To deliverallmarketingactivitywithintheagreedbudget.
- To build trust, value others, communicate effectively, drive execution, fosterinnovation,focusondeliverytocustomers,collaboratewith others,solveproblemscreativelyanddemonstratehighintegrity.
- Maintain professionalinternal andexternal relationshipsthatmeetcompanycorevalues.
- Proactivelyestablish andmaintaineffectiveworkingteamrelationshipswithallsupportdepartments.
- To evaluate customer research, market conditions, and competitor data andimplementmarketingplanalterationsasneeded.
- Banners,leaflet,planning.
- Planningforspecialeventsetc.
- ActivityManagement.
- Co-ordinationandConfirmationofactivitywithSalesTeam.
- TL&ExecutivesReview(Daily/Weekly/Monthly)

StartedBusinessfrom2014 and wound up in Nov2017

EXPERIENCE:

VivaMagnaWheelersPvtLtd(Authorizeddealerfor ToyotavehiclesinBangalore)

Manager Marketing

Oct2012-Feb2014

Work Break

downSetobjec

tives.

- Plan, organize,directandcontroltheMarketingstafftomeettheseobjectives.
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- Atthebeginningofeachmonth, counsel with each marketing person to establish realistic marketing objectives for the month and action plan.
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- Understand departmental financial data to determine what is happening in the department. Review financial data that affects the department's profit centers.

Supervise the Marketing floor.

- Make sure that Marketing staff is doing successfully to sell the dealership's products.

Assist marketing force in the selling operation.

- Assist the marketing force in selling by stimulating floor traffic.
- Motivate them to perform well.
- Assist them in the selling process whenever needed.

OTHER DUTIES:

- Responsible for the marketing of company products and services to the right market whether B2B or B2C.
- Budget management. To deliver all marketing activity within the agreed budget.
- To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.
- Proactively establish and maintain effective working team relationships with all support departments.
- To evaluate customer research, market conditions, and competitor data and implement marketing plan alterations as needed.
- Banners, leaflet, planning.
- Planning for special events etc.
- Activity Management.

- Co-ordination and Confirmation of activity with Sales Team.
- TL & Executives Review (Daily/Weekly/Monthly)

ANZ SUPPORT SERVICES LTD

Analyst

Apr 2012-Sep 2012

Work Breakdown

Processing of Payment Enquiries for New Zealand team

1. Investigate enquiries received from Financial Institutions through SWIFT network.
2. Resolve enquiries such as Cancellation, Amendment, Beneficiary claiming non-receipt, Unable to apply, Return of funds etc.

ING VYSYABANK LTD

Team Member

Mar 2010 - Apr 2012

Part of the core banking operation called RDIO Retail Deposit Investment operations

Work Breakdown

1. Process for KYC as per Reserve Bank of India Regulations for the Retail and Corporate customers.
2. Updating all the Branches via MIS on a day to day basis regarding the status of the KYC
3. Interacting with the Bank branches for receiving any pending docs to complete the KYC
4. To ensure that the necessary uploads for the customer's KYC is being done on a day to day basis
5. To send SMS to customers once when KYC is being updated or any pending
6. To do a brainstorming session to ensure smooth flow of KYC and also implement kaizen in the KYC process being done.
7. Ensured that a separate channel is being opened to send KYC via Scanned procedure
8. Training the branches to ensure that the docs sent for KYC are clear.
9. Processing of Credit Card Applications.
10. Follow up the a/c opening team for dispatching of applications to the Department.
11. Ensuring that the applications are reached in time without missing of TAT.
12. Received applications are to be processed and dispatched, to ensure that the Applications are processed correctly.
13. Sending of reports to The Product Managers, in ING and Citibank.
14. Simplifying the process, to ensure that the maximum applications are sent without any deviation to ensure faster delivery of cards.
15. Initiated and implemented process improvement ideas.
16. Interacting with other RDIO's to ensure quick and easy dispatch of credit cards

Other Responsibilities

Processing of core banking activities like resolving the queries of the branches sent via hard copies as well as QMS (Quick Management service) queries from the Toughest on like addition of Authorized signatory in the company a/c, addition of HUF, adding of joint a/c holders, Nomination, card issuance, converting minor to major, product code change, change of NRE/cto NRO and vice versa

FIDELITY BUSINESS SERVICES INDIA PVT LTD

Senior Associate**April 2006 – Dec 2009**

Part of the Defined Benefit team and handle processing of the Retirement Benefits of the Plan. Resolve enquiries, escalation and retrials.

Work Breakdown.

- Responsible in checking how much is the volumes for the day. Generating the report and allocating the work to the team.
- Administering the process and resolving teams queries regarding new Updates in any for the day.
- Giving intensive training to the new Joinee in the process.
- Documentation of the work procedures.
- Handling escalations within the team.
- Also Qc of the work items:
 - Sending Daily, Weekly and Monthly Reports.
 - Conducting Weekly Meeting and discussing the nature of errors.
 - Providing feedback in order to reduce the errors.

Honors

Received **You have earned it** award for effective coaching of new members and reduction of errors, during the Company BPO All Hands meeting during August 2006.

SIEMENS**Process Associate****Aug 2003 – Apr 2006**

- Resolving enquiries relating to credit limits and enhancement ordering, replacement cards etc.
- Complex ones like statement/payment queries, balance transfer, interest enquiries, complaint etc.
- The team processes around 36,000 e-mails per month in which, out of which I used to process around 110 e-mails per day.

FOCAL MANAGEMENT SERVICES**Associate of ICICI Bank for Car Loans****Sep 2000 – Sep 2002**

- Sourcing for New clients for car loan, (New and Used)
- Identifying the need car as per Customer requirements, along with financing collecting the necessary documents for processing, of car loans.
- Providing the necessary details for the verification agency, valuating the vehicle with the authorized valuator.
- Logging the file at the central processing agency, checking the status of the file by following it up with the Bank.
- Once approved, collecting the documentation, for the disbursement of loan and finally getting the car registered in the name of the Customer.

BALSARALTD**SalesTrainee****Dec99-Jun2000**

- Enhancingthesaleswiththegivenareabyplacingtheunplacedproductswiththeretailers.
- Tappingthenewoutletswithintheexistingarea.Interactingandgrievancesolvingwiththeretailers withwhomthe productsofthecompanywerenotavailable.
- CheckingtheStockpositionofthe productsonadaily basiswiththeStockist/Distributorandplacing order withthecompany.
- ConductingmeetingswiththeAreaofficer and the distributor.

ACADEMICPROFILE:

Degree/Board	Year	Institute
Honors Diploma in Sales &Marketing	1999	NATIONAL INSTITUTE OFSALES(NIS)
B'COM	1997	B N E S college (AffiliatedtoBangaloreUnive rsity)

STRENGTHS:

- Possessexcellentinterpersonalandcommunicationskills.
- Decision-maker,performeranda productiveteammember.
- Capableofachievingthebestresultswiththemaximumeffort.
- ClearunderstandingofManagementprocedures.

LANGUAGESKNOWN:

English,Hindi,Kannada&Tamil

PERSONALDETAILS:

Date ofBirth : 01stMay1975

Gender : Male

Nationality : Indian

MaritalStatus : Married