**K Srinivas Raj**

Flat No-504,1-11-239, Srivatsa Mansion, Syamlal Buildings Begumpet, Hyderabad,

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**SUMMARY**

Entrepreneurial minded senior executive with consistent success in starting, building, growing and improving performance, profitability and value of companies. Experienced planner, leader and specialist at identifying and capturing business opportunities. Possess proven strengths in directing all aspects of sales and establishing multiple distribution channels in Mutual Funds, Insurance and Consumer durable sectors. Cool under pressure. Trustworthy, highly respected and interface professionally and personally at all levels.

**EXPERIENCE**

Apr 20-PresentSelf Employed- Investments, Insurance, Portfolio Reengineering and

Sales Hygiene Training

Oct 19- Mar’20 Assistant Vice President- Abheeshta Group **Hyderabad**

* Responsible for the business of group’s residential and commercial projects ie., Residential plots, and Villas etc.,
* Develop re-capitalizing and re-structuring strategies for existing assets.
* Work collaboratively with a team of consultants including lenders, sales force and agents and channel partners
* Initiate, build and manage brand and visibility to create constant foot fall.

Jan’17 – Oct’19 Self Employed- Advice Investment (Mutual Funds, Alternative Investment Products,

Direct Equity), Insurance and Train **Hyderabad**

Jul 06 – Jun 16 **PRINCIPAL FINANCIAL GROUP Hyderabad**

*(The company is a joint venture between Punjab National Bank, country’s second*

*largest bank and Principal, a Fortune 100 company, offering multiple investment options).*

Jan 16- Jun 16 **Regional Head-South (B15 markets) Principal PNB Asset Management Co Pvt Ltd**

* Manage Mutual Fund sales in Upcountry (B-15 towns) in South India.
* Identify, create and nurture Franchise model across all locations in South.
* Ensure Gross and Net Sales with sticky AUMs.
* Ensure to develop business with current and new distributors in the zone.
* Coach, Train and Monitor business associates in the zone on MF products and markets periodically.
* Market Intelligence, analysis and optimum utilisation of data base
* Stick to organisation’s business ethics and implement best practices

Sep 08-Dec15 **Regional Head- Sales & Distribution-Telangana and Andhra Pradesh**

**Principal PNB Asset Management Co Pvt Ltd Hyderabad**

* Managing mutual fund distribution through channels including national distributors, independent financial advisors, private & PSU banks and corporates.
* Develop strategic, annual sales, and distribution operating plans and budgets in concurrence with the management.
* Plan and calendarsise training schedules for both internal and external clients.
* Setting and compliance towards highest levels of operational excellence to be bench marked - duly awarded from people, process and systems.
* Initiate and streamline sales process leading to instilling confidence in the workforce and the customer
* Leadership management-definite demonstration of effective and inspiring leadership at all levels
* Personally lead and monitor key clients, service indicators, identify gaps, plan resource effectively to fill the same (including contingency planning).
* Compliance towards legal regulations, professional ethics, and code of conduct as per corporate governance.

Jul 06-Sep 08 **Zonal Manager - PNB Principal Insurance Advisory Company Pvt Ltd – South East**

**(Retail, Banc assurance, Corporate and Direct) Hyderabad**

* + - Led team of officers from banks on deputation (up to grade 4) and Direct Sales resource to handle sales and distribution of insurance products in 4 states of

Tamilnadu, Andhra Pradesh, Kerala, Chhattisgarh and Orissa.

* + - Managed 675 branches of PNB and Vijaya Bank for the zone and Indian Bank for centralised coordination for the country.
    - Handled banc-assurance maintaining cordial relations with the bank personnel to meet revenue targets.
    - Set up profitable direct business channel with personal responsibility.
    - Ensured healthy business relations with all Insurance companies of Life and Non-Life in the zone.
    - Carried out liaison with IRDA and conducted regular meetings with Zonal/Circle Heads, Regional officers and training for and Branch Incumbents.
    - Managed lead generation in Life insurance along with acting as an effective interface between insurers and the bank.
    - Design and initiate Rewards programmes for the bank staff and ensure maximum participation.
    - Turned around business in 8 months by plugging in existing gaps, connecting personally with clients and monitoring sales calls regularly, reducing loss of revenue significantly.
    - Ensured timely and effective post sales service including claims and risk management.
    - Awarded with prestigious “Principal International ASIAN AWARD” in Bangkok for best performing Zonal Manger from India for 2006.

Sep 02 - Jan 06 **CHOLAMANDALAM MS GENERAL INSURANCE COMPANY LIMITED**

*(The company part of Murugappa Group offers a range of products such as health, car, travel, accident & home insurance for individuals along with customized products such as fire, engineering, liability, marine & property for Corporates*)

Apr 04 - Jan 06 **Relationship Manager-Alternate Channels-Pan India- Corporate Office Chennai**

* Handled business development and client management for retail insurance, forging a unique tie up for insurance distribution through another life insurance company i.e. Max Newyork Life Insurance for pan India
* Owned and developed Personal Accident vertical across company’s network.
* Recruited and trained sales teams to develop new business from Alternate Channel partner.
* Played a pivotal role in forging new alternate alliances like rural banks and Microfinance institutions and Direct Selling agents.
* Identified cross-sell opportunities for non-life insurance through in house mutual fund

distribution set up, corporate clients, DSAs, brokers, franchisees and NGOs

Sep 02 - Mar 04 **Regional Sales Manager – Retail and SME- Andhra Pradesh Hyderabad**

* Launched the brand successfully in the region.
* Played a vital role in setting up in company’s operations along with conceptualizing systems, hygiene’s coordinating with the regulators (IRDA) all through the project stage.
* Developed and nurtured key channels like direct agency, dealers and corporate agents for retail products.
* Conducted multiple road shows marketing activities in the region.

Jan 01 - Sep 02 **MAX NEWYORK LIFE INSURANCE COMPANY LIMITED Hyderabad**

*(One of the first private Life Insurance companies to operate in India)*

**Sales Manager-Agency Development**

* **Recruitment and development of agency**
* **Initiate various methods to source prospective agents**
* **Hand hold and nurture agency for early productivity**
* **Conduct periodical review meets to ensure productivity and consistency**
* **Run R&R for agency for increased participation.**

**Jun 93 – Dec 00 BPL Ltd Hyderabad and Vijayawada**

**(*Leaders and Trendsetter in Audio and Video, White and Brown Goods*)**

**Assistant Manager-Sales and Distribution**

* Dealer and distribution management of White Good appliances( Washing Machines,

Refrigerators and Microwave Ovens) and also set up direct selling through direct agents for Vacuum cleaners in entire Hyderabad city.

* Branch Head-Appliances- Vijayawada branch.
* Headed Small Appliances (Brown Goods) for Andhra Pradesh.
* Set-up, nurtured and supervised distribution of SANYO Gas Tables (gas stoves), Vacuum Cleaners, and Microwave Ovens successfully and profitably for distributors and retailers*.*

Apr 90 - May 93 **BLOW PLAST LIMITED** **Hyderabad** *(Leaders in Moulded and Soft Luggage*)

**Sales Officer- Luggage Division**

* Manned sales and distribution of Luggage division through dealers and distributors in

Rayalaseema region with high level of success.

* Handled major dealers in twin cities for Luggage division.
* Been among top 5 in the country constantly in Sales and Collection.
* Awarded best Sales Officer in the country for FY 1990-91 and 91-92.

**EDUCATION**

1983 – 1986 **Bachelor of Commerce**- Andhra Loyola College

2014 **Post Graduate Diploma in Business Management**- Part Time-

Institute of Management Technology- Ghaziabad

**Certified NISM Advisory** Module for Mutual Fund Sales

2016-17 **Licentiate** of Insurance Institute of India

Present Pursuing **Associate** of Insurance Institute of India

2019 Trained in “**Harmonic Reversal Pattern Strategy**” in Equity and Commodities

**PERSONAL**

Date of Birth: May 5, 1966

Languages Proficiently Known: English, Telugu and Hindi