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# BINDU MADHAB TRIPATHY

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Bhubaneswar, 751002

(M) 7381047947 (E) bindumadhabtripathy@gmail.com

## Professional Summary

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Motivated with 14 years of progressive experience. Energetic self-starter and team builder. Navigates high-stress situations and achieves goals on time.

## Experience

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03/2021 - Current **CarDekho** — Bhubaneswar, Orissa

### City Head

**As a Business Head of Region**, responsible for revenue generation, Team management and cost analysis with Team Size of more than 70 handling major cities of East in B2C vertical.

- Launching the cities from scratch and driving to CM3 & CM4 positive respectively in 8 months time.
- Managed Total GMV of 3 cr with overall increase in productivity within 6 months span.
- Impaneled with 30+ refurb centers in East to cut down the Refurbishment TAT and provide quality service to end user.
- Attachments of Loans and Insurance for East is recognized as all time highest in India with 35% and 20% on the sale, generating additional organic revenue of around 5%.
- Monitored company inventory to keep stock levels and databases updated, Up-keeping and Daily operations.

At The Procurement Level C2D vertical

- In the East Region Handled multiple cities including Kolkata and Bhubaneswar.
- On boarded and managed portfolio of 250+ used car dealers including some OEMS.
- Managed to Maintain top slot in procurement side pan-India, reducing the operational cost and bringing the region overall CM 3 positive.
- Achieved Dealer inventory funding penetration to 25%, helping to grow the loan book by 3 cr.
- Managed team of employees, overseeing hiring, training and professional growth of employees.
- Led new project C2C had tested many hypothesis of consumer behavior and market demand.

01/2020 - 02/2021 **Cars24** — Bhubaneswar, Orissa

### Zonal Manager

- As **Zonal Manager** was responsible of launch in city with region expansion in Retail and handling marketing campaigns locally.
- Managed to Hire, Retain, Train and motivate team for increased productivity.
- Managed a Team of more than 30+ across multiple functions of sales and operations.
- Periodic reviews, Team Management, Gap analysis and developed innovate market campaigns for substantial growth in sales
- Clocked 0 - 100 closures per month in shortest span of 7 months and GMV of 4 cr.
- Later expanded to Other regions like Cuttack & Rourkela. Managed to growth in Dealer onboarding and empanelment from rest of odisha also by 25%.

07/2016 - 12/2019 **OYO** — Bhubaneswar, India

### Deputy MMCEO

**Led Micro Market of Bhubaneswar** with onboarding of more than 250+ travel agencies portfolio and activation rate of 52%.

- Selection, Training & Mentorship of The team.
- Led the productivity ratio to 200 Room Nights
- Increased the Ticket size of room booking by 25% in 4 months by focusing on only flagship model.

Single-handedly managed the Channel partner relationship to generate more demands from Travel agencies, networks, unorganized sector Govt institutions.

- Month on Month overachieved the target by 120%. Sold room nights of 250+ per month
- Cracked many Govt Events to boost the GMV to 1 Cr in a quarter.

Personal achievement - Promoted to Team lead Position( DYMMCEO) in 13 months.

04/2013 - 06/2016 **Religare Health Insurance Co Ltd** — Bhubaneswar, India

**Agency Development Manager**

- As Solo contributor Recruitment , Selection of potential candidates, implementation of proper coaching and trained to agents for business generation.
- Used outstanding communication and networking abilities to develop and achieve the Month on Month Targets through the trained agents tapping the natural market.
- Recruited Agents of Retd. Govt Officials, CA , Tax Consultants and Advocates for better consultant, 31 trained agents month on month generate Premium of around 10 lacs and renewal collection % of 70.
- 50% of the Total agents of my span are active month on month by contributing premium of More than 10k .

11/2008 - 12/2012 **ICICI Prudential Life Insurance** — Bangalore, India

**Sr Financial Service Manager**

- As Sr. FSM was solely responsible for generating life insurance revenue through Banca channel.
- Coordination and training to bank staffs on new Insurance products along with periodic refresher courses.
- Achieving 70% of LI Branch Targets through Account servicing and portfolio management in investment.
- 20-25 lacs WRP generated through Proper servicing of existing accounts and analysis of HLV .

Personal Achievements -Recognized as Best FSM for Q4 2009, Sold most numbers of ULIPS for Branch.

- Highest Ever Regular premium Collected of 20 lacs for ULIPS in Branch .
- Awarded as Best Portfolio Manager in investment banking.

**Education**

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2008 **Bangalore Institute of Management Studies** — Bangalore  
MBA: Marketing

2006 **BJB College** — Bhubaneswar  
Bachelor of Arts: Psychology