

SYED AZHAR ALI MADNI

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MANAGEMENT PROFILE:

- 25+ years of experience in sales, planning and organizing. (Material Handling / Construction Equipment's / CV, Banking & Finance – Asset Based Funding)
- Currently working with Poonawalla Fincorp Ltd. (Formally known as Magma Fincorp Ltd.) as State Head (Asset Liquidation Dept.), Earlier worked as Regional Sales Manager (Construction Equipment & Commercial Vehicles Fin.) for Chhattisgarh State.
- Worked with HDFC Bank as an Area Sales Manager (Infrastructure Fin. Group) for Vidarbha and Chhattisgarh.
- Worked in dealership of Telco Construction Equipment Company Ltd., (TATA-HITACHI) and Escort Construction Equipment Ltd.
- Made good relationship with strategic / retail clients & Various CV / CE manufacturers / Dealers such as TATA, AL, JCB, Tata-Hitachi, L&T Komatsu, Volvo, Escorts, CASE, Eicher, Hyundai, Caterpillar/GMCCO etc.
- Adapted myself with required Managerial qualities.
- A dedicated professional with the drive to succeed, be it as an individual or as part of a team
- Respected team members with excellent interpersonal skills, interact well with individuals from diverse population and at various professional levels

OBJECTIVE:

To makes a promising career in an organization where my smart work and dedication will escalate me the pinnacle of success while contributing to the growth of the organization.

WORK EXPERIENCE:

□ Presently working with Poonawalla Fincorp Ltd. (Formally known as Magma Fincorp Ltd.) as State Head (Asset Liquidation / Navrang Dept.) since Mar'15 based at Raipur, CG.

Prior to Branch/SBU concept in Magma, as Regional Sales Manager (CE Finance) based at Raipur since Oct '10 and later also got Responsibility of CV Fin. From Jan'2013 to Feb'15 for complete Chhattisgarh state

ROLES AND RESPONSIBILITIES:

- O Liquidation of repos assets (CV, CE, Car & Tractor) in better price / to reduce company loss and also convert deal into Refinance business.
- O Conducting & Managing Monthly Auction, Negotiation with Buyers for Price improvement for each Repos Assets
- O Responsible for the CE & CV business development in Chhattisgarh state
- O Handles team of Sales Executive, RM, DSA and ensure productivity
- O To support & motivate team member by assuring achievement of target in their individual capacity.
- O Analyze large deal & support credit team to understand the proposal in better way & also support other dept. like Collection, Operation.

- ☐ Worked in HDFC BANK, Nagpur as Area Sales Manager (Vidarbha and Chhattisgarh state) for Infrastructure Finance Group from Aug'07 to Sep'10.

ROLES AND RESPONSIBILITIES:

- O Handles Chhattisgarh & Vidarbha region with a team of Relationship Manager (RM) & Sales Executives
- O Monitor each RM & other team member to achieve target in their individual capacity.
- O Maintain Good relationship with all leading Manufacture / Dealer / Clients.
- O Retain all strategic / retail Client by strong service support & also add new to increase business volume.
- O From CE funding also making strong relation by offering various product of our Bank like CASA, CMS, STL, LC, BG, WC limit.

ACHIEVEMENTS:

- O Successfully exceeding the set CE business target years after year.
- O Received "Certificate of Achievement" for contribution towards Construction Equipment funding for the FY2009-10.
- O Win internal competition and went abroad (SINGAPORE Trip)
- ☐ Get confirmation on Oct'05 as an On roll employee of HDFC Bank Ltd. on the basis of last 2 years outstanding performance, Based at Raipur, CG till July'07, then promoted & transferred to Nagpur.
- ☐ Joined HDFC Bank Ltd. Raipur as sales officer - CE business (under the payrolls of HBL Global Pvt. Ltd.) from Nov'03 to Sep'05.

ROLES AND RESPONSIBILITIES:

- O Responsible for the CE business development in Chhattisgarh state
- O To generate and identify the prospective clients (Retail as well as Strategic) in the region to increase market share.
- O Report to the RSM regarding the market developments.
- O To maintain TAT by closing the deals within the stipulated time frame.
- O Optimize customer satisfaction level by providing quality service.
- O Sale of money within policies, ensuring the quality of business.

ACHIEVEMENTS:

- O Successfully achieved the business targets in a very short period.
- O Effectively handled the Chhattisgarh CE business & promoted to On roll
- O Developed a strong relationship between the clients, manufactures and the company.
- ☐ Worked 2½ years (April 2001 to Oct. 2003) in Dealership of Telco Construction Equipment Co. Ltd. (TATA-HITACHI) and WIPRO (Fluid Power Division) as Branch In charge, Raipur CG.

ROLES AND RESPONSIBILITIES:

- O Finding the new prospects for Earthmoving / Construction Eqpt's.
- O Motivating the customer in order to buy the Genuine Spares hence increasing sale of Spare parts and payment follow-up further.
- O Resolution of Customer complaints and monitoring customer satisfaction.
- O Product performance monitoring and watch on competitor's activities.
- O Organizing sales meet and companying.
- O Tie-ups finance for the customers need.

ACHIEVEMENTS:

- O Successfully handled area and given desired results.
- O Generated good spare parts business from private as well as from Institutional customer like BSP-Bhilai, SECL, ACC & other Cement Industries.
- O Achieved sales figure with excellent after Sales service and Spare parts availability / support.
- ☐ Worked more than 4 years (Dec. 1996 to March 2001) for dealer of Escorts Construction Equipment Ltd. for their various material handling equipment and vibratory compactor as Sales & Service Engineer and achieved good sales figure with excellent after sales support

ACADEMIC CREDENTIALS:

- O MBA (Mkt. & Fin.) from Mats University, Raipur, CG in 2018
- O Graduate (B. Com.) from Mats University, Raipur, CG in 2015
- O Diploma in Mechanical Engineering (with 72% marks) from M.P. Board of Technical Education, Bhopal in 1996.
- O Sr. Secondary Exam (Science group) Kendriya Vidyalaya Raipur, from C.B.S.E. Delhi in 1993.

Computer Literacy

- o MS Office (Excel, Word, PowerPoint) and other Internet applications

PERSONAL DETAILS:

Name	:	SYED AZHAR ALI MADNI
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Languages Known	:	English, Hindi
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Place: RAIPUR, CG.

Date: 17th November 2022