

# SAMIR K. VASUDEVAN

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**Managerial assignments in areas of Collections, Sales & Marketing, Finance, Business Development, Relationship Management with an organization of high repute**

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## **Professional Abridgement**

- ⇒ A seasoned **Marketing and Collection Professional** with **over 19 years'** of elaborate experience in Hard core Collections, Sales & Marketing, Business Development, Finance, Channel Management and Relationship Management.
- ⇒ At present working with **Magma Fincorp Ltd, Bangalore**, as **State Head, Collections.90+**, Managing a 30 cr portfolio
- ⇒ Experienced in soft and **hard bucket Collections with more exposure to NPA management**, plan execution and implementation of business strategies to accomplish the decided targets.
- ⇒ Expertise in developing & managing channel partners in order to enhance the market share & profits.
- ⇒ Proficient at analyzing market trends to provide critical inputs for business development initiatives and formulation of selling and marketing strategies.
- ⇒ Skilled in managing teams to work in sync with the corporate set parameters & motivating them for achieving business and individual goals.
- ⇒ An effective communicator with good presentation skills and abilities in forging business partnerships and establish beneficial relationships with channel partners.

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## **Education**

- ⇒ **Pursuing Bachelor of Law** from Law Centre- 1, Delhi University.
- ⇒ **MBA (Marketing, Human Resource)** from PSG Institute of Management, Coimbatore, Bharathiyar University in 1999.
- ⇒ **BA (Pass)** from Ramjas College, Delhi University in 1992.

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## **Core Competencies**

### Collections

- ⇒ Recovery of dues from the delinquent customers through outsourced agencies and filing of legal cases under different sections for recovering the amt
- ⇒ Oversee the operations of FI agencies
- ⇒ Repossessed stock management and co-ordination with online portals for sale
- ⇒ Appointment of professional collection and repo agencies through wider network to get desired level of results

### Channel Management

- ⇒ Recognizing and establishing financially strong and reliable channel partners for deeper market penetration.
- ⇒ Providing direction, motivation and training to the channel partners and ensuring optimum performance.
- ⇒ Supervising collection, pending payments & debtor status for ensuring nil outstanding.

### Team Management

- ⇒ Training & monitoring personnel of the sales team for ensuring optimum performance to deliver quality services in market.
- ⇒ Conducting meetings for setting up sales objectives and designing or streamlining processes to ensure smooth functioning of sales operations.
- ⇒ Creating and sustaining a dynamic environment that fosters career development opportunities and motivates high performance amongst team members.
- ⇒ Certified Trainer

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## **Career Highlights**

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<b>Poonawalla Fincorp Ltd,</b>	<b>State Head</b>	<b>Nov'19- Till date</b>
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The present working as State Head 91-365 dpd portfolio .Job involves mix products that include Cars, Commercial vehicles, Tractors and Construction equipment. At present handling a 45 cr portfolio . Job involves close coordination with the repo vendors and the legal team.

<b>TATA Motors Finance Ltd,</b>	<b>State Head</b>	<b>Oct'08- Sep'19</b>
<p>Handled various assignments at Tata Motors Finance, starting as Legal Remedial Manager at Hubli handling 11+ collections, State Head 1-4 collections, Andhra Pradesh based out of Hyderabad, State Head-Recoveries and Strategic Collections based at Bangalore, State Head-RSC- Jharkhand with present assignment at Bangalore as SCM-MGB Collections</p> <p>⇒ <b>Handled a portfolio of 49 crs with an in house team .The product includes Commercial vehicles, &amp; Personal car segment. Aggressive repossession of assets through wide network of repo agencies across the state has helped in recovery of dues apart from the regular field collections.</b></p> <p>⇒ Successful in Bringing down the delinquency levels for both CV &amp; PC through field collection, legal means &amp; sale of assets under repossessed stock management</p> <p>⇒ Filing of sec-138 cases</p> <p>⇒ Job also involves close co-ordination with Legal team apart from conducting conciliation camps, settlement melas to give additional fillip to the collections</p>		
<b>ICICI Bank Ltd., Mysore</b>	<b>Assistant Manager – Collection</b>	<b>Jan'05-Oct'07</b>
<p>(India's second-largest bank with total assets of about Rs. 2513.89 billion)</p> <p>⇒ Lead a team of 50 executives for managing <b>Personal loan, Two Wheeler, Automobile &amp; Commercial Business</b> in Mysore.</p> <ul style="list-style-type: none"> <li>- Successfully handled around <b>600 cases of PL,1000 cases of Two Wheeler, 200 cases of Automobile &amp; 350 cases of Commercial Business.</b></li> <li>- Supervising various collection agencies, FI agencies &amp; in-house Executives.</li> <li>- Interacting with lawyers for filing cases against defaulters as per Sec 138, Sec 156, etc.</li> </ul> <p>⇒ Instrumental in driving down delinquency for Cars &amp; 3 Wheeler by 1.5% &amp; 2% respectively.</p> <p>⇒ Successfully handled delinquency of personal loan, approximately 1500 cases of secured loan defaulters including CV, CE, ME, TW, 3W &amp; Cars Loans.</p> <p>⇒ Demonstrated excellence in bringing down delinquency of 3W to nil, entrusted with the additional charge of 2 spoke locations for secured products.</p>		
<b>Bradma of India Ltd., Cochin</b>	<b>Territory Manager</b>	<b>Jun'03 – Dec'04</b>
<p>(A Forbes Group Company and division of TATA group)</p> <p>⇒ Managed sales and handled key accounts: <b>Utility &amp; Banking group and Corporates.</b></p> <p>⇒ Entrusted with additional responsibility of <b>setting up channel partners in Kerala.</b></p> <p>⇒ <b>Products handled:</b> Note Counting Machine and MICR Encoders.</p> <p>⇒ Successfully achieved <b>161% sales</b> in 2003-04.</p> <p>⇒ <b>Major accounts handled:</b> SBI, Federal Bank, Canara Bank, South Indian Bank, etc.</p> <p>⇒ Received <b>Performance Certificate</b> from the management for excelling the target for FY 2003 -2004</p>		
<b>Ceat Ltd., Mangalore</b>	<b>Territory Manager</b>	<b>Sep'02 – Jun'03</b>
<p>(One of the oldest among RPG companies. Leading tyre manufacturer with an annual turnover of about Rs.2000 Crores)</p> <p>⇒ Managed business development activities in Coorg, Udupi and Mangalore.</p> <p>⇒ Led a team of 25 executives employed by dealer and managed general administration for 7 staff.</p> <p>⇒ Products handled: Different kind of Tyres produced by the company</p> <p>⇒ Achieved sales targets in the truck tyre category for consecutive 3 months</p> <p>⇒ Handled 5 fleet a/c in the territory apart from 7 wholesalers and 2 Ceat shopees.</p> <p>⇒ Successfully opened 3 new fleet a/c , appointed new retailers in the virgin territories to increase the sales &amp; exposure of the brands.</p>		
<b>Magnasound (I) Ltd., Cochin</b>	<b>Sales Officer</b>	<b>Oct'99 – Sep'02</b>
<p>⇒ Handled sales &amp; marketing in whole Kerala region.</p> <p>⇒ Products handled: Audio Cassettes, CD's &amp; VCD's.</p> <p>⇒ Handled sales network of 4 wholesalers &amp; 11 retailers including Music World &amp; Planet M stores.</p> <p>⇒ Instrumental in achieving additional revenue for the company through corporate sales.</p>		

⇒ Successfully organized promotional campaigns for various albums at Music World & Planet M.

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### Academic Projects

- ⇒ **Assessment of the potential of IT outsourcing from India** with Polaris Software Lab Ltd., Chennai (Summer Project for 2 months).
- ⇒ **Ascertaining the pattern of Consumer Behavior in the rural areas of Erode district, Tamil Nadu.** – A survey on FMCG products.
- ⇒ **Assessing the reasons behind the success of Primary Agricultural Co-operative Banks in the Erode district.** – Results were published in the 'Business Line' on 3<sup>rd</sup> Feb'99.

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### Technical Course

- ⇒ 6 months IACT Certification Examination from India Academy for Computer Technology, Kerala in 1989.

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### Personal Dossier

Date of Birth : 2<sup>nd</sup> July 1971  
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