

More than 8 years of rich managerial experience in Sales, Marketing, Business acquisition and Team management roles.  
A focused manager with strong leadership skills with ability to build, manage and drive dynamic teams.

## Education:

- |   |                  |
|---|------------------|
| ❖ <b>Indian Institute of Management (IIM-Indore)</b><br>Executive Post Graduate Program in Management                           | Sep'14 – June'15 |
| ❖ <b>McCombs School of Business, University of Texas at Austin, USA</b><br>Advance Program in Analytics for Business Excellence | Jan'15 – Feb'15  |
| ❖ <b>Institute of Management &amp; Research, Meerut University</b><br>Bachelors of Computer Application                         | June '99- May'02 |

## Experience Highlights:

### ➤ **Sundaram Asset Management Company Limited (Sundaram Mutual Funds)**

*Sales Head – Jharkhand ( Apr '08 - Aug '14 )*

#### Responsibilities:

- **Managing Sales & Marketing** across state and also responsible for building & implementing strategy for business growth & other improvements.
- **People Management**, Led sales & Operations area team for achieving targets, client retention and distributor engagement programs across assigned region. *Budgeting* Sales & Marketing promotions for the state.
- **Managing Channels** for developing sales through different channels.
- **Business Acquisition**, strategizing plans for new business development & Sales growth ( B2B & B2C both). ( HNI clients, Trusts, Associations, Societies, Clubs, Companies and Government institutions etc. )
- **Sales Forecasting** & goal setting for team members. Develop growth Plans & execute their implementation.
- **Recruitment, Coaching & Mentoring of employees** for maintaining excellence in the sales & service operations.
- **Imparting** product knowledge & company's insights through presentation of knowledge based programs, training classes in the assigned area for distributors / advisors & clients.
- **Supervising Prospect development initiatives such as** IAPs, meetings, SMS, mailers etc.

#### Key Accomplishments:

- Opened first Branch in Jharkhand, recruited all resources and created a new market for Sundaram Mutual Fund. ( Kept increasing brand visibility & presence to foster better sales & service across the state )
- Received 4 promotions on a fast-track basis in 6 years. ( Brought excellence in performance through better net sales & revenue management across the state )
- Expanded business from Single branch to 4 branches in 6 years. ( Implemented strategy for vertical as well as horizontal business growth coupled with better marketing )
- Business Growth of nearly 1200% in 4 years approximately. ( Increased POS & volume from each channel )
- Improved net profitability of the region through appropriate budgeting.

### ➤ **ICICI Prudential AMC Limited**

*Territory Manager – Bilaspur ( Chattisgarh )*

#### Responsibilities:

- **Distributor Channel development**, empanelment of distributors and development of new distributors.
- **Increasing POS**, and maintain symbiotic relationship with them to augment growth.
- **Developing sales** through conducting distributor engagement programs periodically.
- **Launch Sales & Marketing** initiatives to increase demand & brand visibility in the assigned area.
- **Building** sustainable AUM, channel wise and distributor wise M-O-M.

#### Key Accomplishments:

- Opened an online Branch in 6 months time. ( Increased sales & daily transactions requests )
- Business growth of 5 times in 9 months. ( Expanded volumes distributor wise & channel wise )
- Doubled the number of POS through new empanelment's & increased penetration.

➤ **Karvy Stock Broking Ltd.**  
*Assistant Manager – Bokaro Steel City (Jharkhand)*

Responsibilities:

- *Development* of derivatives broking desk .
- *Achieving Broking targets* and other TPP products targets.
- *New Client Acquisition* initiatives.
- *Monitor* Trade confirmations, DP operations and other branch activities.

**Key Skills:**

---

- Marketing & Distribution Channel Management ( Direct & Indirect )
- Sales Forecasting & Achievement Planning
- Strategy for Business Development & Growth
- Sales in B2B & B2C segments effectively
- People Management (Including recruitment, training & development)
- Financial Advisory & Portfolio Management
- Key Account Management & Budgeting

**Major Key Projects at IIM Indore:**

---

- ***Analysis of effectiveness of Social media mentions on use & acceptability of Crypto-currencies (Bitcoin, Goldcoin etc.).***
  - How the use of Crypto currencies was growing and which trade is using it most. Also pulled the data geographically and derived the countries where it was used efficiently. For this I used software called sentistrength which pulls out media mentions on the given parameters and then used python programming which is used for analytics.
- ***Evolution of Micro Finance in India : Industry business model & its challenges***
  - How micro finance evolved in India and its strategies. It also included the current challenges which this is facing and the way ahead. What is the role of government and other regulatory bodies. I studied the structure and working of present micro-finance organizations along with several research reports published by research houses.
- ***Analysis of change in Business model : pre & post 2008 Subprime crisis***
  - Taking ICICI Bank as the subject and finding the change in business model and hence the change in strategy pre & post financial crisis of 2008. For this I collected all the data pertaining to bank,s strategy and its financial reports for all the years from 2008 to 2011. Did analysis of revenue and expenses Y-O-Y. Also assessed the statements provided in annual reports by group MD and other key personals.
- ***Strategy: Analysis on Indian Mutual Funds Industry .***
  - Competitors Analysis & Environmental Analysis of the Indian Mutual fund industry taking the top few AMCs with different strategies and approach towards business. Comparing all given fund houses for their growth , net sales ( asset wise ) , branch expansion , Human capital management and their future plans as stated by their key personal in interviews and publications.
- ***Consumer Sentiment Analysis: Global Marketing Strategy of Unilever for Axe deodorant***
  - How same product in different geographies has different sentiment associations. Based on this how Unilever floated AXE deodorant with different ads in different places successfully. For this I collected videos of all ads for the launch of Axe deodorant which was aired in different countries and also matched the pain points of the consumers of these countries related with this kind of products.
- ***Financial Analysis of Axis Bank Limited***
  - Did analysis based on Balance sheet & Cash Flow statement of the bank based on the published balance sheet and annual report given on the bank's website
    - Ratio Analysis of different figures and thus assessing the health of Bank and its strengths
    - Current stock valuation in the market and its fair price based on book value
    - Performance Analysis given the human & financial capital
    - Cash Flow Estimation for forward Financial year

## Other Certifications:

---

- |   |   |
|---|---|
| ▪ NCFM Modules (Capital Market Module, Derivative Module) | NCFM Number: <a href="#">NCFM-00000392354</a> |
| ▪ AMFI Certification in Mutual Funds (Advisors Module)    | NCFM Number: <a href="#">NCFM-00000392354</a> |
| ▪ CDSL depository Operations Module                       |   |

## Extra Curricular Achievements:

---

- Performed as Presenter & Speaker for National Stock Exchange of India Limited's program "Funancial Quest " .
- Participated in Investment quizzes at district levels. Winner at ICICI Prudential AMC for Financial Quiz at regional level.
- Member of Junior Charter International, which performs various self & community development activities.