

# Narendra Bhatia

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## Management Professional:-Sales & Marketing/ Business Development / P&L Accountability

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- Extensive Business background with the sound understanding of basic operations.
- Repeatedly produced sustained business and revenue growth in changing market.
- Possess an integrated set of competencies that encompass areas related to business.

### Profile Summary

A seasoned professional with over 20 years of commendable success in:

**Sales & Marketing**  
**Channel Management**  
**Process Enhancement**

**Business Development**  
**Key Account Management**  
**People Management**

**P&L Accountability**  
**Profit Centre Operations**  
**Training & Development**

- Proficient in preparation of business plans, competitors profiles and monitoring operations at regular intervals with focus on profitability; demonstrated acumen in handling distribution across various part of the region.
- Proven ability in achieving/exceeding targets, opening new and profitable products/services markets and setting up business operation in untapped markets.
- Distinction of exploring new markets for business growth and streamlining sales & marketing operations.
- Result oriented achiever with excellent track record for identifying opportunities for accelerated growth.

### Core Competencies

- Formulating long/short term strategic plans and execute them in achieving the increased sales growth across the region.
- Steering operations with a view to achieve organizational objective and profitability
- Networking with financially strong and reliable channel partners, resulting in deeper market penetration and reach.
- Conceptualizing and implementing the sales promotional activities as part of brand building and market development effort.
- Recruiting, mentoring and training the team for ensuring optimum performance and achieve their target.

### Work Experience

**Cigna TTK Health Insurance Co. Ltd. ---Since Nov 2013**

**Zonal Manager –North, East and some part of West**

#### **Key Responsibilities Area:**

- Responsible for North, East and some part of West India channel development and marketing strategies implementation
- Leading the team of 6 branch managers, 4 training managers directly report and 150 frontline indirect report.
- Rendering services as:
  - Profit center head for the Region
  - Business Head to drive a customer focused organization
- Entrusted with the responsibility of building distribution, broking and business mentor channel.

#### **Significant achievement:**

- Started the business from the scratch and raised it to 15 million pm in a short span of 1 yr 6 months
- Maintained the no. 1 position since inception of business
- Two branches of the region have been awarded as best branches in the country.

**Bharti Axa Life Insurance--Aug 2008—Oct 2013**

**Associate Regional Sales Manager-Delhi & Haryana –since Apr 11**

**Sr. Branch Sales Manager--Apr 09-Mar 11**

**Branch Sales Manager--Aug 08-Mar 09**

#### **Key Responsibilities Area:**

##### **Sales & Strategic Management**

- Managing business with more than 35% contribution to the assigned territory through new business from Delhi & NCR.
- Driving sales through 15 Sales Managers.
- Managing the branch profitability by generating long term quality business. Motivating and providing Sales support to the entire team. Planning, Goal setting and periodic reviews with the team.
- Strategising, Conceptualizing activities and events for business and market development.

##### **Training & Development**

- Ensuring T&D of all the employees through various training programmes.
- Conceptualizing, planning and aligning training initiative from BAL.

##### **Operations and Customer services**

- Managing operations and customer service support for the Branch.

## **Human Resource management**

- Staffing and recruitment for the branch.
- Maintenance of employee data and ensuring employee welfare
- To motivate the team.

## **Marketing management**

- Strategizing and implementation of marketing strategies in the branch

### **Significant achievement:**

- Maintained the no. 1 position PAN India YTD 12-13
- Achieved the business of 3.47 crs in 2010-2011
- Remain Pan India No-1 in Target vs Achievements.
- Achieved various awards and recognitions for achieving more than 100 % targets.

## **HDFC Standard Life Insurance**

**Branch Sales Manger -Apr 08-Jul 08**

## **ICICI Prudential Life Insurance- New Delhi-----Sept 04-Till March 08**

Career Graph with ICICI Prulife

### **Worked as a Sales Manager**

**(July07 to March 08)**

Partner (Mar07-June 07)

Sr. Agency Manager (Sept.06-Feb.07)

Agency Manager (July 05- Aug 06)

Joined as Unit Manager in Sept 04

### **Key Responsibilities Area:**

- Handling a team of 10 sales team managers.
- **Training** - Giving in-house training to managers about sales skills, soft-skill, motivational training and product training of our company to enable them to acquire proficiency. Also on-job field training to enhance their skills.
- **Business Development**- Setting the target of individual Managers in tune with organizational goal and completing it by goal setting, Planning and identifying new business opportunities. (Corporate & HNIs for Key man/PSP).
- **Supervision and controlling**-As per an individual performance agreement with individual Manager and controlling the managers to prevent any deviation from desired performance.
- **Guiding and counseling**- parenting the managers to make them top performers and to ensure that rejection on field does not demotivate them.

- To Manage relationships with Corporate, HNIs & recommending solutions.
- Monitoring sales performance and achieve sales targets

#### **Significant achievement:**

- Generated the business of 50 lacs from the corporate in the month of June 07.
- Generated maximum business in the Financial Year 2006-2007 and become no.1 SAM in the Branch.
- Generated 1.8 crores business in the Financial Year 2005-2006
- Become No-1 Manager in the branch in the year 2005-2006
- Maintaining No.1 Position in the branch since joining.
- Promoted from one position to another in company's prescribed time norms by always over achieving the targets.

**Allianz Bajaj Life Insurance Co. Ltd.-Kanpur**  
**Worked as Sales Team Manager**  
**Sept.03-Aug.04**

#### **Key Responsibilities Area**

- Managing and coordinating a team of Manager & responsible for location targets.
- Planning activities for guiding and motivating individuals.
- To make intensive follow ups for achieving targets & supplying sufficient resources for meeting the set targets.
- To provide customer satisfaction.
- Setting targets for individuals and ensuring target achievement.

#### **Significant achievement:**

- Maintained the No. 1 Position in India as a Sales Team Manager for three months.

**Albert David Ltd**  
**Worked as Medical Representative**  
**Dec.94-Sept-03**

- Calling to Doctors.
- Meeting with Doctors and giving presentation to them for pitching the sale.
- Handling of retailers and wholesalers for company targets.

#### **Significant achievement:**

- Awarded as an outstanding Performer for the year 1994-95.
- Received the Best Detailing Award from the company in April 2003

### Academic details

- Post Graduate Diploma in Marketing (2001) from IGNOU, New Delhi
- Diploma in Management (2000) from IGNOU, New Delhi.
- Bachelors in Science (1990-1993) from C. S. J. M., Kanpur University
- XII (1989-1990) from CBSE Board, Central School, Armapore, Kanpur
- X (1987-1988) from CBSE Board Mariampur Senior Secondary School, Kanpur

### Personal Details

Marital Status: Married

Strengths: Hardworking, Self-Motivated and Result Oriented.

Languages Known: English, Hindi & Punjabi

Hobbies: Listening to music, watching movies and dining out.

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Indirapuram Ghaziabad-121010, India

Place:

Date:

Narendra Bhatia