

**Name: Asish kumar Sahu**

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### **Summary**

Presently working in LIC Mutual Fund. LIC Mutual Fund was established on 20th April 1989 by LIC of India. Being an associate company of India's premier and most trusted brand, LIC Mutual Fund is one of the well known players in the asset management sphere. With a systematic investment discipline coupled with a high standard of financial ethics and corporate governance, LIC Mutual Fund is emerging as a preferred Investment Manager amongst the investor fraternity.

Formerly worked in Edelweiss Mutual fund. Edelweiss is one of India's leading financial services conglomerates, offering a robust platform, to a diversified client base across domestic and global geographies. Customer centricity is core to Edelweiss. Edelweiss Asset Management Limited (EAML) is part of the Investment & Advisory line of Business of Edelweiss Group. EAML is one of the fastest growing and young AMCs' in India. EAML want to do things differently which will add value to both our partners and investors. EAML is present across the country in 12 locations.

Formerly worked in Nippon India Mutual Fund (NIMF) is one of India's leading mutual fund. NIMF which is one of the fastest growing mutual funds in India, offers investors a well-rounded portfolio of products to meet varying investor requirements and has presence in 160 cities across the country. NIMF constantly endeavours to launch innovative products and customer service initiatives to increase value to investors.

Formerly worked in **ICICI Mutual fund** as a **Branch Manager**. ICICI Prudential Asset Management Company Ltd. is the first largest asset management company (AMC) in the country (as per average assets under management as on September 30, 2016) focused on bridging the gap between savings & investments and creating long term wealth for investors through a range of simple and relevant investment solutions.

### **Professional experience**

**January 2022 to Till date**

**LIC Mutual Fund ODISHA, India**

**Senior Relationship Manager (Sales)-Bhubaneswar**

Currently working in Sales and Business Development role in Consumer Distribution Business

- To look after Organization day to day business activities
- Responsible to provide first line operational work for channel partners such as IFAs, Banks and NDs
- Promoting Various activities of the organization in the market and drive the IFAs channel to act on it
- Responsible to manage Various Wealth channel partners and to meet assigned target from them
- Driving Various channels including IFAs, Banks and NDs across odisha and generating revenue for my organization.
- Responsible to generate various channel POS
- To built strategic plan and to execute the same.
- To remain focused on market and to achieve assigned target
- Conducting various types of Investor seminars and distributor knowledge developing sessions
- Managing whole channels including IFA's, Banking, Retail clients, HNI's, ND's and RD's
- Driving Monthly Targets and Initiatives for continuous Business Development
- Doing Various promotional activities, investor awareness programmes to promote organizational theme in the market.

**August 2020 to October 2021**

**Edelweiss Mutual Fund ODISHA, India**

**Business Manager (Sales)-Bhubaneswar**

Currently working in Sales and Business Development role in Consumer Distribution Business

- To look after Organization day to day business activities
- Responsible to provide first line operational work for channel partners such as IFAs, Banks and NDs
- Promoting Various activities of the organization in the market and drive the IFAs channel to act on it
- Responsible to manage Various Wealth channel partners and to meet assigned target from them
- Driving Various channels including IFAs, Banks and NDs across odisha and generating revenue for my organization.
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**DEC 2018 to July 2020 Nippon India Mutual fund**

**ODISHA, India**

**Branch-in-Charge (sales)-Balasore region**

Currently working in Sales and Business Development role in Consumer Distribution Business

- Responsible to generate various channel POS
- To built strategy plan to execute it
- To remain focused on market and to achieve assigned target
- Conducting various types of Investor seminars and distributor knowledge developing sessions
- Managing whole channels including IFA's,Banking, Retail clients, HNI's, ND's and RD's
- Driving Monthly Targets and Initiatives for continuous Business Development.

**Dec14 to OCT 18 ICICI Prudential mutual fund.**

**ODISHA, India**

**Branch Manager(Sales and Operation ) –South odisha region**

Currently working in Sales Operations and Business Development role for Consumer Distribution Business

- Accountable for Width and Depth of Distribution and Sales Delivery for south odisha. ( 3 Cr per month )
- Build Strategic roadmap / insight for business development initiatives
- Drive Monthly Targets and Initiatives for continuous Business Development
- Reworking and Going to Market for continuously enhance Channel Partners and Market potential.
- Lead new process initiatives and executing within defined timelines.
- Define and develop current Market to increase the Market share and remain competitive.
- Manage whole of south odisha including 28 icici bank branches.
- Handle Business Credit, Partner Working capital Management and overall Business Hygiene.
- Managing other channel partners such as ND's, RD's, other banks and agency.
- Conducting different investor awareness program.
- Looking after B2B corporate clients
- Motivated Partners to remain focused and deliver Monthly Targets
- Proper Monthly Sales Planning and execution at every level as desired.
- Successfully performed New Product Launch – Planned/Delivered Width and Depth for new launches.
- Part of Projection planning team.
- Successfully achieved Monthly Targets and developed the Channel.

## **Technical skills**

Word, Tally 9.0, Internet, Excel, PowerPoint.

Basic knowledge on Softwares

## **Projects undertaken**

- Project on “Promotion Strategy An Energizer for Market Setup” from Taamara Engineering Consultants Pvt Ltd, Navi Mumbai for 30 days.
- Project on “Mutual Fund is Better Investment Plan” from Kotak Mahindra Mutual fund, Bhubaneswar for 30 days.

**Education**

Completed Regular MBA(Marketing ,HR) from Global Institute of Management Odisha(2014)

**Achievements:**

- Awarded as the Best Communicator by Young Buzz Mumbai.
- Got awarded by IIPM Bhubaneswar in a B-quiz Competition in IMS.
- Got Awarded as the Best Branch manager in Market share By Nippon india mutual fund
- Got Awarded for being in the 1<sup>st</sup> position in GP market Share Debt in 2019 by Nippon India mutual fund
- Awarded for being in the First position in LTA category by Nippon india mutual fund
- Got awarded by ICICI pru Mutual fund for outstanding business contribution for the year and qualifying in Alpha Van Guard Club.
- Got Awarded by Nippon India Mutualfund for being in 3<sup>rd</sup> position in zone for sip market share.
- Got awarded by Nippon India Mutual Fund for standing 1<sup>st</sup> position in LTA gross purchase in zone for the period Apr19-Jan20.

**Strength**

- Capacity to work under pressure, willing to face challenges.
- Dependable team player, willing to assume high level of responsibility.
- Personal Ethics & Values, Self-Motivated, possess positive attitude.
- Quick learner, flexible.

**Professional dossier**

- Date of Birth :26/08/1990
- Father's Name : Mr. Neelakantha Sahu
- Language Fluency : English,Hindi and Oriya
- Hobbies : Playing cricket, acting in drama, making friends, listening music etc

**Declaration:**

The information provided above is accurate to the best of my knowledge

**Place: Odisha**

**Asish kumar sahu**

**Date:**