



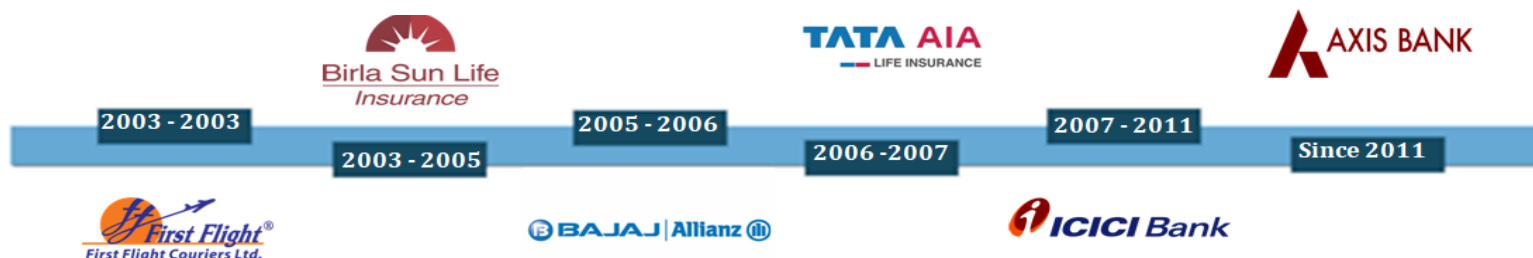
Executive Profile

- Experienced in managing large teams, driving branch expansion initiatives, customer service, marketing, business development, planning and execution activities.
- Excellence in **formulating and implementing management objectives** and achievement of various business goals, driving core business such as **CASA, Retail Assets and Investment Product Group (IPG)**, ensuring effective catchment mapping, enhancing the branch profitability and ensuring break even in shortest span of time.
- Successfully implemented **business development strategies while** enhancing staff productivity and decreasing cost to income ratio.
- Gained expertise in understanding customer needs, **offering tailored solutions to customers on banking products** and recommending best options .that meet their short-term and long-term needs.
- Led various marketing campaigns including Senior citizen campaigns, Campaigns for doctors, residential complex in coordination with other institutions (like FM radio, Health camp and Aadhaar camp).

Key Impact Areas

Customer Relationships Management	Branch Profitability Improvement
Portfolio Management / P&L Management	Client Acquisition/ Retention
New Business Alliances	Solution Selling
Training & Mentoring	Team Building & Leadership

Career Timeline



Axis Bank Ltd. - Sales Manager-CASA (Sr. Manager). 📍 Kolkata

- Steering the gamut of overall sales of the branch in terms of CASA NOA, CASA Volume, Merchant Acquiring Business, TASC & Govt. Business, Corporate Sales, Investment Products, Retail Asset & SME products through Sales & Branch channel network.
- Identifying prospective business, establishing strategic partnership and alliances, generating business from the existing accounts and achieving profitability and increased sales growth.
- Penetrating new accounts & expanding existing clientele, converting potential business avenues.
- Tracking and analyzing latest marketing trends and competitors activity by providing valuable inputs for fine tuning Sales & Marketing strategies.
- Evaluating performance of team members to ensure efficiency in Productivity and Meeting Individual & Group targets.
- Adhering to Operational Risk policies & procedures, ensuring Risk Management Framework are effectively embedded and communicated within the function/unit.
- Mentoring & Training of resources in terms of Product Knowledge, Customer Onboarding, Sales Technique & Compliance.

Achievements

- Qualified for Contest
 - **Freedom Run** on Current Account Acquisition in FY 2012-13.
 - **Final Countdown** on Savings Account Acquisition in 2013-14.
 - **Power Play** on AXIS Mutual Fund – NFO in FY 2014-15.
 - **Vietnam Q4 Royal Conquest** FY 16-17.
 - Two of my resources Qualified in **Puri Contest** FY2017-18.
 - **Sri Lanka Quantum Leap 2.0 Q1** Contest FY 2018-19.
- Achieved highest percentage IPG revenue in the cluster and 4th highest in Kolkata circle.
- Highest contributor in terms of **CANTB MEB** in Kolkata Circle **2018-19**.
- Disbursed **SME Loan of 95 Cr.** in FY 19-20 (Highest in Kolkata Circle).
- Highest contributor in terms of **CANTB MEB** in the Kolkata Circle **2021-22**.

ICICI Bank Ltd. 📍 Kolkata

Privilege Banker

May'10 – Dec'11

- Managed products line **Current a/c, Savings a/c, NRI, Life Insurance, Mutual funds, General Insurance, Gold, FES, Home Loan, Auto Loan, Personal Loan, Credit card**
- Maintained relationship with Embassy accounts for the monthly requirement

Branch Sales Manager-FEE

Apr'09 – Apr'10

- Led the Value Bankers & Financial Consultants for achieving the revenue target of the branch
- Managed MFI's of ICICI Bank through Self Help Groups
- Handled wide range of products involving product line of Investment products like Life Insurance, Mutual funds, General Insurance, HFC FD, Gold, FES

Sales Manager - Investment & Services Dept.

Feb'07 – Mar'09

- Evaluated and managed performance of the team of Financial Consultants of **3 different branches** to ensure efficiency in sales process so as to meet the team & group targets and to contribute to the branch FEE income.
- Led the product line of Investment products like **Life Insurance, Mutual funds, General Insurance, HFC FD, Gold, FES**

TATA-AIG Life Insurance Co. Ltd. 📍 Kolkata

Field Sales Officer

Jul'06 – Jan'07

- Managing sales of Insurance through Bancassurance with Punjab National Bank.

Bajaj Allianz Life Insurance Co. Ltd

📍 Bhubaneswar

Financial Service Consultant

May'05-Jun'06

- Managed sales of Insurance through Banc assurance with Standard Chartered Bank; achieved sales volumes worth Rs. 51 lacs.

Birla Sun Life Insurance Co. Ltd

📍 Bhopal

Team Leader

Sep'03–May'05

- Managed business operations in Bhopal & adjoining areas with a team of 8 executives.
- Received 'contribution to achieve Branch Target' in the year 2004-05 in the branch targets.
- Established Insurance business in the Itarsi District with 4 executives and later turned into a satellite branch.

First Flight Couriers

📍 NewDelhi & Gurgaon

Business Executive

Feb'03–Aug'03

- Managing Corporate Sales of Courier Services.








Education & Credentials

- Post Graduate Diploma in Business Management** (Marketing & Information Systems) from Asia Pacific Institute of Management, New Delhi in 2003.
- B.Com. (Hons)** from Calcutta University in 2000.

Achievement

Privilege Banker

- Qualified for Titans of Bengal contest in Jan' 2010-11 by achieving 340% of Life Insurance target.
- Contributed the highest number of Savings Account and Life Insurance Business in the FY 2010-11 in the Cluster.
- Achieved highest Life Insurance and Home Loan business as a branch in the cluster.
- Qualified as **Branch Sales Manager-FEE**
 - SRK contest in March' 2009-10 by achieving 154% of the Life Insurance target.
 - Incredible India contest Phase-I in Jan' 2009-10 by achieving 112% of the Life Insurance target.
 - Bandhan contest in Dec' 2009-10 by achieving 114% of the Life Insurance target.
- Qualified as **Sales Manager - Investment & Services**
- China contest in Quarter – II of YTD 2008-09 by achieving 134% of Life Insurance target.
- Maldives contest in Quarter – II of YTD 08-09 by achieving 154% of Life Insurance target.
- Spain contest in Quarter – I of YTD 2008-09 by achieving 206% of Life Insurance target.
- Malaysia contest in April-May 2008-09 by achieving 142% of Life Insurance target.
- Achieved 105% in Life Insurance business in Quarter – IV of YTD 2007-08 & 110% in Quarter-II of YTD 2007-08.
- Managed 85 lakhs in ICICI Prudential Fusion Series II in the year 2007 (Highest in Eastern Region).

LANGUAGES		PASSION	PERSONAL DETAILS	
English	●●●●●●	 Travelling  Driving  Chatting with Friends	 Date of Birth	 14 th September 1979
Bengali	●●●●●●		 Current Address	 13 New Park, Block-A, P. Majumdar Road, Kolkata – 700078
Hindi	●●●●●●			