**Sudeep Purkayastha**

 NISM, AMFI | B. Com, CA-Intermediate

*+91 9014655527*

*sudeeppuro@rediffmail.com*

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| **Career Summary**  |

* An accomplished and committed professional with over **20+** years of experience

in **Customer Service** and **R&T Operations** of Mutual Funds

* In depth knowledge of **Mutual fund operations**, **Banking operations** &

**Compliance.**

* Proven Leadership and People Management skills in managing teams.
* Process set up at AMC, Banking Operations & Investor Services.
* Strong analytical, problem solving abilities - Having flexible & result oriented attitude.
Concentrated emphasis on Technology driven Process Re-engineering – customer delight through optimized Risk Management.

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| **Work Experience**  |

**Associate Vice President at Nippon Life India Asset Management Ltd, Hyderabad,**

**from February 2007 till date**

**Role profile:**

* ***2012:* Banking and R&T Operations Manager:**
	+ - Responsible for Subscription, Redemption, Switch & Dividend Reconciliations
		- Ensuring compliance of third-party Verification & validation of Bank detail for mitigating the Compliance & Financial Risk
		- Managing the ATM Process.
		- Implemented Industry first initiatives - Unclaimed Process, Insta Redemption, Realtime Allotment of Units under Liquid Fund, Validation of Bank details

through IMPS.

* + - Reduced TAT of Credit Identification & Reconciliation through Automation
		- Co-ordination with various internal & external Audit teams and support groups
		- LSS Projects- Reduction of Unclaimed Amount, SIP Rejections & CRM QRG.
* ***2011-12:*** **Regional Branch Operations Manager**

o Headed the Regional Operations and Customer Service of Kolkata Region which has an AUM of more than **Rs. 9000** Crore AUM

* + - Created Risk heat map providing a weekly view of the overall performance along with the issues / risks identified
		- Cost management initiative which looked at cost of delivery – pyramid, time to production, utilisation – which improved margins by over 5%
		- Cross selling and up selling different products of RMF to its existing clients.
		- Knowledge management: Developed Knowledge management metrics and cross training trackers
		- Co-ordination with other internal departments & support groups
* ***2007-11: Area Operations Manager***

o Headed the Regional Operations and Customer Service of Rest of East Region which has an AUM of more than **Rs. 2500** Crore AUM

* + - Responsible for the complete Operations and Customer Service of the 14 branches across Rest of East Region
		- Setting up of Branch offices and strong management of operations.
		- Recruitment and training of officials
		- Implementation of the BPMS process and statutory regulations
		- Managing the performance of branch operation managers/in charges against set parameters
		- Cross selling and up selling different products of RMF to its existing clients.
		- Coach, train and develop team members to enhance their skill levels to operate independently and take on independent decisions

**Manager, Scheme Accounts at UTI Technology Services Limited, Mumbai from 2005 till 2006**

**Role profile:**

* ***2005-2006***: ***Regional Manager, North Region***

o Headed the Northern Regional office with 16 Branches/Investor Service Wings spread over Delhi, UP & Punjab. Imparted training, guidance & fixing benchmark for ensuring following activities

* + - Processing of Pan Card & achieving the revenue target set by Corporate office.
		- Cross selling and up selling different products of UTI MF to its existing clients.
		- Distribution of UTI MF and GOI Bonds.
		- Handling of HNI Portfolio’s
		- Processing Sales / Repurchase applications and other Post Sales activities of various Schemes/Plans of Unit Trust of India.
		- Heading Customer Care division of Northern Region.
		- Maturity Conversion, Processing & reconciliation.
		- Resolving legal Cases/ CDRF Cases.
		- Conducting training program for the team.
		- Managing general Administration of the office.
* ***2005-2006***: ***Manager Scheme Accounts***

o Responsible for reconciliation of Redemption, Dividend and Unit capital of all UTI AMC Schemes

* + - Furnishing of unclaimed amount for both Repurchase & Dividend Account to SEBI."Filling of Return for Capital Gain Tax , Security Transaction Tax & Service Tax
		- Daily Funding of Redemption & Dividend A/C
		- Updation of Paid & Stale data
		- Calculation of Dividend Liability
* ***2004-05: Branch in-charge***

o Responsible for Customer Service and Back Office Operations of Mutual Fund Schemes and PAN Processing

* + - Heading a team of Eight Persons and responsible for imparting training and reviewing their performance
		- Liaison with Bank & Income Tax Authorities
		- Providing service to Investors, Chief Representatives and Agents.
		- Handling of CDRF/Legal Cases.
* ***1999-04: Assistant Manager***

o Responsible for After Sales Services & Repurchase for all the open-ended schemes and close ended schemes of Unit Trust of India for 10 Lacs folio’s (approx.) and R&T activity of Exide Fixed.

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| **Personal Information**  |

Date of Birth: 23-07-1973

Marital Status: Married

Permanent Address: Hill Side, Kahilipara Colony, P.O.-Binovanagar, Guwahati-781018

Interests: Chess, Music, Cricket.

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