# Career Objective

An automotive marketing and sales management position that will effectively utilize acquired expertise, creative talents and commitment to excellence. Desire a position with career growth potential & self satisfaction.

# Professional Experience & Achievements

**Branch Manager–(Thane) from March`12 till date**

**Universal Sompo General Insurance Co. Ltd.**

**Responsibilities**

Taking care of Thane Branch as a Profit centre, managing & growing profitable portfolio of General Insurance in Thane and adjoining areas.

* **Profit centre & Resource management**: Taking care of Thane Branch as a profit centre Recruitment, induction and motivation.
* **Managing Team Productivity**: Goal Setting for every associate; Establishing and managing activity standards of the team members; Resolution of Sales & customer retention/grievances handling
* **Assuring quality of Business**: Primary Underwriting; Support renewal collection process; Maintenance of persistency standards. Monitoring Business flow & process flow in routine branch activities
* **Retention of productive channels & profitable products:** Due and timely recognition; timely follow up the existing customers for better renewal percentage
* **Pre sales**: Lead generation through various interaction methods, satisfying customers needs with different available & customized services of organization
* **Key account selling**: Product presentation, Business Planning and execution
* **Liaisoning & relationship building** with Branch Managers/Marketing Managers of partner Banks, motor DSAs of different financial institutions/Partner Banks, Automobile Dealers (Pvt./Commercial) and Retail Agents/Corporate brokers for general insurance business procurement

**Deputy Manager–(Motor dealer & DSA channel) from March`10 to March`12**

**Future Generali India Insurance Co. Ltd. (Mumbai)**

**Responsibilities**

Managing portfolio of Motor Vehicle Insurance & cross selling health/PA insurance business for Thane and surrounding areas.

* **Maintaining a team**: Recruitment and motivation.
* **Productivity analysis**: Establishing and managing activity standards of the team members; Resolution of Sales, renewal & customer grievances
* **Assuring quality of Business**: Primary Underwriting; Support renewal collection process; Maintenance of persistency standards. Monitoring Business flow & process flow.
* **Retention of productive channels & profitable products:** Due and timely recognition; timely follow up the existing customers for better renewal percentage.
* **Pre sales**: Lead generation through various interaction methods, satisfying customers needs with different available & customized services of organization.
* **Liaisoning** with motor DSAs of different financial institutions, Automobile Dealers (Pvt./Commercial) and retail agents for general insurance business procurement.

**Achievement(s)**

Increased Motor Portfolio: Increase in Motor premium by 3 fold with a controlled loss ratio within 65%

Development of remote area: Tapped small size Motor dealer –sub dealer is outer areas of Thane like Ullhasnagar, etc.

**Unit Sales Manager–(Bancassurance- Motor 1) from July`06 to March`10**

**ICICI Lombard General Insurance Co. Ltd (Bhopal)**

**Responsibilities Jabalpur/Bhopal-July`06 to June`08**

Handling portfolio of Motor & Health Insurance Retention & cross sell Business for entire Bhopal and up countries areas. Handling a retail team of 2 Unit Managers & 15 Sales officers.

* **Maintaining a team**: Recruitment, Induction and motivation.
* **Managing team Productivity**: Goal Setting for the team members; Establishing and managing activity standards of the team members; Resolution of Sales & customer retention
* **Assuring quality of Business**: Primary Underwriting; Support renewal collection process; Maintenance of persistency standards. Monitoring Business flow & process flow.
* **Retention of productive channels**: Due and timely recognition; timely follow up the existing customers.
* **FPR**: First person responsible for Health Insurance leads for M.P. from TV ad campaigns.
* **Liaisoning** with the ICICI Bank DSAs, Automobile Dealers, Insurance agents, and retail agents for business procurement.

**Achievement(s)**

Increased Customer Retention rate by 30% and cross selling different other non-life insurance products to 25% of customers with most profitable underwriting results

Developed all spokes of Bhopal – Hoshangbad, Itarsi, Harda, Sagar, Vidisha, Raisen, Betul and Sehore for retail motor and cross sales for other health products.

**Responsibilities**  **Bhopal/Nasik-July`08 to till March`10**

* **Key accounts handling** and Channel management for private car & two wheeler insurance.
* **Channel Activation**-Responsible for Automobiles dealership channel activation/ handling.
* **Liaisoning** with the ICICI Bank DSAs, Automobile dealers/service stations, insurance agents, and retail agents for motor & cross-sell business procurement.
* **Training & induction** to channels for using different insurance issuance interfaces (ILPOS-Two wheeler,TMI-TATA Motors, I-Maruti & Nsure Plus-Hero Honda).
* Coordination with IT and cover note management team for betterment of process flow.

**Achievements(s)**

100%penetration in HMSI market, 66%penetration in Maruti & Hero Honda activation in Bhopal.66%penetration in Maruti channel, activation of Hyundai, Mitsubishi & Skoda channel in Nashik.

De-growth of Loss ratio in two wheeler business in last two quarters.Organize Eye check up camps and better driving tips training for commercial vehicle`s drivers.

Successful completion of Health insurance & other non-motor product awareness campaign for cross selling available non-motor products of general insurance.

**Business Development Officer from May'05 to June'06**

**InfoBeans Systems Ltd., (Pune & M.P.)**

**Responsibilities**

* Active participation in designing Marketing Mix for Educational services
* Pre sales activities like lead generation & solution preparation
* Maintaining business reports & their analysis
* Customer retention and objection handling
* Monitor Market and Media planning for new & existing products
* Training & Development of Sales Executives
* Manage all the Marketing Activities and generating new prospects in assigned region
* Revenue enhancement & business expansion through customized products & services

## Academia

* **Master in Business Administration (Marketing) in 2005**

Institution: A.I.M.S., Pune

University: Pune, University, Pune

Grade/division: First

* **Bachelor of Engineering (Mechanical) in 2001**

Institution: Oriental Institute of Science & Technology, Bhopal

University: Rajiv Gandhi Technical University (RGPV), Bhopal.

Grade/division: First.

# M.B.A.

# Project Title: Study of Physical Distribution System of Pepsi Co. India

Duration: 2 months

For: Vibhu Drinks Pvt. Ltd, Bhopal

# Project Title: Study of selling process of *Standard Chartered* Credit Cards

# Duration: 2 months.

For: Standard Chartered Bank, Bhopal.

* **B.E.**

# Project Title: Design of Central Air Conditioning System for a Commercial Complex.

Duration: 4 months

# Project Title: Industrial Training in Traction Motors & Testing Department of

B.H.E.L

Duration: 1 month

## Certifications

* **Licentiate** from **Indian Institute of Insurance**
* Pursuing for **Associateship** from **Indian Institute of Insurance**
* Diploma in Information Technology from **C-DAC**, Pune.

## Software Exposure

* Software Applications: Microsoft Office, Open Office, Photo Shop, Coral draw
* Platforms: MS DOS, Windows-all versions.
* Email Management: MS Outlook, Outlook Express, Mozilla,Thunderbird

## Positive Traits

* Good at motivating and team building capability
* Out of box thinking
* Willingness for going an extra mile
* Analytical skills & multitasking
* Regards for others

## Areas of Interest

* Photography
* Driving
* Automobile
* Collage making
* Reading

## Personal Forte

## Software Exposure

## Software Exposure

* Date of Birth : 2nd September`79
* Gender : Male
* Nationality : Indian
* Marital Status : Married



**Gulfjobseeker.com CV No:** **1491690**