**Tushar**

**E-Mail:** [tushar.370736@2freemail.com](mailto:tushar.370736@2freemail.com)



**EXPERIENCE**

**Deputy Manager - CSM, HDFC Life Jun’17 – till date**

Handling business relationship for HDFC Bank.

* **Sales Strategy and Planning:**Key resource to the territory managers and Sales Manager for the achievement of business by providing superior channel understanding  
  Continuously acquire and disseminate knowledge of partner dynamics and consumer buying behavior
* **Achievement of Sales Objective:**Evaluate opportunities to maximize business volume for group and retail sales to achieve incremental 15%   
  Ongoing monitoring of cost sheet to reduce overall cost by 2% at pan India level
* **Channel Development:**Preparation of targets and uploading the same, sales budget and cc related issues  
  Logistic support, driving marketing campaign and training session  
  Hierarchy management of channel partner and single point of contact for MIS requirement and queries
* **Risk Mitigation and Processes:**Projects to improve quality of sales and drive persistency.   
  Streamlining and development of processes (malpractice resolution, customer complaints) for smooth sales management
* **Channel Partner:** Interaction with top management/ decision making authorities at HDFC Bank to set goals and review periodic performance.   
   Accountable for strategic sales planning and account management for driving businesses through key verticals of HDFC Bank relationship.
* **Customer Service:**

Grievance handling of channel partner

Improving client persistency

**Management Trainee, HDFC Life Jun’16 – May’17**

* **Customer Retention and Persistency**: Identifying customer segment and behavior, planning, forecasting, analyzing, and retention patterns; industry competition study etc.
* **Process Implementation** of TAT validation mechanism for the loyalty program to increase proper execution

of sales lead and abridge the gap between different verticals.

* **Data Analysis and Presentation:**  Evaluation of critical data from regional sales managers, reconcile, decompose information into KPI and present to senior management.
* **Sales Strategy** Drive Business for Assigned region by effective partnership with Channel partner

**PepsiCo India Pvt Ltd., Sales and Marketing Intern Arp’15 -May’15**

**Project - Sales Automation, Implementation and Installation**

* Manage all the shops on the routes assigned to increase the sales at each outlet
* Marketing of the new products and increase their sales
* Fulfill the monthly targets of sales and increase visibility of all the products
* Help in sales using Samna software and to achieve Green Call
* Study the other alternatives and competitor’s brands position in market
* Solve problem of the shopkeepers for better relationship

**QA Engineer, Cybage Software Pvt Ltd Jan'12 – Mar'13**

* Software Testing on web based and client/server applications, Database testing, Regression, functional and system testing.
* Gained technical & functional expertise to quickly resolve application issues
* Performed requirement gathering by interacting with key stakeholders from the client side.
* Involved in data migration activities.
* Mentoring other team members towards successful execution of the project.
* Ensuring that the deliverables reach the clients are flawless thereby improving the quality of deliverables.

**ACADEMICS**

**MBA (Marketing) from Symbiosis Institute of International Business, Pune**  **Jun'14 –Mar’16**

* Key skills – Sales force and Channel Management, Consumer Behavior, Advertising and sales Promotion, Brand Management, Marketing Research, Service Marketing, Product management, Retail Marketing, Customer relationship Management.

**PROJECTS AND CERTIFICATIONS**

**Market Research : Conduct an online survey among industry professionals around issues at work place Jun’15**

* Successfully conducted a Market Research project to understand consumer preferences regarding work place environment
* Analyzed the data and extracted quality insights for the company (Career Advisers)

**B.E. (Information Technology) from PICT, Pune Jun’07 – Mar’11**

* **EXTRACURRICULAR**
* Core team member for Ignisense 2015, a 2 day national level management cum cultural fest
* POC of Sponsorship committee for Ignisense 2015
* Member of SIIBICON 2015, an international conference.
* Organizing committee member in Aarambh 2014 at SIIB
* Organized social events in Pune and Delhi
* Core team member in organizing College technical fest, Impetus and Concepts, 3 day national level fest in PICT
* Participated in District (Uttarakhand) level Badminton competition