**Sunil**

[Sunil-393487@2freemail.com](mailto:Sunil-393487@2freemail.com)

**OBJECTIVE**

***Seeking senior level assignments in Strategic Planning, Sales and Marketing, Business Development, Customer relationship Management with an organisation of high repute preferably in Banking, Insurance sector in India or abroad.***

***PROFESSIONAL PROFILE***

* A qualified management graduate with over 14 years of experience in Business Development.
* Presently working as **Area Head- Bancassuance with Star Union Dai-Ichi Life Insurance**

**Company Ltd. at Bhopal Location**

* Successfully formulated & launched **Indore, Morena, Hoshangabad and Sehore branches for**

**HDFC Life and re-launched Ghaziabad and Bhopal branches for ET Life.**

* Strong leadership, problem solving and analytical skills proven under high - pressure circumstances .
* Effective & efficient interpersonal and communication skills, having dealt with diverse professionals, clients & team members.
* Consistent performer, quick decision maker, able to multitask and thrive in a fast - paced environment.
* Proactive, initiator and highly self motivated, able to set priorities to achieve immediate & long - term goals, meet task & operational deadlines.

**CAREER CHRONOLOGY**



**Since Oct' 2018 as**

**Area Head – From Oct 18 to continue... at Bhopal**

**Role and Responsibilities:**

* Leading, managing and monitoring of sales from the identified partner Bank-branches covered within the region and implementing the regional Bancassurance distribution strategy in line with the overall Bancassurance distribution strategy.
* Build and sustain relationships with the regional level officials of the partner bank covered within the region.
* Assist the Zonal Head (ZH) in formulation and implementation of the regional distribution strategy for the Bancassurance channel as per the corporate guidelines.
* Support the ZH in the preparation of the sales forecast and estimation of sales target for the identified bank branches in the region.
* Provide specific targets to Location Heads (LH) in line with the allocated territory targets and overall budget for the Bancassurance channel in the region in respect of all the *Key Result Areas* and *special projects* undertaken for the financial year
* Responsible for achievement of the Area sales target through monitoring of achievement of territory targets by Location Heads and their teams of SRM/Relationship Manager (RM)/Assistant Relationship Manager (ARM)/ Insurance Sales Officer (ISO)
* Provide inputs to the ZH and the National Account Heads on the performance of existing and new products as well as of competitor products
* Provide inputs to the National Account Heads for customization of insurance products to the needs of the channel partners.

**Special Mentions:-**

* Stood No.1 in Zone and No.2 in Pan India in JFM business Achievement.
* Won JFM Dhamaka Contest only Area Manager from Zone, and 2 LM stood no.1 in their category.

**From Oct' 2014 to Oct 2018 as Manager – From Oct 14 to June17 at Ghaziabad Senior Manager – From July 17 to Oct 2018 at Bhopal**

**Role and Responsibilities:**

* Working as Location head to make the location a profitable center, responsible for budgeted target achievement, recruitment of BDP, DM’ s and PFA’ s and their development.
* Task given to re-launch Ghaziabad branch into a successful profitable center.
* Mentor and guide of BDP and DM’s in building dynamic PFA team.
* Interfaced with HR, Ops, Risk departments for implementations of process and policies of company.

**Special Mentions:**

* Successfully converted Ghaziabad and Bhopal branch from a broken branch into a profitable center. Achieving target every year since joining.
* Generated MDRT, club members PFA, and level upgrade, ASC qualifier DM’s first time since opening of branch.
* After Joining made Bhopal Branch Pan India No. 1 in June 2018.
* Made Ghaziabad branch into top 5 in Pan India. Bhopal Branch first time achieved 2.22 Crore. Got highest YOY growth award and persistency award.
* Best Employee Award (ASC) at Greece Athens FY1 5-16.
* Best Employee Award (ASC) at South Africa FY1 6-17.
* Qualified in first Ankur Diploma Ceremony as only branch in Zone.
* Qualified in Blazing Bangkok 2018 as highest growth taken branch in 17-18 for Bhopal location.

**Since Dec' 2012 to Oct 2014 with DHFL Pramerica Life Insurance Company Ltd., Indore Senior Branch Head – Life protection agency.**

**Role and Responsibilities:**

* Given task to establishing Indore branch setup and building Sales managers and Business executive’s (advisors) team, imparted training on life insurance products.
* Guide the Sales Managers in building dynamic executive (advisors) team.
* Interfaced with HR & salary disbursement Department for resolving the issue related to payouts.
* Successfully setup Indore branch office within given time frame and complete team of Sales Managers & also able to generate 60 Life Advisers license.
* First in cluster to produce 3 club members in a month.
* Completed training on **Value & Competency Based Hiring.**

**Since June 06 to 02 Dec 2012 with HDFC Life Insurance Ltd. :**

**June 06 till February 07 as Sales Development Manager- Morena**

**March 07 till December 07 as Business Development Manager- Hoshangabad April 08 till August 09 as Branch Manager - Sehore August 09 till April 11 Branch Head - Jhansi**

**May 2011 till 02 Dec 2012 Associate Circle head - Bhopal, Hoshangabad**

**Roles and Responsibilities**

* Handling recruitment of Sales Development Manager, spoke operations and training staff members**.**

 Responsible for development of Hoshangabad spoke locat ion to a full-fledged branch.

* Responsible for entire administration management of branch and spoke.
* Designing of marketing Strategies to enhance branch business & revenues.
* Responsible for branch and Spoke targets and their achievement.
* Ensure promotion of sales team and their growth within the system.
* Implementation of organizational processes and policies.
* Handled a team size of over 10 SDMs, BDM's, Business Leaders.
* Played major role in development of other locations i.e. Morena, G walior, Sehore, Hoshangabad, Orai, Pipariya, Itarasi, Dholpur, Jhansi, Mahuranipur, Bhopal.
* Member of 5 S implementation team of M.P. Region.
* Responsible for Branch & Spoke audit .

**Achievements:**

* Launch of Hoshangabad, Sehore & Morena Branch.
* Achieved no. 1 position in the region as per capture calculator.
* Produced 2 MDRTs, 2 Gold, 4 Silver & 5 Bronze club members in 9 months of branch launch 08 -09.
* One FC won Bajaj Pulsar in regional contest with in seven months of branch launch.
* Four SDMs got promotion with in six months of their career.
* Collected highest EPI in employer -employee products in the region for the year 07 -08.
* Recruited 300 FCs in 9 months for the year 08 -09 .
* Accredited for highest EPI in the M.P. Region as BD M for the year 06-07, 07-08.
* Awarded for highest activisation in the M.P. Region as BDM for year 07 -08 .
* Achieved 5 promotions in 4 years from SDM to ACH.
* Al l Z MRT c l ubs Q u al if ie d as B DM .
* Consistently achieved no.1 Position in the branch and in the region in position of SDM & BDM.
* Produced 2 MDRTs, 4 Gold Club and 3 Silver Members as BDM for year 07 -08.

**Worked with HDFC Bank Ltd,**

**Vidisha from May 2005 till May 2006 as Branch Sales Officer**,

* Sourcing new savings, Current Account, Demat, F.D., Salary a/c from market, Corporate & Defense base and retaining the existing relations.
* Handling front sales desk of the branch, motivate them for cross sell of TP products and new a/c openings and life insurance sell.
* Managing the team of 2 personal executives .
* Delivering presentations for educating account holders about the facilities avail able with the HDFC Bank Ltd.

**Achievements:**

* Increased the FD base from a total of Rs1 Crores to Rs. 20 Crores in 8 months.
* Open 1000 Salar y a/c's from Govt . sector .
* O pe ne d H ig hes t D e - m at a/c 's in Re g io n .
* Hit major deals with corporate viz. DIET, District Hospital, District Panchayat office, LIC, etc.
* Successfully handled the salar y disbursement in the salar y a/c's .

 Contributed to the increase in the profitability of the branch through increase in the numbe r and value of FD, salary uploads.

**Worked with HBL Global LTD. (Sales Division of HDFC Bank Ltd),**

**Gwalior from July 2003 till April 2005 as CSE**,

* Sourcing new savings, Current Account, De - m at, F . D . , from m ark et, and retaining the existing relations.
* Managing the team of 4 personal executives .
* Delivering presentations for educating account holders about the facilities available with the HDFC Bank Ltd.

**Achievements:**

* Open highest no. of **Plus product** of Current a/c .
* Developed Dabra location for Bank and increase deposit base and profitability.

**Worked in Mani (Eicher) Tractors**

**Gwalior, from Feb 2000 to June 2003 as Finance Officer.**

* To collect cases of Tractor finance from rural market.
* Regular follow ups with banks to disbursement of cases.

**EDUCATION:**

**Executives program in Business Management (**Specialization–Marketing & Finance)

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| --- | --- | --- |
| 2008-20010 | IIM, Calcutta | West Bengal |
| **Master in Physics** |  |  |
| 1997 - 1999 | Jiwaji University, Gwalior | Madhya Pradesh |
| **Bachelor in Science** |  |  |
| 1993 - 1996 | Jiwaj i Univers it y, G walior Madh ya Pr ades h | |
| **Higher Secondary School** |  |  |
| 1991-1993 | D A V School, Dabra | Madhya Pradesh |

**CERTIFICATIONS:**

* Management Development Program **, IIM Calcutta.**
* Certification in N. C. C. **‘B’ Certificate.**
* Certification in **N.S.S. ‘A’ Certificate.**

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| **PERSONAL PROFILE** | | |  |  |
|  | Date of Birth |  | - | 28 June 1977 |
|  | Marital Status | | - | Married |
|  | Language Known | | - | English, Hindi, Punjabi |
|  | Hobby | | - | Reading, Socializing |

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