**ANIRBAN**



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**ADMINISTRATION AND BANK OPERATIONS | PRODUCT MARKETING | TEAM MANAGEMENT Location Preference: Middle East Countries, Singapore, Canada and India.**



***Exposure in leading large teams and achieving best performance across Business lines with business processes.***

***Targeting and achieving assignments in Sales & Marketing, new branch setup, team building and revenue generation for the company throughout the career path.***

Soft Skills



Motivator

Collaborator

Change Agent

Planner

Profile Summary

**An enterprising leader, 14-years of experience in spearheading the entire gamut of banking (India)**. Having thorough practical knowledge ofmanaging organizational goals, policies, operating procedures, services and audit processes.

Led the successful setup of a new branch from the first day in all respects-administration, operations, sales, audit, legal matters, customer services, staff training etc.

Proven skills in marketing and selling products and services to **potential** **customers,** and participating in sales and marketing promotion for thepurpose of meeting branch sales goals and objectives.

**Implemented best practice measures that leads to an achievement of Total Book size of 30 million (Indian rupees) within 11 months of new branch setup. Revenue generation average 20%, is 6million (Indian Rupees) = 120000-USD.**

**Controlled and monitored branch resources: operation staffs, sales team as well as the relationship manager** channel for business acquisition andachievement.

**A forward thinking person with strong communication, analytical & organizational skills.**

Critical Strengths & Competencies

|  |  |  |
| --- | --- | --- |
| **Branch Administration& Operations** | **Sales & Business Development** | **Strategy Formulation / Planning** |
| **Policy/ Decision Making** | **Process Improvement / Set-up** | **Statutory Compliance & Due** |
|  |  | **Diligence** |
| **Customer Experience & Delight** | **Audits & Inspection** | **Team Building & Leadership** |



Career Timeline



|  |  |  |  |
| --- | --- | --- | --- |
| **Axis Bank as** |  | **HDFC Bank Ltd.** |  |
| **Sales** |  | **as Assistant** |  |
| **Executive-** |  | **Branch Head-** |  |
| **India** |  | **India** |  |
| **2004 - 2006** | **2006 - 2011** | **2011 - 2016** | **2016 – MAY 2019** |
|  | **IndusInd Bank** |  | **Bandhan Bank Ltd.** |
|  | **Ltd. as Deputy** |  | **as Manager-India** |
|  | **Manager-** |  |  |
|  | **India** |  |  |

**Presently working inDubai, United Arab Emirates- Since June 2019.**

**Bandhan Bank Limited, India. (A New bank licensed under The Reserve Bank of India, and started its banking activities from August 2015) .**



**Deputations Held: ( From April 2016 to April 2019 )**

Posted as Branch Sales Manager, Kolkata, India and further also as Branch Head– Guma, (Rural Category Branch) of a State named West Bengal, India.

**Key Result Areas:**

Achieving individual and branch sales goals through new business sales, referrals and retention of account relationship. Implemented best practice measures that led to the achievement of **Total Book size of 30 million** **(Indian rupees) within 11 months of new branch opening.**



Aligning resources in line with the branch targets and performance achievements; achieving productivity, efficiency, financial (budget and cash flow), customer service targets, statutory compliance and audit parameters for the branch. Cultivate and manage previous and new customers by discussing their needs and using product knowledge and cross-selling skills to match with the appropriate financial services, also taking entire responsibility of the customer committee meeting every month.



Ensuring optimal utilization of available resources; conducting meetings for setting up objectives & streamlining processes for smooth functioning of the branch.



Managing accounts and exceeding targets relating to revenue growth, profit margin, mix of products and services, sales, customer retention and customer acquisition to ensure maximum satisfaction levels.



Supervising the performance of the team by establishing a system of reports and communications including sales reports, cyclical sales meetings to achieve strategic organizational goals.



**HDFC Bank Limited . Grade- Manager (Scale- III) The third largest Indian, international bank licensed under The Reserve Bank of India started its function from August 1994. (International existence- Bahrain and Dubai- UAE)**



**Deputations Held: (May2010 to March 2016).**

**Customer Service Desk Manager** at Park Street Branch- Kolkata, India. (May2010–November 2010)

**Portfolio Relationship Manager**- Ganesh Chandra Avenue Branch, Kolkata, India. (December 2010–December 2012)

**Branch Vault and Cash Manager** –Manik-talla Branch, Kolkata, India. ( January 2013–June 2014)

**Assistant Branch Head** –Number 88. Jawaharlal Nehru Road Branch, Kolkata, India. ( July 2014–March 2016 )

**Significant Accomplishments-**

In-charge of the entire Business Account based Portfolio of 180 High Network Wealth customers and also acquisition of new customer accounts.



Successfully achieved more than 100% of revenue targets given year on year both through new customer acquisition, cross sell of HDFC Life Insurance and HDFC General Insurance products also as well as all types of loan products of the bank.



Bagged Best Achiever as Branch Vault and Cash Manager - Maniktalla Branch, Kolkata, India for outstanding performance within cash manager’s in Eastern Zone for marketing and sales achievement of HDFC Life Insurance and Mutual Fund products of the bank.



**IndusInd Bank Limited - Joined as Assistant Manager, got promotion to Deputy Manager. (The second largest business group of India that is Hinduja Group named the bank they started as IndusInd Bank , licensed under The Reserve Bank of India, initiates its function from April 1994. (International existence- London, Abu-Dhabi and Dubai- UAE) Deputations held: ( March 2006 to April 2010 )**



**Customer Service Manager**. Grade- Assistant Manager, at City- Durgapur, State of West Bengal, India.(March 2006 – April 2008)

**Branch Sales Manager**. Grade- Deputy Manager, Kolkata, India.(May’08 – Apr’10)

**Significant Accomplishments**

Spearheaded Quality Service to the customers and assurance of marketing right product to right customer.



**Achieved a milestone of opening 600 numbers of New Accounts within 60 days of a New Branch set up, with a growth value 20 million (Indian rupees) with a team of 10 numbers of Marketing Officers.**



**Rated with best performance in the category of “New-Comers”, for personally achieving a Bank Fixed Deposit volume of 40 million of Indian Rupees in the month of November – 2007 for the Bank, from a Central Government Educational University named National Institute Of Technology, located at Durgapur, State-West Bengal, India- for a period of 3 years**.



**Received 2 times Certificates for Outstanding Performance in Life Insurance marketing business in the financial year of 2008-2009 and also for best revenue generation for the month of Jan.2009, within the Eastern Region of India**.



**Axis Bank Limited (Previously known as UTI Bank) Joined as Sales Executive – April 2004 to March 2006.**



**Received 5 times Silver Certificate for best performance as a Sales Executive, and Gold Certificate once being within the 25th best achiever as a Sales Executive entire India.**



Certification

**Certified, NISM-Series-V-A: Mutual Fund Distributors Certification Examination and passed the same on June-2018.**



Academic Details

**2009: Master of Arts in Journalism & Mass Communication from Karnataka State Open University – Mysore, India.**

**2001: Bachelor of Arts, from University of Burdwan, West Bengal, India.**

IT Skills

**Business Application Software like MS Office-2000 including MS Word, MS Excel.**



**FIS & Flex-cube.**

Personal Details

**Date of Birth:** 25th December, 1979.

**Languages Known:** English (Read, Write and Speak fluently) also Hindi (Speak).

**Nationality**: Indian Citizen.

**Gender:** Male

**Marital Status**: Married

**Number of Dependents**: 2 (Spouse and Son)

**Present Remuneration – AED-3150/**

**Expected Remuneration – AED 5200/**

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