

ANIRUDH AGARWAL

Seeking senior level assignments in Sales & Marketing / Business Development

OBJECTIVE

To undertake a challenging role in a professionally managed organization and contribute in the growth of the organization in terms of business by adding value through Sales & Marketing and to learn in the process as well.

PROFFESIONAL EXPERIENCE

November 2019 to till date **Century Real Estate Holdings Pvt Ltd** ,Bangalore, Karnataka

Senior General Manager- National Sales reporting to Senior Vice President – Sales, Marketing & CRM

■ Job Purpose:

Head and manage national sales team to generate business numbers and work closely with marketing and other COE's to achieve business goals thus contribute effectively and efficiently as a National Sales Head.

■ Job Profile:

Strategic Planning: Conceptualizing strategic and operational plans for the organisation for drawing a good Image; harmonizing them with macro level plans. Aligning resources in line with the targets and performance estimates. Managing complete business operations inclusive of total accountability for profitability.

Business Development: Framing result-oriented business generation plans & policies for attainment of pre-designated profitability/ revenue estimates. Concentrating on targeted institutional accounts and individual clients for ameliorating the business turnover levels, in comparison with competitors. Identifying new viable avenues to augment business generation. Converting the leads obtained through digital platforms and coordinating with the managers of the respective regions to achieve monthly targets.

- Sales Management - To manage and train entire national sales team with product knowledge and drive them to achieve their monthly and annual targets.
- To recruit and appoint channel partners on a pan india level after doing the required due diligence.
- To directly manage ultra HNI's and NRI clients from commencement to closure of the deal.
- To drive several digital and marketing campaigns and promotional activities through channels and direct sales team.
- Ensure profitability for the division and advise senior management as per market dynamics and needs.
- Design and implement competent sales strategies and plans.
- Supervise & ensure overall success of the various incentive programs designed every month for the junior colleagues of National Sales team.
- Actively involved in driving Channel Sales incentive programs
- Active engagement to work on alternate sales avenues
- Appoint connectors and intermediaries to increase reach and penetration.
- Assisting the Marketing & CRM Head in designing marketing strategies and drafting important communications.
- As a National Sales Lead accountable for the P & L for the division.

July 2012 till October 2019 **CRISIL Ltd** Mumbai, Maharashtra

Associate Director - Institutional SME Ratings, Social Sector and Real Estate Ratings reporting to President & Business Head of CRISIL Ltd, India

■ Job Purpose:

Head & Manage CRISIL Institutional SME Ratings, Real Estate & Social Sector Gradings Business for North, East & West India.

Job Profile:

- Profit Centre Head – responsible for revenue & yield targets for the region.
 - Develop and manage business of corporate sector for credit appraisals, due diligence and vendor gradings.
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- Meet Micro finance institutions for MFI and corporates for social sector gradings.
 - Manage Intermediaries channel for CRISIL for East & Central India
 - Develop new markets in Tier-2 & Tier 3 cities to establish CREST.
 - Building the franchisee network to achieve minimum expected sales target on a consistent basis through in-house team, managing DSA's by working closely with the team.
 - Organise Press Conferences, Events along with Developers to create awareness for CREST.
 - Liasoning with Real Estate bodies like CREDAI, NAREDCO, RERA, REDA etc. for awards and other activities on national and local levels.
 - Organize and manage training programs for SME's and Corporate Sales teams according to the calendar
 - Represent CRISIL in Press, Media, Conferences and Exhibitions.

Achievements

- Highest Revenue Generator for the year 2012, 2014, 2015 & 2016 and nominated for the Business Excellence & CEO Award for the year 2014.
- Winner of CLAP (Crisilites Award for Performance) for midyear – 2013, 2014 and 2015..
- Topped the league table across India for three consecutive years 2012-2015 amongst all the Regional Heads.
- Promoted as Associate Director amongst all regional heads in the year 2015.
- Developed eight new markets across East and Central India and launched CREST.
- Awarded Excellence in Business Development Awards for Quarter 2, 2014 & 2017 & 2018.

May 2005 till July 2012 **HSBC Bank (Hong Kong & Shanghai Banking Corporation Ltd).** Mumbai, Maharashtra
Associate Vice President –Mortgages reporting to Senior Vice President & Business Head of HSBC Ltd, India

■ Job Purpose:

Head & Manage HSBC ; Mortgages (Home Loans & LAP) Business for East India & Mumbai

Job Profile:

Manage Mortgages (Home Loan & LAP) Business for HSBC – East India & Mumbai

- Develop and Manage the Intermediaries channel for HSBC for West and Central Mumbai
 - Developing the business across Retail Assets (Mortgages) & Credit Cards, HSBC - Tata-AIG, HLPP, etc.
 - Building the sales team to achieve minimum expected sales target on a consistent basis through a DSF team, managing DSA's & DST's by working closely with the team.
 - Handling the sales of Home Loans/LAP/HLPP by reviewing performance & providing feedback on team members' performance to the management.
 - Training & monitoring the team which includes Relationship Manager, Sales Manager and Asst Sales Manager on retail asset financing, loans & Insurance.
 - Acquiring new customer through DSA, Branch Channel and direct referral channels.
 - Developing the Builder & Referral market segment by executing the agreement in line with the Management specified templates, including those with DSA's and referral agencies.
 - Managing the High Net Worth customers (HSBC Premiere & Power vantage Relationship).
 - Providing the highest levels of service to the HNI customers by being the one point contact for all Home Loan & LAP requirements of HNI customers in the allocated branches.
 - Acquiring clients through direct sales, walk-in and referrals from walk-in customers.
 - Meeting the location budget by monitoring the Area targets, tracking the profitability, etc.
 - Accompanying collections to recover delinquent accounts and monitor & control defaults.
 - Tracking possibilities of FPD & eliminating the same.
 - Coordinating with the operations, service, audit and credit & collections team.
 - Reviewing the work undertaken by QA in order to continually improve quality, taking into account the current method of quality measuring and reporting for the Centre at Mumbai.
 - Building professional relationships with External Business Units to manage complaints and quality issues effectively in coordination with Operations in the Central Retail Assets Unit at Mumbai.
 - Ensuring compliance with banking rules, regulations & procedures.
 - Attending customer complaints with Banking Ombudsman at Kolkata along with the Nodal Officer.
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- Improving the perception in the home businesses by working on projects arising out of business feedback.
- Improving the service level; monitoring the average TAT for each process and variance from the target /Desired TAT).
- Ensure timely collection of Bank's Post Disbursal Security documents by liasoning at various registration offices.
- Recruit, Train and Motivate Sales and Operations team regularly as required by the business

Achievements

- Selected for the Turkey Convention as a Winner for the Project 239 Contest for the year 2006.
- Winner of PFS - Midyear conventions held in Amby Valley and Hyderabad for the year 2007 & 2008
- Selected for Retail Assets - Jordan Convention held in April,2008
- Topped the league table across India in the year 2008 amongst all the Regional Sales Managers.
- Received Certificate of Excellence from Head-PFS for providing Extra Ordinary Service to customers consistently for the year 2008 & 2009.
- Honored as Cross Sell Champion in the Regional monthly competitions during the " Together Further " and "Play the Lead "Initiative of PFS.
- Represented Gariahat Cluster as Vice-Captain in the INM – IPL Contest – June,2009
- Received Certificate of Recognition from Head – PFS for being a Sales Star – June,2009
- Highest Contributor across India in terms of Cross Sell, Revenue and Productivity.
- Constantly maintained Area yields 2.00 % to 2.50 % above the minimum expected levels
- Handled HNI Clients like Prosenjit Chatterjee, M/s G K B Opticals, Konkona Sen sharma, L Krishna Kumar, Barry O'Brien, PWC, IBM, CTS, Tata Tetley Group, Wallem Ship Management, etc.
- Bagged the highest ever HLPP Premium for HSBC TATA-AIG, Eastern India amounting to 28 Lacs – Apr,09
- Over achievement of Cross Sell Targets by 230 % for the year 2008 – Total Premium collected for 10 Mn.

July 2004 till May 2005 **ICICI Home Finance Co Ltd;** Kolkata, West Bengal

Branch Sales Manager –Home Loans & LAP reporting to Regional Business Head, East

Job Purpose:

- Handling Direct Channels and Direct Sales Team to market Home Loans & LAP for ICICI Bank.

Job Profile:

- Generating leads through builder promotional activity, home loan camps, etc.
- Organising corporate promotional activities in corporate offices in Sector-V, Central Business District (Kolkata) and in unorganized business offices in Central & South Kolkata to promote ICICI home loans.
- Supervising administrative jobs like Interviewing, Recruitment, Salary Calculation, and Performance Appraisal and settling daily needs of the DST Team
- Managing the Call Centre leads and other tie-up leads among the members of the team by taking regular feedbacks and providing with the necessary marketing support.
- Serving as a Profit Center Head for the Team.
- Ensuring that the Team target is in line with the allocated budget for expenditure by the management.

May 2001 till June 2004 **Soham Real Estate Development Co Pvt Ltd ;** Mumbai , Maharashtra

Manager – Sales & Marketing reporting to Chairman & Managing Director

Job Purpose:

- Managing Project Sales, Marketing & CRM for all projects of Soham Group.

Job Profile:

- Leading a team of ten, including sales executive and tele callers for generating leads; walk in at site and final closures.
- Handling Project Sites from Bhoomi Pooja to completion / possession stage – acting as a one stop solution provider.

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- Managing existing as well as new customer for their requirements of modifications and other queries.
 - Participate in Real Estate exhibitions at BKC and Thane for launching new and upcoming projects.
 - Organizing Project Approvals and Advance Disbursal Facility from various banks.
 - Preparing project reports and presentations for obtaining Project finance from Banks and Financial Institutions.
 - Formulating Marketing Strategies and Advertising Plan in line with the organization mission & vision.
 - Conducting regular market surveys and prepare market information reports.

ACADEMIA

- **Post Graduate Diploma in Business Administration** from ITM – Mumbai in 2001
Two year Full Time Residential Program (1999-2001), Major: Marketing
Achievement: Stood 9th in PGDBA (overall) , CGPA : 3.62/4.00
- **Bachelor of Commerce (Hons)** from Calcutta University scoring 60% Marks (1st Division) in 1998.
- **WBCHSE** – Higher Secondary from Bhawanipur Education Society College scoring 58% marks in 1995.
- **CBSE** from Birla High School, Kolkata scoring 70 % marks in 1993.

PERSONAL DETAILS

- Date of birth : 23rd April, 1977
- Email id : agarwalanirudh@yahoo.in
- Mobile No : + 91 98309 92377
- Permanent Address : Ideal Residency, Flat 10D, 179A/1A Maniktala Main Road, Kolkata 700 054