

ABHINAV CHATE

Assistant Product Manager (Institutional Business)

A dedicated professional, seeking a responsible and challenging position in a growth oriented progressive Institution where my experience and skills will significantly contribute to the overall success of the organization and provide opportunities for my career growth.

Industry Preference: BFSI

✉ chate.abhinav@gmail.com 📞 +91-9960075106

Core Competencies

Competition Analysis



Data Analysis



People Management



Process Re-engineering



Product Development



Service Delivery



Technical Skills

MS Word



MS Excel



MS Power Point



Libre Office



Finacle



Career Summary

A dynamic Banking Professional who started his Banking career as a Management trainee in April 2018, having worked in retail banking for a total span of 1 year towards building Brand Awareness of Ujjivan Small Finance Bank by organizing various BTL activities and Campaigns in various catchments at various lead points along with support to branch banking team for Customer acquisition

Moved to Product Team into Institutional Business Vertical in which the core responsibility was to drive the Institutional Business through Branch Banking Channel across 70 odd branches in West Region along with piloting and testing product performance

Education Details

Year	Degree	Percentage	University/Institute
2018	PGDM(Marketing&Operation)	72.24%	IMT Nagpur
2015	B.E(Power Engineering)	61.77%	NPTI Nagpur
2011	HSC	78.5%	Maharashtra State Board
2009	SSC	84.15%	Maharashtra State Board

Professional Experience

Ujjivan Small Finance Bank

April 18 – Present (19 months)



Growth Path / Deputation:

April 18 – March 19 Management Trainee– Branch Banking

Key Result Areas-

- Responsible for conducting Micro Marketing Campaigns for building Brand Awareness Lead Generation and Closure.
- Ensuring full conversion of existing borrowers into Branch Banking customers.
- Training branch staff on Liabilities products, Sales Pitch, Usage of Alternate Channels(Digital Banking)
- Co-ordinate with the branch staff for cross selling insurance products to branch Walk-ins and open Market Clients.
- Co-ordinate with business departments for lead generation and cross selling.
- Co-ordinate with the branch and backend operations to get accounts process within assigned TAT thus ensuring service delivery to the end customer.
- Responsible for maintaining daily MIS, Sales and Lead tracker of Branch SOs.
- Assisting Micro Banking team in opening Open Market Accounts.
- Conducted survey of certain predefined set of institutions in order to understand the Supply Demand gap in TASC business offerings.

April 19 –Dec19 Assistant Product Manager– Institutional Business

Key Result Areas-

- Strategize and define the process path to Drive TASC business through branch Network in Maharashtra and Gujarat city.
- Provide Product/ Sales support to the RM and Branch Channels as and when required.
- Part of Product Development Team for creating products from various segments of TASC and get them to be accepted by both the customers and the Channel.
- Coordinate with various department within the bank eg Process, Legal, compliance to get the necessary approvals for Product development and Account Opening
- Review the KYC guidelines and simplify the process of account opening.
- Carry out various Campaigns and Marketing activities to grow Sales volume of the TASC.
- Provide time to time Product Training to the Sales force to keep them updated with the Product Knowledge