



CURRICULUM VITAE

ROHIT GUPTA

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Successful Sales & Marketing professional with 17 years of professional achievements in **Payment Solutions, Digital Products, Digital Sales & Application journey**, territory management, business development, and Distribution. A good team player with excellent track record of superior performance in Retail & Corporate sales & BTL activities, accounts penetration, customer relationship management. Known in the Company for initiatives taken in various fields.

Strengths

- Organized and analytical with proven record of effectively managing multiple tasks without compromising quality; employ innovation, creativity and enthusiasm when approaching projects.
 - Exceptional understanding and strong technical knowhow of Retail Banking, Equity, Insurance Products & Tariffs.
 - Notable interpersonal skills; extremely articulate with unique ability to relate to all levels of management, staff and customers; highly disciplined team player with a drive for success and a keen hunger for charting new territories / markets.
 - Possess good communication skills.
 - Recognized for outstanding performance and commitment towards corporate goals.
 - Excellent communication and networking.
 - Performance oriented hard worker with logical and analytical way of thinking
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Career

HDFC Bank Ltd.

May 2011 – Till Date

Zonal Head – Asst. Vice President - Indirect Channel- Payment Solutions. Delhi/NCR, U.P & Rajasthan

- ***Responsible for handling a sales force comprises of 7 Sales Managers.***
 - ***Managing Fintech Channel Partners for Credit Card sales in the given region on digital sales platform.***
 - ***Digital customer journeys, promote Presence less and paper less experience.***
 - ***Developing niche / untapped market, new markets by onboarding new Fintech partners.***
 - ***Responsible for increase in HDFC Credit card volumes both Premium & SPC cards approval rate of the location, increase volumes of Fee based products & cross-sell products like Fastag, Wallet Protection plans etc.***
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- **Resolution of queries from external and internal stakeholders.**
 - *Responsible for handling Consumer Loan in Lifestyle segment to increase volume of Credit Card EMI & Debit Card EMI for the region.*
 - **Responsible of co-ordinate with all internal & external stake holders in order to scale up the cards penetration and to get approval rates.**
 - *Responsible for increased penetration of Smart Pay which results in increase in cards activation.*
 - **Responsible for driving process improvements, automation of processes and automate generation of various MIS & reports to be shared with external stakeholders.**

**India Infoline Ltd. (IIFL). Delhi.
Territory Manager.**

Jan 2010' – April 11

- *Identifying potential Sub-Brokers / Franchisees in Delhi – NCR.*
- *Appointing, Training, Motivating, supporting and thereby realizing sales & generating brokerage from new prospects / channel partners.*
- *Maintaining the company's image and its promotion. The responsibility also included maintaining good relations with the Customers.*
- *Servicing the clientele.*
- *Having targets of Advance Brokerage generation.*
- *Developing niche / untapped market, New markets.*
- *Managing (Central Dealing Room) HNI segment with the team of Dealers.*

**Kotak Securities Ltd. Delhi.
Business Development Manager.**

June 2009 – Dec 09'

- **Cross Selling Demat & Trading Accounts from Kotak Bank Branches in Delhi NCR .Ensuring that escalated complaints from Branches are resolved on a timely basis by providing suitable suggestions & views on the course of action for closure in the agreed timelines.**
 - *Working in Co-ordination with 25 Kotak Bank Branches, in order to achieve targets of Cross Sell.*
 - *Maintaining the company's image and its promotion. The responsibility also included maintaining good relations with the Customers.*
 - *Servicing the clientele.*
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SBICPSL (GE Money).
Area Sales Manager, Delhi.

February 2005 – Nov08'

- **Managing Corporate Sales, SBI Branch Channel for Delhi / NCR.**
- **Sourcing business through big Corporate Houses (On – Site Marketing) and SME Clienteles of SBI in order to acquire more volumes in terms of cross-selling Insurance & Cards.**
- **Selling Value added services – Health Insurance of Royal Sundaram, Life Insurance of SBI Life.**
- Ensuring that escalated complaints from Branches are resolved on a timely basis by providing suitable suggestions & views on the course of action for closure in the agreed timelines.
- Sourcing Business through 6 Relationship Managers & 60 FOS across Delhi / NCR.
- Having Targets of Direct Business through Direct Sales, Corporate Sales.
- Having Targets of In - Direct Business through other Channels of Marketing.
- Working in Co-ordination with 80 SBI & Associates Branch Managers, in order to achieve targets of Cross Sell.
- Developing niche / untapped market, new markets.

During the period of my service I was given opportunity to open new locations Agra & Mathura my performance was extremely good in terms of sales as well as NEA (Net Earnings per Accounts) and in the half yearly & Yearly reviews was rated 1 & 2. I was promoted as Area Sales Manager for Lucknow, I worked for nearly a year in Lucknow then I moved to Delhi for leading Cross Sell of Cards through SBI & Associates Branches.

Allianz Bajaj Life Insurance Co. Ltd.
Sales Team Manager, Agra

June 2003 – January 2005

- **Managed the team of 40 Insurance Advisors, 5 Franchise (Distributors).**
- **Sold Group Insurance to Corporate and SME's.**
- **Achieved a target of about 50% of the Branch target.**
- **Recruitment, Training, Motivating, supporting and thereby realizing sales from new prospects / channel partners.**
- **Generated new business through strategies and hard work with Channel Partners, Provided extensive sales training and knowledge of competitor's Plans and Policies.**
- **Maintaining the company's image and its promotion. The responsibility also included maintaining good relations with the Customers.**
- **Developing niche / untapped market, New markets.**
- **Servicing the clientele.**

During the period my performance was extremely good in terms of sales as well as profits – when compared to the peers throughout the country as well as my predecessors. I was always rated above 100% during the performance reviews.

Education

Professional Qualification

Management in Business Finance. (MBF), Marks obtained – 62% 2001 - 2003

From Indian Institute of Finance. Delhi.

Concentration: Finance & Marketing Secured First Division.

Academic Qualification

Bachelor of Commerce Hons. (B.Com Hons)

Marks obtained – 54% 1999-2000

Calcutta University, Kolkata

Intermediate

1996 - 1997

Agra Public School, Agra

High School

St. Peter's College, Agra

1994 – 1995

PERSONAL

Present Address:

Flat No –A-1806, Angel Mercury Appt. Ahinsa khand -2.
Indrapuram. Ghaziabad. – 201011

D.O.B: 27TH March 1978.

Marital Status: Married.

Languages Known: English (Fluent).
Hindi (Native).

Computer Skills: Well versed with M.S.Office.

Place: Delhi.

ROHIT GUPTA
