



ANUJ SONI

Mobile: 9098640989; Email: anuj_soni@yahoo.in

Seeking assignments in Banking Operation, Sales & Marketing / Strategic Planning / Business Development with an organization of repute.

- 1 A Dynamic individual with experience of over 13 years in Banking, Marketing, Business Development & Channel Management in Pharmaceutical / Banking Industry**
- 2 A keen planner, strategist & implementer with demonstrated abilities in devising marketing activities and accelerating the business growth.**
- 3 Expertise in managing business operations with key focus on top line profitability by ensuring optimal utilization of resources.**
- 4 Demonstrated abilities in cementing healthy relationship with the clients for generating business.**
- 5 Possess excellent interpersonal, communication and analytical skills with demonstrated abilities in customer relationship management.**

ACHIEVEMENTS-

- 1-Scored pan India seventh rank in ZSM category for financial year 2020-21 in SBI PAYMENT SERVICES
- 2- Awarded highest number over the years for OVERDRAFT, HL, LI, and GI achievement in ICICI BANK LTD
- 3- Awarded highest number over the years for ZH Challenge in ICICI BANK LTD
- 4-Awarded All India Sixth rank in ICICI Bank Ltd for achieving maximum number of Current Account Opening

STATE BANK OF INDIA

Management of HNI and ULTRA HNI Wealth Customers with TRV of more than thirty lakhs

Generating Business from them and Providing Services Meeting ETB and NTB set of

Customers Visiting all mapped Branches

Managing Portfolio Size of 915 Customers with Total AUM 100Cr. Which is Highest in the Region

Rich Experience in Investment and Fee Products Across and Cross Sell Products Like Home Loan, Car Loan , Business Loan ,Credit Card, Business Card, Life Insurance, General Insurance

AU SMALL FINANCE BANK LTD-

AREA MANAGER (CROSS SELL)-

Responsible for effective performance within assigned region including operations, customer service, training Managing achieving individual, branch, regional business by Collaboration with Branch managers, Cluster Managers, Regional Managers, Maintain effective, positive relationships with branch managers and other staff by consistent in branch visits, phone calls and email correspondence

Recognize and reward behaviors, attitudes and results which contribute to our company's success

SBI PAYMENTS SERVICES-

ZONAL SALES MANAGER. (MP)

Managing Large Team Size of 30 Team, To Train and monitor sales and relationship teams and percolating down the knowledge, expertise and corporate goals.

To Train and monitor sales and relationship teams and percolating down the knowledge, expertise and corporate goals. To liaise with SBI Branch Managers and other teams of

SBI to generate leads for merchant sourcing

Regularly track and report performance of the zone in terms of targeted sales and business volume Provide Leadership Directions to the sales team. To achieve sales targets

ICICI BANK LTD-

Role-December 2015 in ICICI BANK from DEC- 2015 to AUG- 2020 as Deputy Manager

Role:- To Enhance and Contribute in the Growth of the Company through Business Development, smooth flow of financial and non-financial transactions at the branch level, Revenue Generation, Profit and Cost Management, Customer Acquisition and Retention

USV LIMITED-

November-2013 to December 2015 Worked U S V LIMITED

Role: - looking Indore Head Quarter, Administering overall activities pertaining to sale operations including organizing camps; CME's, meeting key customers, educating patients, and providing latest information about the available drugs. Dealing with distributors and C&F.

RPG LIMITED-

Role: - looking Indore Head Quarter, Administering overall activities pertaining to sale operations including organizing camps, CME's, meeting key customers, educating patients, and providing latest information about the available drugs. Dealing with distributors and C&F.

EMCURE PHARMACEUTICALS LTD-

Role: - looking Indore Head Quarter, Administering overall activities pertaining to sale operations including organizing camps, CME's, meeting key customers, educating patients, and providing latest information about the available drugs. Dealing with distributors and C&F.

EDUCATION-

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| BSC- Devi Ahilya University Indore- 2009 |
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| MBA- Punjab Technical University- 2014 |
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| Post Graduate Certificate In General Management - Indian Institute of Management Raipur- 2020 |
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PERSONAL DETAILS-

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| NAME- Anuj Soni |
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Father Name- A P Soni

Mother Name- Usha Soni

**Address- 515, Narayana Reddy layout LBS Nagar HAL Post Bangalore
560017**