

Anjali Kumari

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Present Address: Marthahalli, Bengaluru - 560087

Career Objective

To reach the zenith of my career at the workplace, bringing in productivity to the concerned avenue, ensuring my personal growth with my own role in adding up to my organization's work culture.

Profile Summary

MBA in marketing and finance with over 54 months of experience as a product manager with 3m years and also worked in sales and operations in the areas of: Key Account Management Channel Management, Sales and Marketing- B2B and B2C – Market/Competitor Analysis Strategic Business Development – Compliances / MIS Reports – Client Relationship Management – Team Management / Training

Key Skills

- ❖ Proficient in Office 2007, 2010.
- ❖ Negotiation
- ❖ Operations Management
- ❖ Staff Supervision
- ❖ Financial Management
- ❖ Sales Growth
- ❖ Strategic Planning
- ❖ Staff Management
- ❖ Business Development
- ❖ Budgeting
- ❖ Project Management

- ❖ Recruiting and Interview
- ❖ Employee performance evaluations
- ❖ Cost Control
- ❖ Sales Expertise
- ❖ Sales team supervision
- ❖ Hands on practice in Tableau

Employment Details

Mahindra and Mahindra Financial Service Ltd.

- **Team Size:** 20
- **Designation:** Deputy Manager
- **Tenure:** May, 2019 till date.

Roles and Responsibilities:

- Ensure implementation of competitive marketing strategies for managing & generating leads along with Key Account Management for the assigned territory.
- Worked in close interaction with channel partners to assist them in promoting the products & creating/expanding market in the high-potential markets of Bangalore Location.
- Proven skills in managing Automobile Dealership with key focus on driving MMFSL business and implementing policies & procedures as per company's standard, thereby ensuring quality.
- Expertise in overseeing functions related to lead generation, customer acquisition & retention, brand promotion & quality service.

Key Result Areas

- Networking with channel partners, resulting in deeper market penetration & improved market share; monitoring counter wise and

sales force activities at channel partner's end and ensuring availability of the finance at all times.

- Managing Disbursement of loans in Automotive Division in the assigned territory, forecasting monthly/ annual sales targets and executing them in a given timeframe.
- Designing need-based business plans / strategies for incremental sales and realizing organizational goals; developing new streams for business; analyzing market trends & chalking out measures for countering competition.
- Managing the product, policy and process related to car loan business
- Build go to market strategy for new products to be launched.

Education

MBA: Marketing and Finance : BIT Mesra, Ranchi - 2019

B.Com: Commerce - 2015

PUC: MDDM College

High School: North Point Children's School (ICSE)

Key Strategic Initiatives

- Worked in a team with assigned dealer sales team on enquiry management and reduced TAT of doing business and increased Market share in dealership.
- Conducted Direct Business activities for Marazzo and XUV 300 and converted enquiries and ensured highest DO and MS on month on month basis of FY - 20, 21.
- Extensive contract level followup in order to ensure 100% Bucket reversal.

Notable Accomplishments

- Post COVID' 19, retained MS of 55% in key Products and ensure TA liquidation within timeline.
- Generated 20% of the overall Business through Direct Marketing and other Promotional activities over the month of Sept' 20, Oct' 20 and Dec' 20.
- Achieved 95% CD Efficiency and over all CE of 101% for the month of Dec'20.
- In the month of March, 2023, have done all the highest business of personal vehicle i.e. 5.30 cr

Additional Proficiencies

- Awarded the best manager in entire PAN India.
- Achieved highest MS target of 60% in personal segment.
- Effective communication (Written, and Verbal)
- Organized and well-structured at work & Committed to deadlines and schedules.

Software Knowledge

- SQL
- Tableau
- MS Excel
- MS Office
- Microsoft PowerPoint

Personal Information:

- **Date of Birth:** 25th August, 1994
- **Gender:** Female
- **Languages Known:** English, Hindi & Kannada

Declaration

I hereby declare that all information provided is true and best to my knowledge. **Date:**

Place: Bangalore

(Anjali Kumari)