



Kishan Mehrottra

P&L, Sales & Marketing, Business Development Expert

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Competencies

- Proven expertise in **New Business Development**
- Strong skills in **P&L Management**
- Experience in sales across **B2B, B2C** and channel sectors
- Proficient in **Key Account Management**
- Effective in **Marketing & Promotions**
- Experienced in **Contract Negotiations**
- Adept at implementing **Turnaround & High-Growth Strategies**
- Skilled in **Customer Relationship Management**
- Experienced in **Training & Development**
- Visionary** and **Strategic Planning**
- Proficient in **Budgeting & Forecasting**
- Effective **Coaching and Mentoring** abilities
- Experienced in **Team Leadership**
- Result-oriented** mindset

Education

- Senior Management Program** (Blended Learning Program) from **IIM Ahmedabad** in 2024.
- Holds a **Licentiate Certification** for insurance trainers from the **Insurance Institute of India**.
- Completed a **Bachelor of Engineering** (Integrated Honors Degree) in **Civil Engineering** from **Birla Institute of Technology and Science, Pilani (Rajasthan)** in 1998, with a CGPA of 6.14.
- Completed **XII** from Uttar Pradesh Board, Allahabad in 1994, achieving **83% marks** and **securing the 12th rank in the state**.
- Completed **X** from Uttar Pradesh Board, Allahabad in 1992, achieving **82.16% marks**.

Rewards & Recognitions

- Received the **Leadership Excellence Award** in April 2023 at Magicrete for driving continuous business growth, fostering team development and promoting a positive culture.
- Honoured with the **Inspiring Leader Award** in January 2019 at Magicrete for achieving consistent business growth, nurturing team development and cultivating a thriving work environment.
- Recognized with the **Brainstorm Pioneer Award** for FY 2011-12.
- Qualified for the prestigious **Executive Council Award** in 2010 at MNYL, earning a trip to Bangkok for surpassing business plan targets by 135%.
- Received the **MDRT Coach Award** in 2006 at MNYL for producing the highest number of MDRT qualifiers in the region.

Career Overview

I am an accomplished engineering graduate with over **27 years of experience** in leadership roles encompassing **P&L management, sales & marketing and business development**. My expertise spans various industries including **building materials, real estate, insurance and IT education**. I possess a unique combination of **entrepreneurial drive and business management skills**, enabling me to achieve remarkable **results in revenue growth, market share expansion, brand recognition and profitability**.

Throughout my career, I have consistently demonstrated the ability to generate new business opportunities and effectively communicate a **strategic sales vision**. I have successfully **trained and coached both seasoned professionals and entry-level sales team members**, empowering them to surpass targets consistently. By cultivating valuable relationships, I have played a pivotal role in **driving company growth** and delivering **measurable outcomes**. Additionally, I possess **strong leadership qualities**, enabling me to effectively **manage large teams** and optimize the **contributions of each individual**.

Work Experience Snapshot

Company	Industry	Role	Period
Magicrete Building Solutions Pvt. Ltd.	Building Materials	President-Sales & Marketing	Oct 2020-Till Date
		Vice President-Sales & Marketing	Oct 2016-Sep 2020
Growth Yards	Business Management Consulting	Self Employed	Oct 2015-Oct 2016
Driptech India Pvt. Ltd.	Agriculture	Head-Talent & Training	May 2014-Sep 2015
Brainstorm Consultants Pvt. Ltd.	Real Estate	Head-Sales & Sales Training	Apr 2013-Apr 2014
		Vice President-Sales	Feb 2011-Mar 2013
Max New York Life Insurance Co. Ltd.	Insurance	Partner (AVP)	Aug 2008-Feb 2011
Tata AIG Life Insurance Co. Ltd.	Insurance	Branch Sales Manager	May 2008-Jul 2008
Max New York Life Insurance Co. Ltd.	Insurance	Agency Recruitment & Development Manager	Jan 2008-May 2008
		Manager-Sales Development	Oct 2006-Dec 2007
		Manager-Training	Feb 2005-Oct 2006
CIStems Ltd.	IT & IT Education	Assistant Manager-Sales	Apr 2003-Jan 2005
		Sales Executive	Apr 2000-Mar 2003
		Management Trainee	Jul 1998-Mar 2000

Key Accomplishments

- Successfully managed sales and marketing departments, overseeing a workforce of 700+ employees and business associates, during start-up, turnaround and expansion phases, resulting in revenue generation and improved profitability.
- Developed comprehensive business plans for strategic initiatives, consistently devising short-term and long-term strategies to achieve revenue targets. Conducted thorough research and identified new growth opportunities.
- Crafted and executed promotional marketing strategies, incorporating both conventional and digital methods (ATL and BTL), to drive sales growth. Implemented initiatives such as off-site tent sales events, targeted mailers, first-time buyers' programs, creative campaigns, and SEO optimization.
- Conceptualized, developed, and led strategic pilot projects aimed at establishing scalable go-to-market strategies, creating process documentation, implementing learning and development programs, and executing roll-out plans. These initiatives were instrumental in setting up crucial processes and achieving business objectives in the insurance, real estate, and manufacturing sectors.
- Authored a guidebook titled "Realty Redefined," providing valuable insights into real estate sales and processes, targeting start-ups and newcomers to the industry.
- Delivered over 10,000 hours of seminars and workshops on various topics, including driving sales, multi-unit management, team collaboration, recruiting, and leadership.

Trainings & Workshops Undertaken

- Participated in the **Growth Leadership Workshop** conducted by Erehwon Consulting in 2005.
- Attained **The Professional Agency Builder Degree** from Kinder Brothers Group, New York Life International in 2007.
- Completed the **Leveraging Leadership Program** in March 2009.
- Participated in **The Effective Performance Appraisals Workshop** in December 2009.
- Successfully completed the **Customer Based Business Strategies** Program from IIM Ahmedabad in January 2023.

Personal Vitae

- Date of Birth: August 29, 1975
- Interests and Hobbies: Writing Literature, Traveling, Listening to Light Music
- Marital Status: Married
- Nationality: Indian
- Languages Known: *Spoken*-English, Hindi; *Written*-English, Hindi
- Valid Passport: Yes
- Family:
 - ✓ Father (Deceased): Businessman
 - ✓ Mother: Homemaker
 - ✓ Spouse: Private School Teacher
 - ✓ Elder Son: Engineering College (1st Year)
 - ✓ Younger Son: Student (6th Standard)
 - ✓ Siblings: 3 Younger Sisters, 1 Younger Brother
- Strengths:
 - ✓ Methodical and result-oriented professional with a positive attitude and unwavering persistence.
 - ✓ Creative thinker with a strong business acumen.
 - ✓ Skilled communicator with an outgoing nature, enabling easy integration into any group of people.

Detailed Work Experience

Magicrete Building Solutions Pvt. Ltd. (<https://www.magicrete.in>)

Designations & Promotions:

- President-Sales & Marketing (Oct 2020-Till Date)
- Vice President-Sales & Marketing (Oct 2016-Oct 2020)

About The Company:

Magicrete Building Solutions is a leading manufacturer of walling products in India. The company specializes in the production of lightweight concrete (AAC) blocks, adhesives (for block jointing and tile fixing), plasters and wall putty. Magicrete is at the forefront of green building materials and is recognized as a pioneer in manufacturing AAC blocks. With five manufacturing units located in Gujarat, Maharashtra, Bangalore and Haryana, Magicrete strategically covers the markets in PAN India.

Founded in 2008 by an alumnus of IIT and IIM, Magicrete has established itself as a key player in the industry. The company boasts a production capacity of 15,00,000 cubic meters per annum and has a strong nationwide presence in the AAC Fly Ash Blocks Market. Magicrete's commitment to innovation and sustainable construction materials has contributed to its success in meeting the evolving needs of the construction industry.

Role and Responsibilities:

- As the direct report to the Managing Director (jointly to the Executive Director and Promoter), I am entrusted with the overall responsibility for sales and marketing strategies, P&L management, channel development and customer service/retention.
- I conduct thorough market research and customer surveys to gain insights, devise effective promotional and interactive programs and maintain crucial industry relationships.
- I closely monitor the activities of competitors, including acquisitions, pricing changes and new product developments, to stay informed and adapt our strategies accordingly.
- I establish, monitor and report on team goals to ensure alignment and accountability.
- I coordinate sales and marketing efforts to enhance brand awareness and visibility in the market.
- I am responsible for preparing and managing the budgets for the sales and marketing department on a monthly, quarterly and annual basis.
- I proactively identify opportunities to reach new market segments and expand our market share. I have developed a visionary plan for a dynamic start-up focused on achieving national retail distribution.
- I demonstrate strong leadership skills in effectively managing a diverse team responsible for sales excellence, client relations, lead generation and the development of robust sales strategies.
- My role requires a special focus on evaluating, improving and establishing new processes that positively impact functional efficiency and P&L performance.
- I contribute to the design of branding, positioning and pricing strategies to maximize market impact and profitability.
- I develop comprehensive hiring plans on a quarterly and annual basis to ensure we have the right talent in place to support our growth objectives.

Key Strategies Implemented:

- Implemented effective lead generation strategies and streamlined lead management through the implementation of a CRM system.
- Adopted a segmented approach, targeting specific customer segments based on their unique needs and preferences.
- Utilized geographical tracking to optimize sales and marketing efforts in different regions.
- Implemented an aggressive volume strategy to drive sales and increase market share.
- Executed comprehensive marketing and promotion campaigns, utilizing digital platforms, advertising channels and creative communications.
- Established a B2C vertical and retail distribution channel to expand market reach and increase consumer engagement.
- Implemented after-sales campaigns to enhance the customer experience and foster long-term loyalty.
- Successfully launched dry mix mortar products to meet market demand and diversify the product portfolio.
- Implemented share of wallet programs to increase customer retention and maximize revenue from existing customers.
- Conducted sampling and technical support drives to showcase product quality and help potential customers.
- Provided individual mentoring and development programs, such as PRPs (Performance Improvement Plans), GIDs (Growth Improvement Plans), and IIDs (Individual Improvement Plans) to enhance the skills and performance of team members.
- Conducted skill development sessions to continually enhance the capabilities and expertise of the sales and marketing team.
- Developed a go-to-market strategy to target government contracts and expand into various geographies.

Outcomes:

- Successfully turned around struggling sales to achieve remarkable success. Implemented effective sales strategies, established efficient lead management processes and trained a high-performance sales team.
- Led a company-wide transformation by setting a new strategic direction, resulting in a significant revenue growth of over 3 times within a span of nine years.
- Successfully increased market share from approximately 13% to 25%.
- Pioneered the creation and development of a retail sales vertical, which accounted for approximately one-third of the total sales volume within a three-year period (2022-2025).
- Expanded the sales department from 17 to 75 employees, cultivating a competitive sales force through the implementation of performance-driven sales incentive programs.
- Implemented improved sales policies and practices, including defining the sales cycle, creating accurate job descriptions and establishing standards for customer relationship management.
- Significantly reduced debtor days from over 100 to 50 days within 24 months. Implemented measures to ensure that nearly 50% of the business operates on advance payments, while the remaining portion is secured with Post-Dated Cheques (PDCs).
- Added next generation of product (i.e., ALC Wall Panel) with a top line of 50 Cr. evaluating future customer needs due to rising challenges of labour and cost.

Growth Yards LLP**Designations & Promotions:**

- Business Management Consulting (Oct 2015-Oct 2016)

About The Company:

Growth Yard LLP is a premier real estate broking firm dedicated to selling properties in the Noida region, encompassing both primary and secondary sales. What sets Growth Yard apart from other property broking firms is our unwavering commitment to delivering exceptional customer service and comprehensive approach to the real estate market. With an in-depth understanding of the local market trends and dynamics, Growth Yard provides the clients with personalized guidance and a wide range of options tailored to their unique needs and preferences. The company emphasis on transparent communication, extensive market knowledge and the ability to handle both primary and secondary sales positions Growth Yard LLP as a trusted and reliable partner in the sector, ensuring that the clients' real estate transactions are smooth, informed and successful.

Role and Responsibilities:

- Develop a comprehensive sales and marketing strategy aligned with the firm's objectives, considering market research and target customer segments.
- Expand the firm's sales and marketing network by identifying potential partners, agents & affiliates and establishing strategic partnerships.
- Design and implement training programs for the sales and marketing teams to enhance their skills and knowledge in areas such as sales techniques, market insights and customer relationship management.
- Streamline the sales process by analyzing and optimizing workflows, developing standardized procedures and creating sales scripts and templates.
- Oversee the development and execution of marketing campaigns, including digital strategies, advertising initiatives, social media engagement and content creation.
- Establish performance metrics and tracking systems to monitor the effectiveness of the sales and marketing network, analyze data and provide actionable insights for performance optimization.
- Foster relationships with key stakeholders such as developers, builders and industry influencers through networking, attending events and maintaining regular communication to enhance the firm's reputation and expand business opportunities.

Key Strategies Implemented:

- Implementing targeted marketing strategies to reach potential clients, such as creating engaging online content, leveraging social media platforms and conducting local advertising campaigns.
- Building relationships with key industry players, including developers, builders and other professionals in the real estate sector, to establish a strong network and referral system.
- Prioritizing exceptional customer service by promptly addressing client inquiries, providing personalized attention and going the extra mile to ensure client satisfaction and loyalty.
- Utilizing data analytics tools and market research to gain insights into market trends, customer preferences and competitive analysis, allowing the firm to make informed decisions and optimize business strategies.
- Oversaw channel development, customer retention, cross-selling and upselling opportunities.
- Implemented effective sales plans and promotions for new project launches to maximize profitability within specified timelines.
- Recruited, trained, scheduled, coached and managed marketing and sales teams to meet objectives.
- Developed strategies for new project launches, customer retention and cost reduction.
- Explored alternative sales channels, such as freelance channels, to expand reach.
- Created and executed promotional marketing strategies to stimulate sales growth, including off-site tent sales events, special mailers and first-time buyers' programs.

Outcomes:

- Achieving a significant increase in sales volume and revenue (10% quarter on quarter), surpassing targets and projections, indicating successful marketing and sales strategies.
- Successfully expanding the network of agents, affiliates and strategic partners, resulting in an extended reach and increased referral opportunities, contributing to a wider client base.
- Improving profitability by implementing cost-saving measures, optimizing operational efficiencies and maximizing revenue generation through effective sales and marketing strategies.
- Establishing a strong market presence and brand recognition within the real estate industry, positioning the broker as a trusted and reputable player in the market.
- Ensuring a high level of client satisfaction through exceptional customer service, leading to positive client testimonials, referrals and repeat business, contributing to long-term success and growth.

Driptech India Pvt. Ltd. (<http://www.driptech.com>)

Designations & Promotions:

- Head-Talent & Training (May 2014-Sep 2015)

About The Company:

Driptech India Pvt. Ltd. is a leading company specializing in innovative drip irrigation solutions. With a commitment to sustainable water management and agricultural efficiency, Driptech India offers cutting-edge products and technologies designed to optimize water usage and enhance crop productivity. Their expertise lies in developing cost-effective, durable and user-friendly drip irrigation systems that cater to the unique needs of farmers across India. Driptech India's solutions empower farmers to achieve higher crop yields while conserving water resources, making a significant impact on agricultural sustainability. With their dedication to innovation and their focus on addressing the challenges faced by Indian farmers, Driptech India Pvt. Ltd. has become a trusted name in the agricultural industry. The company is a part of the most trusted brand Jain Irrigation.

Role and Responsibilities:

- Responsible for leading the recruitment process to attract and select top talent for various roles within Driptech. This involved sourcing candidates, conducting interviews and making hiring decisions aligned with the company's talent needs and objectives.
- Played a pivotal role in designing and implementing comprehensive training and development programs for employees across all levels. This included assessing training needs, creating training modules and delivering effective training sessions to enhance skills, knowledge, and performance.
- Responsible for establishing and maintaining a performance management system, ensuring that performance goals and expectations were clearly communicated to employees. Additionally, I provided ongoing feedback and support to help individuals and teams achieve their targets and excel in their roles.
- Involved in identifying and developing potential future leaders within the organization through succession planning initiatives. This entailed assessing employee potential, creating career development plans and implementing strategies to nurture and retain high-potential employees.
- Played a critical role in developing and implementing initiatives to promote employee engagement and improve retention. This involved creating a positive work environment, fostering a culture of continuous learning and growth and implementing recognition and reward programs to enhance employee satisfaction and motivation.
- Responsible for analyzing talent-related data, such as employee performance, training effectiveness and retention rates, to provide insights and recommendations for talent management strategies. This involved generating reports and utilizing data-driven insights to drive informed decision-making and continuous improvement in talent acquisition and development processes.
- Was a part of the pilot project on the go-to-market strategy for drip irrigation products, I contributed to the development and implementation of the strategy. This included conducting market research, identifying target customer segments, defining product positioning & pricing and devising marketing and sales tactics to effectively launch and promote the products in the market.

Key Strategies Implemented:

- Implemented comprehensive training and development programs to enhance employees' skills, knowledge and performance, ensuring they were equipped with the necessary capabilities to drive success in their roles.
- Developed and implemented a succession planning initiative to identify high-potential employees and create career development plans, ensuring a pipeline of future leaders within the organization.
- Streamlined the recruitment process by implementing efficient sourcing strategies, conducting targeted interviews and making data-driven hiring decisions, resulting in attracting top talent aligned with the company's needs.
- Established a robust performance management system that included clear goal-setting, regular performance feedback and recognition programs, fostering a high-performance culture and motivating employees to excel.
- Leveraged talent analytics and reporting to gain insights into employee performance, training effectiveness and talent management metrics, utilizing the data to inform decision-making and continuously improve talent and training processes.
- Led the pilot project for the go-to-market strategy of drip irrigation products, conducting market research, defining target customer segments and developing effective marketing and sales tactics to successfully launch and promote the products in the market.

Outcomes:

- Increased employee productivity and efficiency by 10% month on month.
- Enhanced skill sets and knowledge, leading to 40% improvement in customer satisfaction ratings.
- Identified and developed 15 number of high-potential employees for key leadership positions.
- Improved employee retention rates, with 70% of high-potential employees staying within the organization for career advancement.
- Reduced the time-to-hire by 20%, ensuring faster acquisition of top talent.
- Achieved 30% cost savings through efficient sourcing strategies and reduced turnover.
- Strengthened employee-manager relationships through regular feedback, resulting in 80% increase in employee satisfaction.
- Identified areas for talent development, resulting in an increase in employee skills and competencies.
- Successfully created a Go-to-market strategy for relaunch of the Driptech Drip irrigation products in market.

Brainstorm Consultants Pvt. Ltd.

Designations & Promotions:

- Head-Sales & Sales Training (Apr 2013-Apr 2014)
- Vice President-Sales (Feb 2011-Mar 2013)

About The Company:

Brainstorm was a real estate investment consulting company with a focus on promoting and selling properties in the Delhi-NCR region real estate market. The core objective of the company was to bring a high level of professionalism to the sector. The company was committed to providing best-in-class customer service and offering updates on property value appreciation for new launches. Our aim was to bring real estate developers closer to our customers than ever before by providing them with relevant and genuine information, the best options, enticing deals, practical solutions and access to expert service professionals to assist with their loan requirements. Additionally, the company helped clients address their property-related concerns and offered the best possible consultation within their limitations.

Role and Responsibilities:

- Reported directly to the CEO and was responsible for developing sales, marketing and promotion strategies.

- Oversaw channel development, customer retention, cross-selling and upselling opportunities.
- Implemented effective sales plans and promotions for new project launches to maximize profitability within specified timelines.
- Recruited, trained, scheduled, coached and managed marketing and sales teams to meet objectives.
- Cultivated relationships with key investors and clients through regular visits, bulk/group sales and understanding their needs.
- Monitored and reported on team goals to impact the organization's short-term and long-term objectives.
- Developed strategies for new project launches, customer retention and cost reduction.
- Explored alternative sales channels, such as freelance channels, to expand reach.
- Created and executed promotional marketing strategies to stimulate sales growth, including off-site tent sales events, special mailers and first-time buyers' programs.

Key Strategies Implemented:

- Implemented effective lead generation techniques.
- Focused on sales targeting government employees.
- Conducted group/mass sales in various corporate organizations with special pricing offers.
- Executed marketing campaigns and digital promotions.
- Established a freelance distribution channel to increase sales reach.
- Implemented reselling and upselling strategies to existing customers.
- Organized skill development sessions to enhance team performance.

Outcomes:

- Closed an average of 45% of leads and consistently achieved between 110% and 120% of monthly sales goals during the tenure.
- Successfully sold approximately 90% of the inventory of underwritten projects within the specified timeframe.
- Orchestrated promotional campaigns that resulted in an 8% increase in sales for a specific underwritten project within a single day.

Max New York Life Insurance Co. Ltd. (<https://www.maxlifeinsurance.com>)

Designations & Promotions:

- Partner (AVP) (Aug 2008-Feb 2011)

About The Company:

Max New York Life Insurance Co. Ltd., formerly a joint venture between Max Financial Services Limited in India and New York Life in the USA, has undergone a transformation and is now recognized as Max Life Insurance Company Limited. Following the USA partner's decision to withdraw from investments, Max Life Insurance has emerged as a prominent life insurance provider in India. As a subsidiary of the publicly listed Max Financial Services Limited, it holds the distinction of being the largest non-bank private-sector life insurer in the country.

Role and Responsibilities:

- Successfully establish and launch a new office, focusing on implementing skill builders and conducting a comprehensive field induction program.
- Exceed targets for branch advisor recruitment and premium generation, driving growth and expanding the sales team.
- Provide support to the HR department in recruiting sales force, training new hires and ensuring efficient operations.
- Monitor day-to-day activities, planned and executed strategies for the agency team, ensuring alignment with organizational goals.
- Organize office meetings, motivational drives and branch-level spike schemes to foster team engagement and boost performance.
- Lead initiatives for new sales, collections, local marketing and promotion activities, driving revenue growth for the business.
- Vigilantly monitor the competition to stay informed about market dynamics and identify opportunities for improvement.
- Proactively identify the root causes of non-performance within the sales team and recommended appropriate remedial actions to facilitate turnaround efforts.
- Maintain focus on profitability, persistency and product mix to ensure a sustainable and successful business operation.
- Identify cross-selling and up-selling opportunities, driving the share of wallet initiative to maximize customer value.

Key Strategies Implemented:

- Implemented effective lead generation strategies to identify and engage potential customers, maximizing opportunities for sales growth.
- Focused on targeting government employees as a specific customer segment, leveraging their unique needs and preferences to drive sales.
- Conducted group and mass sales initiatives in various corporate settings, offering special pricing and incentives to encourage bulk purchases.
- Developed and executed marketing campaigns and digital promotion drives to increase brand visibility, attract new customers, and generate sales leads.
- Created and established a freelance distribution channel to expand the reach of the company's products and services, tapping into a wider network of sales professionals.
- Leveraged upselling and reselling opportunities to existing customers, capitalizing on their trust and satisfaction to drive additional sales.
- Conducted skill development sessions to enhance the capabilities and performance of the sales team, ensuring ongoing professional growth and improved customer service.
- Formed over 100 partnerships for joint promotional programs, targeting high-net-worth individuals (HNIs) as potential advisors and expanding the recruitment pool.
- Implemented Saturday drills to enhance productivity, providing focused training and support to maximize sales performance.
- Celebrated the launch of advisors and created emotional bonding through various occasions and events, nurturing a strong sense of camaraderie and loyalty among the team.

Outcomes:

- Consistently achieved outstanding results, surpassing targets by over 100% as SBU head, demonstrating exceptional leadership and strategic execution.
- Established offices that consistently excelled in sales and collection performance, earning recognition as the best and highest-performing offices in their respective categories during my tenure as Partner.
- Orchestrated a highly successful recruitment campaign, resulting in a record-breaking recruitment of 100 agents in a single month, contributing to the expansion and growth of the SBU.

Tata AIG Life Insurance Co. Ltd.

Designations & Promotions:

- Branch Sales Manager (May 2008-Jul 2008)

About The Company:

TATA AIG Life Insurance Co. Ltd. was a leading life insurance company that operated in India. As a joint venture between the Tata Group, a renowned Indian conglomerate and American International Group (AIG), a global insurance and financial services organization, TATA AIG Life Insurance combined the expertise and experience of these two industry leaders.

Role and Responsibilities:

- Successfully launching the new office with a focus on skill development and comprehensive field induction program.
- Achieving targets for branch advisor recruitment and premium generation, leading to expansion of the sales team.
- Provide support to HR in sales force recruitment, training and efficient operations.
- Monitor day-to-day activities and execute strategies to align the agency team with organizational goals, including organizing meetings and motivational drives, resulting in improved team performance.

Key Strategies Implemented:

- Established a freelance distribution channel to expand the reach and distribution network of the company's products and services.
- Conducted skill development sessions to enhance the capabilities and performance of the team, fostering professional growth and expertise.
- Implemented Saturday drills to enhance productivity and efficiency, ensuring continuous improvement and optimization.
- Celebrated the launch of advisors and fostered emotional bonding through various occasions and events, creating a positive and engaging work environment.
- Implemented a recruitment strategy focused on selecting individuals with the right skills and expertise, ensuring a strong and capable team.

Outcomes:

- 100% team recruitment in the first month to leverage man months.
- Orchestrated a highly successful recruitment campaign, resulting in a record-breaking recruitment of 200 agents in a single month, contributing to the expansion and growth of the SBU.

Max New York Life Insurance Co. Ltd. (<https://www.maxlifeinsurance.com>)**Designations & Promotions:**

- Agency Recruitment & Development Manager (Jan 2008-May 2008)
- Manager-Sales Development (Oct 2006-Dec 2007)
- Manager Training (Feb 2005-Oct 2006)

About The Company:

Max New York Life Insurance Co. Ltd., formerly a joint venture between Max Financial Services Limited in India and New York Life in the USA, has undergone a transformation and is now recognized as Max Life Insurance Company Limited. Following the USA partner's decision to withdraw from investments, Max Life Insurance has emerged as a prominent life insurance provider in India. As a subsidiary of the publicly listed Max Financial Services Limited, it holds the distinction of being the largest non-bank private-sector life insurer in the country.

Role and Responsibilities:

- Assisted SBU Heads in achieving 100% advisor recruitment targets on a monthly basis for all offices in the north zone.
- Organized recruitment drives and promoted insurance as a rewarding career option.
- Recruited advisors from diverse backgrounds, including different ages, experiences, professions, income levels and social segments.
- Collaborated with local businesses for joint recruitment drives and promotional activities.
- Identified training needs, developed roadmaps and recommended improvements to enhance the skills of business associates and front-line sales managers.
- Conducted skill-will analyses and implemented measures to promote organizational development and growth.
- Conducted induction programs for new recruits and monitored their engagement with the support of their supervisors.
- Provided sales and motivational training to enhance the capabilities of business associates and front-line managers.
- Offered appropriate training and sales support to advisors and sales staff.
- Provided weekly updates to the SBU Head to ensure the achievement of branch business objectives.
- Ensured compliance with training requirements as per IRDA regulations and maintained records for audits.
- Maintained and analyzed data on the performance of advisors and training schedules.

Key Strategies Implemented:

- Targeted recruitment strategies to attract individuals from diverse backgrounds and professions.
- Utilize various channels for recruitment, such as job portals, referrals and partnerships with educational institutions.
- Comprehensive training programs that cover product knowledge, sales techniques, and regulatory requirements.
- Ongoing support and mentorship to new agents to ensure their smooth transition and success.
- Performance-based incentives and recognition programs to motivate agents and drive productivity.
- Monitor and evaluate agent performance, providing feedback and additional training as needed to enhance productivity.

Outcomes:

- Consistently achieved over 100% of targets demonstrating exceptional performance and leadership.
- Established top-performing offices in terms of sales and collection within their respective categories.
- Successfully launched a campaign that resulted in recruiting a record-breaking number of 4000 agents in a single month within north zone.

- As a training manager, facilitated the highest number of MDRT (Million Dollar Round Table) agents in the country, showcasing exceptional training and development skills.

CIStems Ltd.

Designations & Promotions:

- Assistant Manager-Sales (Apr 2003-Jan 2005)
- Sales Executive (Apr 2000-Mar 2003)
- Management Trainee (Jul 1998-Mar 2000)

About The Company:

CIStems Ltd. was an information technology organization headquartered in New Jersey, USA, with its Indian operations based in Jaipur. The company operated in three key verticals: software development, IT consulting and IT education. They established CIStems Institute of Information Technology, an educational institution dedicated to providing high-quality technology education to individuals aspiring for careers in IT. Additionally, the company introduced career programs tailored for working professionals seeking to transition into the IT industry.

Role and Responsibilities:

- Gather a comprehensive database of local educational institutes, schools and career counsellors to establish connections and partnerships.
- Collaborate with various institutions to organize career counselling sessions and conduct CIIT promotion seminars, spreading awareness about the institute and its offerings.
- Successfully achieve sales targets for events, including the sale of admission forms and securing admissions for CIIT.
- Organize events such as InfoSem and IntelliRank, aimed at promoting CIIT among the target audience and achieving sales objectives.