**MADHIREDDY PRASHANTH REDDY Mobile: +919908007667**

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**Seeking managerial assignments in Business Development, Operations with a growth-oriented organization in the BFSI industry**

**PROFESSIONAL SNAPSHOT**

* Result-oriented professional with **11 years** of rich experience in Business Development, Customer Relationship Management, Team Management &Bank Channel.
* Most recent assignment with Axis securities Ltd. as cluster Manager in leading Bank branch network of 10 branches across Warangal.
* Proactive implementer with skills in business development, assessing the financial capability of the customer and providing the best service solutions
* Proficient in managing sales operations, organizing promotional campaigns & achieving desired goals
* Ability to support & sustain a positive work environment that fosters team performance with strong communication, relationship management skills

**CORE COMPETENCIES**

## Operations Management

* coordinating with the Resource sales team for daily reports to generate MIS
* Managing for the entire Resource bank branches.

## Sales & Marketing

* Analyzing latest marketing trends and tracking competitor’s activities; providing valuable inputs for fine tuning sales & marketing strategies
* Developing and implementing marketing plans with focus on planning promotional activities

## Business Development

* Identifyingprospectivebusiness,establishingstrategicpartnershipandalliances,generatingbusiness from the existing accounts and achieving profitability and increased sales growth
* Exploringpotentialbusinessavenuestopenetratenewaccountsandexpandexistingclientele; responsible for mobilization of funds

## Client Servicing

* Identifying prospective clients & generating business from existing clientele for achieving business targets
* Mapping client’s requirements & providing expert advisory services to select the right financial products
* Buildingandmaintaininghealthybusinessrelationswithcustomer,enhancingcustomersatisfaction matrices by achieving delivery & service quality norms
* Handling issues and customer grievances for superior customer service
* Assessing feedback, evaluating areas of improvements & providing critical feedback on improvements

**CAREER HIGHLIGHTS**

## Roles and Responsibility

* Responsible for setting up new branch and channels to make them profitable for the Area as a whole
* Monitoring Sales number closely and clearing rejections / targets to be delivered
* Making new branches profitable and maintaining Branch Profitability
* Managing 5 resources Branches of **Axis bank** branches and have who reports in the day today activity of the business

## Notable Achievements:

* Grew business by more than 200%, in the last Financial Year
* Managing a resource team in a bank branches.
* Actively involved in recruitment, training and business development.
* Set up a new unit (HNI Desk) with Resource sales Team.
* Responsible for the management, training and development of team.
* Involved in acquiring fresh leads and getting them converted via promotional activities
* Developing the online market share for the business

## Role and Responsibility

* Owning productivity of resource Team for the branch and helping them to break even faster
* Achieving targets provided by management myself and from resource Team
* Acquisition of new client from doing corporate activity and participating in trade

## Notable Achievements:

* Directing Resource sales Team on daily basis
* Advisory HNI’s and updating about Indian Markets analysis
* Involved in Asset Allocation, like Large Cap, Mid Cap and Small Cap
* Handling Risk Management for our clients successfully
* Managing client queries and escalate issues
* Training, retaining, and motivating the Resource sales Team in bank branch

**Organizational Experience:**

* **Worked in Franchisee as a Manager since 1st January 2023 –14th November 2024- Warangal.**
* Worked in **AXIS SECURITIES LTD.** as a **Cluster Manager** from **22nd** *November* ***2021*** *to December 2, 2022- Warangal.*
* Worked in **SBI CAP SECURITIES LTD.** as a **Team Manager (SM)** from 14th *Jan 2020 to 18- Nov-2021-Warangal.*
* Worked in **KOTAK SECURITIES LTD.** from June 27, 2017 to December 28th, 2019 as a Assistant Manager in Retail Sales-Warangal.
* Worked in **Karvy Stock Broking Limited** as a **Relationship Manager**from 1st December 2013 to 9th June 2017.

**QUALIFICATIONS**

**2009-2011** Post Graduate in Marketing (MBA).

## JAWAHARLAL UNIVERSITY HYDERABAD TELANAGANA India.

## (Aarush Group of Institutions, Warangal)

**2005-2008** Bachelor of Computers (B.Sc.).

## Sikkim University.

**ADDITIONAL QUALIFICATIONS**

* Certified **AMFI**- Mutual Fund (Distributors) Module.

**PERSONAL DETAILS**

**DateofBirth** : 28TH Aug, 1987

**Languages spoken** : English, Hindi and Telugu

**Address** : H. No.40-1-94, Khammam Road, Mamnoor village, KilaWarangal Mandal, Warangal Urban Hanamkonda District, Telangana - 506166.

Date: PRASHANTH REDDY M

Warangal