

# ANOOP PURUSHOTHAMAN

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## PROFESSIONAL EXPERIENCE

### ICICI SECURITIES

04/2020- Till Date

» **Regional Sales Manager** – Ernakulam, India (04/2020- Till Date)

Responsible for overseeing the daily and long term sales of demat accounts through bank branches across a geographic region. Responsible for setting and adjusting sales goals based on the team targets assigned. Responsible for overseeing the training of Sales Managers in the region. Driving the resident and NRI business in Kerala through team. Managing 103 branches of ICICI bank and maintaining stakeholder management, relationship management with clients.

### ESAF SMALL FINANCE BANK

11/2018- 03/2020

» **Area Sales Manager NRI Services** – Kottayam, India (11/2018- 03/2020)

Responsible for overseeing sales operations, meeting targets and managing the sales team in the region. Managing, training and motivating existing sales team to drive revenue growth. Develop and manage efficient distribution networks for sales. Develop efficient and creative sales and marketing strategies for the assigned territory and target setting for the sales team. Collecting customer and market feedback and reporting the same to the organization. Monitoring sales team performance, analysing sales data and reporting to NR Head.

### AXIS BANK

07/2018- 11/2018

» **Priority Banking Relationship Manager** – Chennai, India (07/2018- 11/2018)

Primarily responsible for providing financial solutions to the Priority customers and ensure value added services. Responsible for increasing liabilities size of relationship via balances in accounts of existing customers and enhancing customer profitability by capturing larger share of wallet. Responsible for deepening the existing relationships by cross selling of Bank's products and Services/ third party investment products. Also enhances the book through new customer acquisitions. Also involved in increasing customer engagement through other non-investment products like Forex, Remittances, Loans, etc. to the new and existing customers.

### ARKA INSURANCE BROKING

9/2016- 04/2018

» **Relationship Manager** – Chennai, India (09/2016- 04/2018)

Manage a diverse portfolio of relationships covering IT, Real Estate, Industries. Ensure business generation by marketing new accounts and cross selling the companies wide range of insurance products. Optimize the potential value and profitability of existing relationships by assisting in the delivery of solutions, products and services appropriate to meet customer need and to improve customer engagement. Work in partnership with colleagues across ARKA network to deliver exceptional standards and quality of service. Coach and provide development support to other relationship managers and support officers taking a genuine interest in their progression.

**WHITESKY HOSPITALITY**

2/2011- 10/2015

**» Manager – Sales & Marketing** – Bangalore, India (2/2011- 10/2015)

Responsible for generating and sharing quality leads to business development team. Managed social media activities on Facebook, Twitter, LinkedIn & Blog. Write and publish blogs, website copy, press releases and case studies. Create e-mail newsletters and send them to clients & prospects. Manage and improve data for e-mail marketing campaigns. Identify, shortlist and organise participation in trade fairs. Generate media coverage through cultivating media contacts. Managed and developed print collateral. Developed partnerships with likeminded firms.

**ICICI PRUDENTIAL**

1/2007- 1/2011

**» Risk Manager**, Cochin, India (January/2007- January/2011)

Responsible for identifying the critical causes of accidents or losses, recommending and implementing precautionary measures, and coming up with plans to minimize cost and damage in case a loss occurs, including the purchase of insurance.

Handled Super HNI clients with a premium paying capacity of 1 million per year. Handled high level escalations routed from central team to ensure that the customer complaints are resolved immediately. Acted as a one point contact for Service Managers across South India with Service to Sales initiatives. Achieved best branch award for exceeding service to sales target and was awarded Certificate of Appreciation.

**Key Achievements:**

- Certificate of Appreciation for revival of 4.7 crores Mission 1 Back Campaign (2008)
- Awarded Striker of the Month for Unravel campaign for 1.2 crores revival (2009)
- Certificate of Fellowship (ICICI Prudential Operations) (2009)
- Certificate of Appreciation for highest Service to Sales contribution of 1.4 crores (2010)

**HDFC BANK LTD**

7/2005- 12/2006

**» Relationship Manager** – Bangalore, India (7/2005-12/2006)

Responsible for delivering high quality customer service through building effective working relationship and trust with a diverse portfolio of clients, ensuring that all deadlines, KPI's and SLAs are met. Responsible for identifying and promoting full range of products to customers based on their business requirements and future aspirations. Responsible for maintaining and developing further effective working relationship with existing customers via creation of strategy plans for key customers.

**Key Achievements:**

- Secured training certification on banking & liability products of HDFC

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**EDUCATION AND CREDENTIALS**

CERTIFIED FINANCIAL PLANNER / Financial Planning Standard Board – Mumbai

Post Graduate Diploma in Financial Advising / Indian Institute of Banking &amp; Finance – Mumbai

Post Graduate Diploma in Insurance Management / Symbiosis Centre for Distance Learning – Pune

Post Graduate Diploma in Software Technology / National Institute of Information Technology - Cochin

Graduate in Commerce/ Mahatma Gandhi University - Kottayam