

AJAY RATURI

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Seeking senior level assignment in Sales & Marketing with a growth oriented organization of repute; preferably in solar, BFSI and Retail Industry

PROFILE SUMMARY

- Over 24 years of rich experience in Sales & Marketing, Business Development & Key Account Management with various organizations.
- Adept at identifying and developing key Market Segments for business excellence and accomplishment of targets.
- Proficient in fine-tuning strategies to ensure wider market reach & penetration of unexplored markets.
- Expertise in managing techno-commercial operations entailing product presentations/demonstration and holding technical discussions for securing profitable business
- Outstanding negotiation, communication & presentation skills

ORGANIZATIONAL DETAILS

July 2023 – till date - : Reliance Nippon Life Insurance Co Ltd, Vikas Nagar as Branch Head

- ✓ **Responsible for business development of 5 Agency Recruitment and Development Agency Insurance Manager.**
- ✓ Development of Marketing Executive and Advisor of Vikas Nagar
- ✓ Successfully got a business of 49 Lacs as on date with the help of 30 Advisor and ME of YOY basis.
- ✓ Produced 1 MDRT at Vikas Nagar Branch.

Feb 2022 – 30th June 2023 - : Bajaj Allianz Life Insurance Company Limited, Dehradun as Associate Chief Territory Manager

- ✓ **Responsible for business development of Insurance Manager Team**
- ✓ Successfully got a business of 62 Lacs as on date with the help of 20 Insurance Manager

Nov 2020 to Feb 2022: Future Generali India Life Insurance Company, Dehradun as Deputy Branch Manager

- ✓ **Responsible for business development and Sales from Insurance Manager**
- ✓ Successfully got 25 IM on Board with a business of 80.65 Lacs issued business as on date.

Nov 2016 – Aug 2020: Mittal Machines Pvt. Ltd as a Regional Sales Manager

- ✓ **Responsible for business development and Sales across Uttarakhand, Haryana, Punjab, Himachal Pradesh**
- ✓ Successfully generated a business of **8 Crore** across Haryana, Chandigarh, Punjab and Himachal in terms of retail and Institutional business 2018-2019
- ✓ Successfully generated a business of **1.50 Crore** across Himachal from single party
- ✓ Generated business across Defense colony and residence of District Bar Association.
- ✓ Installation of Solar Power Plant in Cold storage across Jalandhar and Nakodar belt
- ✓ Handled Dealer and Distribution network for the company across 4 states
- ✓ Coached Sales Managers in the development of sales and marketing plans, forecasting, performance management, etc; measure and track results
- ✓ Significant relationship development with Educational Institutions, Industries, Charitable Hospitals in making them understand benefit of Solar Power Plant by calculating the ROI on investment in Solar power
- ✓ Focused on high growth with help of new segment business
- ✓ Responsible for new orders/repetitive order through by reference and collections
- ✓ Created customer base in and across Haryana and Punjab.

Oct 2012 – Dec 2015: Telenor India Communication Pvt Ltd as Deputy Manager-Sales & distribution

- ✓ Handled the business of Telenor over the distribution of Prepaid connections and also looked after SABSE SASTA products across **Varanasi, Modi Nagar, Muradnagar and Shamli**
- ✓ Achieved 4.8 Cr business from the territory of Shamli
- ✓ Worked with 530 UTO recharge outlets and 190 UAO outlets
- ✓ Achieved business consistently of 28 BTS
- ✓ Received many awards for SABSE SASTA campaign, Ashwamedha contest and Uttam certificate.

Jul 2010 – Dec 2011: MetLife India Insurance, Saharanpur/Dehradun as a Branch Manager

- ✓ Achieved 1.5 Cr of annual sales target of the branch
- ✓ Recruited , handled team of 7 sales Managers including training, team development
- ✓ Awarded 1st Agency Manager in the region and 41st in the zone for my performance
- ✓ Taken initiative to interact regularly with customers to have relationship for business referrals and good customer support.

Jun 2009 – Jul 2010: Kotak Old Mutual fund Life Insurance Ltd, Mumbai as Sr.Manager Sales (Bancassurance)

- ✓ Worked for Dombivili Nagari Sahakari Bank Ltd as a National Relationship Manager
- ✓ Managed 35 branched for entire Mumbai and Maharashtra region
- ✓ Handled 5 Sales Managers and 22 sales associate in my cluster
- ✓ Instrumental in implementing employer – employee scheme wherein significant numbers of policies were sold
- ✓ Led and ensured need based selling, monitor, control and evaluate daily activity of team.
- ✓ Key driver behind 86 employees of DNSB and Bancassurance head of DNSB winning monitory

- ✓ recognition from Kotak Life
- ✓ Built an effective working relation with DNSB and Kotak life with an aim to generate mutual revenue stream
- ✓ Spearheaded efforts to reduce client grievances and successfully lowered TAT from 4 to 2 days.

Nov 2006 – Apr 2009: Birla Sunlife Insurance co.ltd, Dehradun as Branch Manager – Agency Manager

- ✓ Activated 41 advisors out of 42 and got the trophy of King of Dehradun
- ✓ Done YTD business of 1.2 Crore and sold 300+ policies
- ✓ Qualified 2 Bronze club advisors and 2 silver club advisors
- ✓ Got promoted as a branch Manager in short span of time of 1.5 yrs
- ✓ Regularly received high ranking and awards for meeting targets

Education Qualification

- ✓ Bachelor of Commerce - **University of Mumbai** (June 1999)
- ✓ Master in Business Administration (Marketing) – **Allahabad Agriculture University** (Oct 2014)

Address

5/10 Teg Bahadur Road, Lane No – 5, Dehradun, Uttarakhand- 248001