



## Sachin Soni

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### Senior Level Assignments

#### ~Retail Banking Operations~ Sales &Business Development~

An keen analyst with expertise in strengthening companies to lead in highly competitive situations

SKILL SET	PROFILE SUMMARY
Banking Operations	<ul style="list-style-type: none"> <li>MBA (Marketing) with <b>over 12 years</b> of comprehensive experience in <b>Banking / Branch Operations</b></li> <li>Demonstrated acumen in <b>generating streams of revenue</b> for the company with excellent track record of identifying growth-oriented opportunities</li> <li>Proficient in approving new clients through due diligence procedures including the review of KYC documentation, public record research and AML procedures</li> <li>Responsible for formulating operational policies and strategies for the bank as per the economic reforms and changing environment</li> <li>Expertise in managing banking functions, business development &amp; client servicing to facilitate product improvement and contribute towards the growth of an organization</li> <li>Proven abilities in all aspects of handling cash, issuing money orders, encashing cheque, cross-selling banking products &amp; services and carrying out related duties</li> <li>A customer centric professional with exposure in handling all aspects of service functions, preventing escalations and devising process strategies</li> <li>Skilled in <b>managing complete branch operations</b> with key focus on bottom line profitability by ensuring optimal utilization of available resources</li> <li>Pivotal in analyzing market trends to provide critical inputs for <b>business development initiatives</b> and formulation of selling &amp; marketing strategies</li> <li>Proficient in ensuring <b>consistent delivery of high quality services to clients</b> through meeting or exceeding client expectations guided by the Service Level Agreements and efficiency/accuracy standards</li> <li><b>Competent in managing teams</b> to work in sync with the corporate set parameters and motivating them for achieving business &amp; individual goals</li> <li>A keen communicator with honed interpersonal, problem solving &amp; analytical abilities</li> </ul>
Branch Management	
WS-Sales &Business Development	
Revenue Generation	
Retail Banking	
Relationship Management	
Statutory Compliance	
Team Management	
Strategic Planning	
Liaison & Coordination	

### CORE COMPETENCIES

- Coordinated with various departments/ branches for smooth execution of the activities; ensured smooth & complaint free branch functioning
- Managing customer centric operations entailing forwarding customer instructions to the concerned department and ensuring customer satisfaction by achieving delivery & service quality norms with minimum TAT
- Interfacing with key clients for understanding their requirements & suggesting the most viable solutions / products as well as cultivating relations with them for customer retention & repeat business
- Conducting internal process audits & process reviews; ensuring strict adherence to the process parameters/systems as per defined guidelines, thereby achieving high-quality customer experience
- Acquiring, developing & servicing long-term relationships with High Net Worth Individual (HNI) clients; prospecting and identifying new leads and pitching to the clients for achieving targeted business
- Supervised Current Account Savings Account (CASA) books with focus on ensuring that these accounts do not go dormant

## ORGANIZATIONAL EXPERIENCE

Started on my startup with business of GST Suvidha Kendra since 2018. Currently conducting this startup as a registered GST Suvidha Kendra (GSK) authorized by the GSTN- GSP Providing end to end solutions to solicit business owners to meet their various GST compliances and beyond. Along with GST compliances, there are a host of other services like financial auditing, online Income tax filing, and Return prep and many more.

**Since Jul'06 to July'17 Axis Bank Ltd., Teliarganj, Allahabad as Senior Manager- Retail Banking**

### Key Result Areas:

- Entrusted with the responsibilities of managing Branch Portfolio including CASA & Cross-sale Business
- Spearheading & liaising with the Branch staff & ensuring optimum use of Resource available in Branch
- Serving as SPOC for:
  - o Revenue generation
  - o Profit & cost management
  - o Customer acquisition & retention
- Supervising & ensuring that the financials of the branch are under control and maintaining strict adherence to Know Your Customer(KYC) and Anti-Money Laundering(AML) norms all the times

### Highlights:

**June'05 – July'06 ICICI Bank Ltd., Jabalpur as Relationship Executive – Small Enterprise Group of ICICI Bank Ltd**

### Key Result Areas:

- Served as a SPOC for managing small enterprises group along with current account acquisition for bank
- Mentoring & guiding a team of 04 personnel, strategizing and facilitating target achievement for individuals & branch
- Involved in providing leadership, direction to MRE'S for seamless operations
- Conducted meeting to set individual targets & review meeting to review the performance of MRE's

**Dec'04 – May'05: Reliance Infocomm (NIS SPARTA), Bhopal Field Sales Associates - Construction Team of Reliance Broadband Team**

### Key Result Areas:

- Involved in First Level Marketing of Reliance Broadband Products
- Steered efforts in Network-Rollout of Reliance Broadband in Bhopal
- Worked in association with sales team to maximize the sales of broadband products

### Highlights:

- Played a pivotal role in launching Teliarganj branch and developing a client base of 1600 clients and deposit base of 9 Crore within 20 months of the launch
- Mobilized funds and investments worth 150 Lakhs of High Net Worth Individuals (HNIs)
- Elevated and sustained the branch position in the top 10% branches in performance for sales and operations as a Branch Head
- Led a team of 09 that serviced Retail, Corporate & Wealth customers of the group across the globe

## EXTRACURRICULAR ACTIVITIES

- Contributed significantly as a member of Media group for 'VISAGE' management convocation conducted by Institute of Professional Education and Research, in Nov '03

- Actively participated in “WWF MARKET WRESTLING”, a product launching program of biscuits conducted by Institute of Professional Education and Research, in April’04

### IT SKILLS

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- Microsoft Office (Word, Excel & PowerPoint) and Internet Applications

### ACADEMIC DETAILS

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2005` MBA (Specialization) from Institute of Professional Education and Research, Barkatullah University, Bhopal  
2002 Graduation ( Degree name) from Allahabad University, Allahabad

### PERSONAL DETAILS

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Date of Birth: 1<sup>st</sup> April, 1982  
Languages Known: [Hindi & English](#)  
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