

M.S. Senthil Kumar MBA.,

2/15/1, Sri Ambal Nagar,  
Near Cheran Managar,  
Vilankuruchi Road,  
Coimbatore 641 035.  
Mobile: 09894463830  
Mail Id: Srisen1310@gmail.com

---

## CAREER SUMMARY

- Handled Materials Management & Packaging and dispatching in Srinivas Fine Arts Ltd., Sivakasi.
- Handled Materials Management in Dae chang India Co. Ltd., Chennai
- Automotive field in Car sales in ABT Maruti Ltd., Coimbatore

### -Present job at present - MUTHOOTTU MINI Financiers Ltd

- Executive Leadership
- Relationship Management
- Market Penetration
- As proven planner coupled with proficiency in effectuating business development strategies to increase Sales and business growth flair for implementing innovative strategies for accelerated growth.

## OCCUPATIONAL CONTOUR

Since 2010 Associated with MUTHOOTTU MINI Financiers Ltd as Asst. Manager – Business development & Gold Auditor & Internal Audit, Area Manager – Accounts Audit (Strike) & Regional Manager – Business development & Admin.

### CAREER GROWTH PATH

Nov '2001 – Sep '2007 - Packing and Logistics Head in Srinivas Fine Arts Ltd (Sivakasi)  
Oct '2008 – Sep '2009 - Asst. Manager – Material in Daechang India Seat Co. Ltd (Chennai)  
Oct '2009 – Dec '2010 - Car Sales Executive in ABT –Maruti (Coimbatore)  
Dec '2010 –Jan '2020 - Area Manager – Accounts Audit (Strike) in Muthoottu Mini Financiers Ltd  
Feb '2020 – Till date - Regional Manager Business development & Admin.

## **Mini FINANCIERS LTD (Since 2010) – Regional Manager – BD & Admin.**

### **Notable Attainments across the tenure**

- Managing 35 Branches – Across Madurai and Virudhunagar districts.
- Man power management, Recruitments and Staff handling.
- Handling Auction and recovery process.
- Handling Zonal office administration.
- Handling Legal cases.
- Product training to the staff.
- Marketing and Promotional activities like Arch, Kiosk, Auto branding, Umbrella activities etc.,
- Looking after new building and lease agreement process.
- Process Improvements, Automation and Cost Reduction
- Ensure weighing machine passing license renewed on time.
- Ensure proper sealing/Storage of Gold packets by staff.
- To ensure reduction in errors reported in Branch rating module and Audit Report
- To Ensure Satisfactory Audit Ratings and minimal critical exceptions.
- To do regular Branch Visits and ensure that all Hubs are visited at least once 45 Days
- Ensure proper Record Keeping and Branch Maintenance
- Ensure timely resolution of Customer Complaints and queries
- Play a support role to Business to meet organization objectives
- Ensure proper Teamwork between branch operations and other verticals.
- Ensure proper infrastructure and staff as per productivity norms
- Regular branch visits and process audit every month to ensure adherence to process and policy
- To monitor staff productivity and take corrective action in branches where inadequate or low productivity is noticed.

## ➤ACADEMIC Credentials

YEAR	UNIVERSITY /COLLEGE	COURSE/SPECIALIZATION	% OF MARKS
“1996	S.R. Govt, Hr. Sec School/Sivakasi	10 <sup>Th</sup>	61%
1996-1998	S.R. Govt, Hr. Sec School/Sivakasi	12 <sup>Th</sup> Commerce	75%
1998-2001	Kamarajar University/ANJAC/Sivakasi	Commerce – B. Com	63%
2004 – 2006	Tamil Nadu Open University/Chennai	Marketing – MBA,	68%

## PERSONAL VITAE

### Passport Details:

H4330252

### Permanent Address

M.S.Senthil Kumar,  
S/o. M. Sundar,  
2/15/1, Sri Ambal Nagar,  
Near Cheran Managar,  
Coimbatore 641 035.  
Mobile: 098944 63830

### Mailing address

Email: srisen1310@gmail.com

**Date of Birth/ Age/ Qualification: 10.07.1981/39/M.B.A., (Marketing)**

### Language Proficiency:

To speak:	English	Tamil	---	Malayalam
To read:	English	Tamil		Hindi -
To write:	English	Tamil		Hindi -

Thanks & Best Regards

Yours truly  
M. S. Senthil Kumar