



# Bonny Kar

SALES & MARKETING, BUSINESS  
DEVELOPMENT, PARTNERSHIP ENGAGEMENT STRATEGIST

## Contact Details

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**Pursuing 1Yr Executive  
program Leadership &  
management  
from IIM-Calcutta  
2020-2021**

## Personal Summary

Business Development, New business, sales strategist, General Insurance, OEM, Bancassurance, renewals & handling of Channel partners. Channel partnership management, with an approach to sales orientation and end customer after-sales, support with strategic business excellence adhering to guidelines and TAT to ensure satisfaction

## Core Skills

- Business Development
- Channel partner engagement
- Project management
- Process management
- Problem-Solving
- Sales & marketing strategist
- Relationship building
- New business development & management
- Critical thinking

### **Quality Compliance**

*Setting out quality standards for various sales oriented operational areas, ensuring a high-quality customer experience, while adhering to the SLAs and work processes.  
Creating awareness for driving the projects pertaining to sales and partner relationships with an improvement strategy & methodology, ensuring maximum efficiency with quality sales driven deliverables*

### **Client Servicing**

*General Insurance, OEM, Bancassurance, renewals & handling of Channel partners. Channel partnership management, with approach to sales orientation and end customer after sales support with strategic business excellence adhering to guidelines and TAT to ensure satisfaction*

### **Team Management**

*Leading, training and monitoring performance of the team members for maintaining excellence in sales orientation and partnership engagement  
Creating and fostering a healthy environment which facilitates high performance of team members and accomplishments and organisational goal*

# Work History

## ZONAL HEAD(SR. MNGR)

*One assist consumer solutions Pvt Ltd Jul2019 TO Sep2020*

- Bank relationship management
- Business deliverables
- Training
- Product & process management
- New business development

## CLUSTER HEAD

*Reliance GI CO. May2018 to Jul2019*

- Being a part of the Bancassurance team with a team size of 15 members comprises of 6 Sales managers 2 FTEs along with 2 other back-office staff. 1 SM at Coimbatore location along with an FTE
- RGICL as a Bancassurance team - PVT Banks is partnered with Banks, apart from sales engagement there is PAN INDIA relationship of Equitas Bank with a motive to business improvement and further perspective to business engagement with possible other tie-ups
  1. IndusInd Bank
  2. Equitas Bank
  3. Catholic Syrian Bank
  4. RSEC - Reliance securities
  5. SBI CAP
- Our major contributors, IndusInd bank with at least 70% of business sourcing and 20% contribute from Equitas bank with 10% from the rest of the relationships.
- The branches are spread across city limits of Large market acquisition. IndusInd Bank has over 25 branches, Equitas over 33 branches, CSB 15 branches, RSEC with 4 major branches & SBI CAPS with 4 branches oddly. The business proportion for a quarter is 1.20 crores spread accordingly as per mentioned contributors

## MANAGER - RENEWALS

*Cholamandalam general Insurance company Ltd Dec2016 to May2018*

- Sales were in accordance with the partnership of CIFCO (Chola investment & finance co. ltd) since CIFCO was a key accounts manager. Insuring financed. Under the CIFCO umbrella is categorized into 3 channels
  - a.) CIFCO - Home loan & Home equity proposals of client's mandatory fire plan & cross-selling health plans with help of team size of 25 area heads across pan India, 100 internal back ends as well as 20 field support executives of the CHOLA. Smart office- PAN INDIA Renewals
  - b.) CDSL - wealth management team and mutual funds investment handling team size of 11 regional managers to functionally promote cross-sales to either existing customers & as well as their new customers
  - c.) Marine insurance - With a total target of 15 crores a year, 12 crores from HE & HL. 3 crores from CDSL and 2 crores out of marine insurance is the target financially.

CIFCO includes Insurance on the following: - has been showing their inclination towards insuring their SME business

1. Fire Insurance
2. Engineering
3. Liability
4. Group PA & Health
5. Miscellaneous

The above products are Chola MS general insurance products, appropriately suitable to SME business.

# Work History

## CENTRE HEAD

*Kaya skin clinic .Jan2015 to May2016*

1. Responsible for services, appointments, day to day activities on
2. Deliverables daily basis
3. In house dermat management
4. Handling of cash on revenue and petty cash
5. Overall functioning of clinic & development

## OPERATIONS HEAD

*Serco BPO Dec2013 to Jan2015*

Handling processes as below

- Cavinkare
- Lakshmi vilas bank Sulekha
- Iffcotokio Health
- Iffcotokio TWP
- Tafe
- ICICI Lead generation

## WORKED AS A FREELANCER - CORPORATE TRAINER FEB'12 TO DEC'13

## SR. RELATIONSHIP MANAGER & HEAD OF OPERATIONS

*Parrot Grove Feb2010 to Jan2012*

- Parrot Grove (P) Ltd., is one of the leading organizations providing complete real estate solutions for large Corporate houses based in India and Abroad. Parrot Grove is now become one of India's most preferred land-related investment companies, hosting one of the largest Land Banks.
- Worked as Senior Relationship Manager handling HNI clients

### Key Deliverables:

- Completely handle the servicing of Key accounts in India and abroad.
- A team of 3 Relationship managers will be handled, managed for new business acquisition.
- To function as one point of contact for the company with the clients and handle the product,
- Financial and legal support requirements for the clients
- Resolving client issues and troubleshooting at the hour of need
- Derive efficient process internally to streamline operations
- Showcase various new products & services of the companies to the existing and new clients Compile business proposals and represent the company for pitching new sales

## ASST. MANAGER BRANCH RENEWALS

*Bajaj Allianz General Insurance Company Ltd Nov2009 to Feb2010*

## OPERATIONS MANAGER(ASST)

*Aviva 24/7(captive centre - UK) May2006 to Jul2008*

- Managing Process Coaches, Group Leaders & Quality Analysts; escalating updates to the teams to improve performance.
- Weekly monthly meetings with leadership team for betterment and consistent performance; reporting to the Ops-Manager on a daily basis, detailed information on the performance of each team.
- Understanding Service Level Objectives on Key Deliverables exclusively over any captive centre.

### Notable Attainments:

- Knowing the process and also Concentrating on the other processes of the same department,
- Initiatives taken to identify repeated errors through graphical representations.
- Trained a batch 50-60 members (Product/Process)
- Targets achieved which were set at 90% Of Customer Satisfaction & 80% of Customer Advocacy.

# Work History

## SHIFT MANAGER - TELESALES

*V-serv International Jul2004 to May2006*

### Key Deliverables:

- Handling training and monitoring the performance of the Telesales team of 100 to 120 members. Monitoring the Supervisors, Tls, and team managers; bringing the performance of the team on the daily reports.
- Interacting with the clients on a daily/weekly basis for better performance and achieving the required performance based on SLA.

### Notable Attainments:

- Knowing the process and also Concentrating on the other processes of the same department,
- Initiatives are taken to identify repeated errors through graphical representations.
- Trained batches, sales-related & soft skills (Product/Process).
- Targets achieved, SLA which was set at a minimum of 3 Sales/Day/Agent.

Commenced career on **Apr 03** to **May 04** with Sutherland Technologies, Chennai as Customer Support Executive

## EDUCATION

- Bachelor's Degree in Computer Applications from Alpha Arts & Science College, Chennai in 2003 scoring 72% marks.
- Bachelor of Law from yogi vemanna University, Kadapa in 2012 to 2015 scoring 58%
- HSC from Velankanni Matriculation Higher Secondary School, Chennai in 2000 scoring 76% marks.
- Pursuing 1Yr Executive program Leadership & management from IIM-Calcutta 2020-2021

I.T. Skills: MS Office (Word, Excel, PowerPoint, Outlook), C, C++, COBOL, VB and RDBMS

### Personal Profile

- Date of Birth 6th Feb 82
- Linguistic Abilities English, Hindi, Bengali, Tamil.