



# BINU SIVAJI

## ZONAL MANAGER - SOUTH

### My Contact



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### Education

- MBA (Sales and Marketing)  
Madras University – 2000
- B.Com (Kerala University)  
– 1998
- Kendriya Vidhyalaya Pangode  
1983 – 1995

### Skill

- Strategic Planning & Execution
- Cross functional Management
- Business Development
- Market Analysis
- Cost Optimization
- Regulatory Compliance
- Performance Management

### Languages Known

English / Hindi / Malayalam/Tamil

### About Me

Performance-oriented Sales/Business Development professional offering exceptional record of achievement over 20-years of progressive career in the Financial and Services Industry. Tenacious manager with strategic and analytical approach to resolutions, bringing in revenue and profit preposition. Talented in identifying and capitalizing on emerging market trends and revenue opportunities.

### Work Experience

#### EDELWEISS TOKIO PVT LTD | Zonal Head South – Broking Vertical

*2022 – Present (Currently heading AP & TL Agency Channel)*

- Pan India topper of 2022 EW channel for New Business
- 5 times DNA winner for the best team across the vertical
- Took promotion in 9 months of joining
- Handling a team of more than 250 sales professional across the hierarchy
- Persistence has been increased from 45 %to 88
- Qualified for Bangkok and Dubai trips

#### AGEAS FEDERAL LIFE INSURANCE CO LTD | Cluster head (Kerala/Karnataka/Tamilnadu)

*2013 – 2022*

- Rebuilt Trivandrum Agency Branch and got it to No.1 PAN India within 2 yrs
- Developed the AL model successfully and created the first AL branch.
- Achieved 150 percentage of the APE target in 2014–15.
- Achieved 180 percentage of the APE Target in 2015–16.
- Achieved 250 percentage of the APE Target in 2016 –17.
- Won Galaxy Award in 2017 felicitated at Singapore.
- Achieved 220 % percentage of the yearly target –2017–2018.
- Qualified for the Galaxy award 2017–2018 (Macao Hongkong).
- Qualified for the Ageas Leaders forum ITALY
- 2021–22 Pan India topper on absolute APE and New Business.
- Pan India topper in licensing 2021–22 with 50 % more than the runner up.
- Pan India Topper on POS recruitment 2021–2022.

#### EMIINENCE FINANCIAL SERVICES | Managing Director

*2009 – 2013*

- 20 lakh premium to Reliance on the first month of operation.
- Contributed 1.75 cr in 10 months with a team size of 6 managers during first year of operations.
- Successfully set the placement division of the company and enrolled 145 companies in different verticals.
- Successfully rolled out major schemes of insurance companies and made 20 Advisors and 5 Business Development Managers qualify for Singapore.
- Successfully implements the BA Model and appointed 10 BA's.
- Steered the marketing of consultancy Services and made alliances with all major IT companies at Technopark.

## SUPRASESH INSURANCE SERVICES AND BROKERS LTD | Regional Manager – South Kerala & Calicut

2006 – 2009

- Handled a team of almost 30 Sales Managers and ensured the profitability of the branches in the assigned areas.
- Excellence in spearheading Profit Centre operations in Trivandrum branch with 7 Sales Managers.
- Distinction of establishing branches in south Kerala and setting up initial team for Branch operations.
- Made Trivandrum Branch the first branch across India to achieve 1Cr business in a single month.
- Setting up new infrastructure Tracking the policy status and ensuring maximum issuance.
- Ensured the issuance and conversion of policies across the region within the TAT
- Contributed 5cr business in the OND of 2006 and made 1 Area Manager 10 Sales managers and 20 advisors qualify for foreign extension
- Organized training for 300 Advisors and 45 Sales Managers across south Kerala on product positioning and effective selling of life insurance products
- Lead a recruitment campaign on rural segments targeting the micro insurance market and successfully recruited a team of 75 advisors.

### Awards & Recognition

- Qualified to attend the Sales Conference of Kotak Mahindra Life Insurance Pvt Ltd at Malaysia during December 2006.
- Qualified for a foreign extension of Kotak Mahindra Life Insurance Pvt Ltd to Hong Kong during June 2007.
- Qualified for Star Cruise foreign extension by Kotak Mahindra Life Insurance Pvt Ltd to Singapore, Penang, and Phuket during April 2008.
- Qualified to attend the Sales Conference of Aviva Life Insurance Company Pvt Ltd at Bangkok during Oct 2008.
- Qualified for “Alto Car” of Kotak Mahindra Life Insurance Pvt Ltd during June 2007.
- Awarded top Area Manager for 2007
- Qualified for “Mahindra Scorpio” of Kotak Mahindra Life Insurance Pvt Ltd during August 2007.

## AMP SANMAR LIFE INSURANCE COMPANY | Executive Sales Manager –TVM

2004 – 2006

- The First Manager to cross the Highest FPC (First Premium Collected) across the country in the first year of operations (2005).
- Contributed 1.5cr. FPC in the year 2005
- Made seven club members in the year 2005
- Made an advisor GOLD ++ on the first day of licensing & made her qualify for Colombo Extension.
- Achieved 800 times of yearly target in 2005
- Championed the performance by producing 7 Gold, 4 Silver and 1 bronze Club members among advisors in Trivandrum Branch.
- Topper of the company in terms of Activation of agents and consistently exhibited an average 65 % of Activation throughout the Year.
- Made an Agent Bronze in just 2.5 months (Oct 16th to Dec 31st 2004).
- Successfully maintained 90 % of persistency
- Sourced 80 % of Business in Traditional policy from total volume of 1.5 cr.
- Successfully executed recruitment campaign in different places and recruited 20 agents in 5 days.
- Topper in terms of NOP for the year 2005

### Awards & Recognition

- Qualified for BRAVO award from Mr. Steve Waugh.
- Qualified as Gold plus Manager in 2005 and went to South Africa for annual sales conference.
- Rated as India's top manager of AMP SANMAR in 2005 across the country
- Bagged 26 Grams of gold in Jan– Feb. Reliance gold scheme
- Qualified for a trip to Singapore in Feb–March contest 2006
- Qualified for hero Honda splendor in April–May 2006 contest
- Rated as the only Gold Plus Manager pan India in 2005

## i-MANAGER | Executive Sales Manager – TVM

2000 – 2004

- Holds the distinction of managing the business development for I-manager for south Kerala.
- Demonstrated excellence in expanding the business to new geographies appointing Associates and Franchisees.
- Successfully enrolled a National Franchisee.
- Excellent track record of generating total revenues worth Rs. 5 Crores for 2002–2004 through the Franchisee Business.
- Played a pivotal role in maintaining an average contribution of 10 lakhs per month from the assigned Territory.
- Developed a strong Franchisee Alliance (FA) network in Central Kerala by acquiring 10 new distributors for the region.
- Leading and managing a team of 8BM's and 20 SM's.
- Attained the highest productivity among Sales Managers in the whole of South Kerala.
- Attained the lowest level of employee attrition.