

Venkata Aditya Ramayanapu

Cluster Manager



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A dynamic 10 years + experience into Insurance Industry and a B-School Marketing Professional, energetic, self-motivated Team Member with sound knowledge of Marketing and Business Development in B2B & B2C Sales & Marketing Services

Work History

2022-09 - 2023-04

Senior Branch Head

HDFC Life Insurance Company Limited, Guntur

- Forged solid partnerships with local businesses and community organizations to enhance the branch's reputation in the market area.
- Initiated cross-selling efforts, resulting in increased product penetration among existing customers.
- Implemented innovative marketing campaigns to expand the branch's market presence and attract new clients.
- Evaluated the effectiveness of sales promotions for better targeting future campaigns.
- Developed a high-performing team through targeted recruitment, training, and coaching initiatives.
- Analyzed competitors' offerings to position our products more effectively within the market landscape.
- Set challenging performance goals for the team, fostering an achievement-oriented culture that drove success across key metrics.
- Increased branch revenue by implementing effective sales strategies and maintaining strong customer relationships.
- Maximized employee engagement through regular communication, recognition programs, and team-building activities.
- Reduced employee turnover rate by creating a supportive work environment that encouraged professional growth.
- Engaged employees in business processes with positive motivational techniques.

2017-12 - 2023-03

Relationship Manager

TATAAIG GENERAL INSURANCE COMPANY LIMITED, VIJAYAWADA

Organized regular events to foster community engagement among clients, solidifying existing relationships and attracting new business prospects.

Identified new business opportunities through diligent market research and analysis, contributing to increased revenue growth.

Provided exceptional customer service, resolving issues promptly and maintaining client trust throughout the resolution process.

Spearheaded initiatives aimed at improving internal processes, leading to greater efficiency in relationship management tasks.

Handled 26 Branches as a Relationship Manager of canara bank and syndicate bank Krishna& Guntur District of for generating leads and closing the GI products of TATA AIG.

2016-09 - 2017-12

Senior Relationship manager

Bajaj Allianz Life Insurance Company Limited, Vijayawada

- Managed a diverse portfolio of high-net-worth clients, ensuring satisfaction and retention through personalized attention and strategic planning.
- Built trust with clients by maintaining confidentiality and handling sensitive information professionally at all times.
- Ensured compliance with all relevant regulations by adhering to established policies and procedures in all aspects of the role.
- Established strong referral networks with internal partners such as commercial banking, private banking, and wealth management teams to identify potential new clients.

Handled 6 BROKING Channel Partners All over AP Region for Regular Premium.

(Vijayawada Khammam Nellore Tirupati Guntur

Handled 2 single premium Companies (Hinduja Herofincorp) Across AP and Telangana

Acquiring New Company Tirupati Process Business Associate Model for single and Regular Premiums

Generating leads through Acquiring the Business broking channels (KARVY)

Traveling to locations for Branch visits for regular relationship.

Attending the sales calls for closures.

2023-05 - 2024-07

Cluster Manager

Aditya Birla Health Insurance Co Ltd., Vijayawada

Handled HDFC BANK - Branch Banking - BANCASSURANCE —200 Branches
Entire AP circle-1 and Circle 3 Rayalseema Region

Meeting cluster Heads of HDFC Bank respective clusters Month on Month .

Discussion with Cluster heads on Achievement and for conducting Health Drives on need basis with Branch Co-ordination

Conducting Cluster wise Drive for performance of cluster achievement of targets with providing manpower allocation reports month wise

Preparing campaigns for support of team members

Doing cluster visits of HDFC Branches month on month as per schedule branches mapped to me

Preparing data of TPP MIS , Daily MIS along with cluster performance

Sending Renewal dump across the stake holders and SMs on month wise conversions.

Preparing LSQ Reports and Meeting RPMs on regular basis for giving updates and getting support.

Giving support for call closures in field.

Tracking of team members and their daily activity and performance .

Giving handholding support to the SMs

Giving training on products to SMs

Ensuring to achieve month targets in time.

2014-01 - 2016-04

Sales Manager

Exide Life Insurance, Vijayawada

§ Recruiting FA's

§ Train them

§ Motivate them to generate business and also help them to close

§ New Client Acquisition.

§ Lead generating.

§ Preparing Research Reports through portals listed at ET500, GIC, Large Unlisted Companies.

§ Preparing Sales Force Data Centre.

§ Preparing Weekly Reports with Pipe Line leads.

§ Building Data

- § Preparing Call Reports, Call Notes.
- § Preparing Email Campaigns.
- § Preparing Follow ups
- § Fix up client meetings according to schedule.
- § Preparing DNC Report.
- § Preparing Presentations
- § Responsible to submit the targets in time.
- § Convincing the clients.
- § Giving follow ups.
- § Responsible to execute the work.
- § Responsible for explaining the schemes and plans.
- § Making M.I.S. (Management Information System)
- § Making Periodical Sales Report.
- § Making Cold Calls daily.

Fixing appointments daily with the clients to give presentation

Acheivements

- Successfully Achieved Confirmation Norms
- Successfully Achieved Every Month Cluster Targets consisitently 2.6L
- 7Sms
- Successfully Achieved Renewal Persisitency Bench Mark Every Month Above 78% Consisitently
- Successfully I driven My team to earn Incentive Every Month with out any Shortfall from 6Months
- Successfully Achieved the Benchmark Expectations by company MOM(Month on Month)
- Successfully I driven my team Market Share not below 76% as expected by Company every month
- Acheived Employment Confirmation on time by doing 15 lakhs of Regular business
- Received Good service for channel partners appreciation through mail communication
- Acheived Certificate of Merit at Compliance Refresher Training
- Acheived Certificate of Merit at ShubAarambh Training
- Acheived 49% 13 th month Renewal persistency from Jan2017 - Sep2017 data
- Achieved 100% target in all 6 months of the probation period
- Acheived Probation completion Certificate
- Promoted as Sales Manager from Asst sales Manager and received salary hike with incentives
- Acheived Certificate of Topper Activation of Advisor Certificate for 10 above New Advisor Activation per month (AAM)
- Acheived Certificate of Appreciation Ozone certificate for more Advisor Activations
- Acheived Certificate of Appreciation During Ignite Program Nov – Dec 2015 for more 13 above New Advisor Activations and 13 Number of policies (NOPS)

Personal Information

- Total Experience: 10 yrs
- Father's Name: R Srinivasarao
- Date of Birth: 07/18/87
- Gender: Male
- Nationality: Indian
- Marital Status: Married

Personal Qualifications

MBA+PGPPE (Business School)

Extracurricular Activities

Have participated in various sports & events and won prizes in school and college Achieved Participation Certificate of 'Brand Panorama' conducted by Marketing Guru Mr. Harish Bijoor Achieved MAT score 50% conducted by All India Management Association trained in Times Institute Achieved Brand War certificate in position of running to win competition conducted by Rai Business School - Bangalore

Projects

Organisational study done at The Royal Comforts - 2011 Done Project at Tafe Access Ltd (Skoda) in Standard Operating Practice (S.O.P)

Current Location

Patamata , Vijayawada, Andhra Pradesh, 520010

Education

2010-04	Bachelor of Hotel Management and Catering Technology: BHMCT <i>Acharya Nagarjuna University, Vijayawada - VIJAYAWADA</i>
2003-04	10th: ALL SUBJECTS <i>ADITYA VIDYANIKETAN - VIJAYAWADA</i> Board: Board of Secondary Education
2012-04	MBA + PGPPE (Marketing): Marketing <i>Rai Business School, Bangalore - Bangalore</i>
2005-04	10 + 2: Commerce <i>Triveni Junior College - Vijayawada</i> Board: Board of Intermediate Education

Skills

Strategic Planning
Business analysis
Team management
Sales Marketing Business Development
CRM
Marketing research
Promotional marketing account management
Competitor/ Market Analysis
Analyzing business potential, conceptualizing & executing strategies to drive sales, augment turnover and achieve desired targets
Creative and committed with an Ability to perform under pressure and competitive situations success at motivating staff through clear communication and outstanding organization skills
MS Word
MS PowerPoint
MS Excel
Ms Office , C

Languages

Telugu	<div><div></div></div> Advanced (C1)
English	<div><div></div></div> Advanced (C1)

Personal Details

Date of Birth: 18/07/1987	Nationality: INDIAN
Marital Status: Married	Gender: MALE
Religion: HINDU	

Declaration

I do hereby declare that the particulars of information and facts stated herein above are true, correct and complete to the best of my knowledge and belief.