

Venkatram Pillai

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Objective

To work for an organization that provides me with long-term job appreciation and responsibilities that can contribute to the success & progress of an organization thus building a high profile career.

Course	Institute/Board/Univ.	% Of Marks
BCOM	Mumbai University	First Class
HSC	Maharashtra State Board	First Class
SSC	Maharashtra State Board	First Class

Computer Skills

Operating Systems : Fully conversant with WINDOWS, Basic,
MS Office, Emails, Internet.Surfing.
Database Systems : Zoho

Extra Curricular Activities/ Hobbies

- Reading, Travelling, Meeting People, Listening to Music.

Work Experience		
Company	Period	Designation & Job Profile
IndusInd Bank Ltd.	July 24, 2023 to till date	<p>Banking Partner – Affluent Business Owner</p> <p>Division: Affluent Business Owner</p> <p>Location: Pan Mumbai</p> <p>The Profile includes acquiring New Trade & Forex Relationship/High Value Current Accounts/Working Capital & Trade Finance Products (fund based & non fund-based) for bank.</p> <p>Dealing in Specialized Product for bank in Construction Equipment Finance and Vessel Funding.</p> <p>Managing Customer Relationship with Mapped Book clients of more than 170 clients with base book of CASA INR 7.31 Crores and F.D. INR 2.97 Crores.</p> <p>Addressing both sales and service queries for customers with an objective to Acquire, Engage & Retain Customers. Sourcing NTB for generating Fee based income.</p> <p>Providing the Clients fund & non-fund based working capital facilities for business operations. Suggesting clients for all banking products that we sell LAS/LAP/HL/PL/HI/LI/CV/CC/GI etc.</p>

<p>Ark Events & Media Pvt. Ltd.</p> <p>Magazine:</p> <p>Construction Times</p> <p>Equipment Times</p> <p>Events:</p> <p>Construction Times Builder Architect & Materials Awards</p> <p>Equipment Times Yellow Dot Awards</p>	<p>January 2022 to July 2023</p>	<p>Regional Head – West</p> <p>Division : B2B Sales/Marketing initiatives (Advertisement Booking, Events, Conferences, Client Servicing online branding & special brand initiatives)</p> <ul style="list-style-type: none"> • Handling Marketing, Sales development & Circulation team. • Customised activity for clients • Sales & Marketing of AD Space • Spearheading the division and building new initiatives for the B2B clients • Making Marketing Plans, Key account management, strategic plans and budgeting plan for the properties and preparing feasibility chart. • Initiate sound PR exercise with clients & advertising agencies to establish process effective query management & resolution by providing solution for clients for brand development with various platforms offered by the group. • Client Servicing, Marketing and branding exercise for the clients through insertion in the magazine with advertorial content space offered on an ongoing base. • Sponsorship and Delegate Sales
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<p>ASAPP Info Global Services Pvt. Ltd.</p> <p>Magazine:</p> <p>Infrastructure Today Construction World Equipment India</p> <p>Events:</p> <p>Construction World Global Awards CWAB Awards Equipment India Awards</p>	<p>October 2016 – November 2021</p>	<p>Senior Manager – Sales</p> <p>Division : B2B Sales/Marketing initiatives (Advertisement Booking, Events, Conferences, Client Servicing online branding & special brand initiatives)</p> <ul style="list-style-type: none"> • Handling Marketing, Sales development & Circulation team. • Customised activity for clients • Sales & Marketing of AD Space • Spearheading the division and building new initiatives for the B2B clients • Making Marketing Plans, Key account management, strategic plans and budgeting plan for the properties and preparing feasibility chart. • Initiate sound PR exercise with clients & advertising agencies to establish process effective query management & resolution by providing solution for clients for brand development with various platforms offered by the group. • Client Servicing, Marketing and branding exercise for the clients through insertion in the magazine with advertorial content space offered on an ongoing base. • Sponsorship Sales
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<p>Sagar Sandesh – Maritime Tabloid News Paper</p> <p>Professional Publications Pvt.Ltd. (Dinamalar Group)</p>	<p>December 2012 to August 2016</p>	<p>Chief Marketing Manager – Advertisement and Circulation</p> <p>Division : B2B Marketing initiatives (Advertisement Booking, Events, Conferences, Client Servicing online branding & special brand initiatives)</p> <ul style="list-style-type: none"> • Handling Marketing, Sales development & Circulation team. • Sales & Marketing of AD Space • Spearheading the division and building new initiatives for the B2B clients • Generating Strategic Alliances and Partners.(Had tied up with India Shipping Summit , Green Port South Asia , INMEX INDIA, India Maritime etc.) • Making Marketing Plans, Key account management, strategic plans and budgeting plan for the properties and preparing feasibility chart. • Initiate sound PR exercise with clients & advertising agencies to establish process effective query management & resolution by providing solution for clients for brand development with various platforms offered by the group. • Client Servicing, Marketing and branding exercise for the clients through insertion in the News Paper with advertorial content space offered on an ongoing base.
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<p>Screen Print India (Aditya Publication Group)</p> <p>Event: Screen Print India</p>	<p>November 2010 to November 2012</p>	<p>Senior Manager – Corporate Marketing</p> <p>Division : B2B Marketing initiatives (Ads, Events)</p> <ul style="list-style-type: none"> Handled team from marketing/Sales. Generated sponsorships for the Show. Developed and conceptualised new concepts & formats for the category. Built customised properties based on the client's requirement with a proposed event with the Aditya Publication Group brand (the event is with an aggregated target audience of the client).
<p>Maritime Gateway, Planet Earth, (Group Gateway Media Pvt.Ltd.Part of Krishnapatnam Port)</p>	<p>December 2007- October 2010</p>	<p>Manager – Marketing & Public Relations.</p> <p>Division : Sales & Marketing initiatives (Events, Alliance, Tie- up with Media Brands for sales and distribution, Client Servicing.)</p> <ul style="list-style-type: none"> Joined during the phase of Planning, execution and launching of new magazine for the Maritime Gateway. Headed the division and built new initiatives for the brand equity. Leveraged media partnerships at events to achieve financial & business goals. Tied– up with channel partners & Advertising Agencies. Undertook market research & analysis, planning, key account management, competition analysis, sales budgeting plan for the properties and preparing feasibility chart. Developed and conceptualised new concepts & formats for the publication.

<p>Exim India News Letter & THE LINK Magazine</p> <p>(Group Exim Multimedia Pvt. Ltd. & FairPlay Exposition Group)</p>	<p>May 2003 to November 2007</p>	<ul style="list-style-type: none"> Coordinated with brand & editorial teams to widely carry the coverage of the event in print & electronic media. <p>Manager (Sales & Activation – Mumbai/Kolkata)</p> <p>Division : B2B Marketing initiatives (Ads, Events, conferences, online branding & special brand initiatives, Client Servicing)</p> <ul style="list-style-type: none"> Managed the Kolkata division besides new promotional initiatives for the B2B clients Handled the regional sales force. Developed new concepts & property in consultation with the core group. Drawn up Marketing Plans, Key account management, strategic plans and budgeting plan for the various media properties and preparation of feasibility chart. Brainstormed and dished out new ideas & formats for the category. Built customised print media properties based on the partnering client's requirement at the Exim India in-house events.
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Clothesline Line Magazine & Home Fashion Magazine (Group Apparel Media Pvt.Ltd.)	December 2000 to April 2003	Manager – (Category Head) Division : Special Pages & features (Space Selling & Marketing). <ul style="list-style-type: none"> Headed the Category of the Special pages & handled team of Asst. Managers, Sr. Executive & Executives Marketing and branding exercise for the clients through insertion in the magazine with advertorial content space offered on an ongoing base. Responsibility includes adding new clients in the list & maximising group share in the market.

Thanking you and awaiting your valued reply.

(Venkatram Pillai.)