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# Basavaraj Mugabast

## Executive Summary

*With over 20 years of progressive experience in the financial sector and 18 years in the Life & Non-Life Insurance, he possesses great skills in the areas of planning, organizing, and directing wide range of sales & marketing, training, Operational and Administrative activities. Adept at working to efficiently achieve organizational goals in both group and independent environments. Personable with a client- focused demeanor.*

A proven track record in linking corporate vision to the delivery of desired results through people empowerment and effective use of resources, processes and technologies. Demonstrated ability to plan, develop and manage investment portfolios with keen focus on maximizing gains while maintaining appropriate risk tolerance levels. **Specializes in Distribution Strategy Formulation, P&L Management, Bullion Operations, Business Acquisition, Operations, Budget Development/ Implementation, Portfolio Management, Risk Evaluation, Market Research, Key Account Management, Team Leadership and Training & Development.** Deft at providing support to investors in selecting appropriate banking products as per their investment needs. Demonstrated ability to motivate staff to maximum productivity and control costs through the most effective uses of manpower and available resources. Expertise in building large capacities from scratch with process/ product expertise coupled with executive management and hands-on delivery skills. Self- starter with proven expertise to set up retail loan operations, establish company brand coupled with excellent track record of driving business operations to profitability in startup, turn around, and high growth situations. **Elevated 15 times within his SBI Life tenure.**

## Core Competencies

Funds Mobilization



Business Development



Budgeting



Accounts & Finance Management



Portfolio Management



Vendor Management



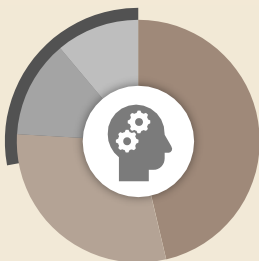
Business Operations Management



Corporate Relationship Management



- Product Management
- Cross Functional Coordination
- Market Intelligence & Trends
- Team Management



## Career Timeline

**May 2022 – Till Date** | Head of Health Agency Channel, SBI General Insurance Co. Ltd.

**July 2021 – Apr 2022** | Business Head South & West, India First Life Insurance Co. Ltd

**June 2018 – Nov 2020** | Regional Head PNB MetLife India Insurance Co. Ltd

**January 2006 - June 2018** | SBI Life Insurance Co. Ltd

**April 2017** Promoted as Area Sales Manager (Vice President Cadre) Which is one level above from Area Sales Manager (Vice President Cadre)

**April 2015** Promoted as Area Sales Manager (Vice President Cadre) from Senior Divisional Sales Manager (Associate Vice President Cadre)

**April 2013** Promoted as Senior Divisional Sales Manager from Divisional Sales Manager

**April 2011** Promoted as Divisional Sales Manager from Senior Branch Sales Manger

**April 2010** Promoted as Senior Branch Sales Manager from Branch Sales Manger

**April 2008** Promoted as Branch Sales Manager from Territory Manger

**December 2004 - November 2005** | Field Sales Officer Hongkong & Shanghai Banking Corporation Limited (HSBC) (Retail Assets), Mumbai

**July 2004 - December 2004** | Probationary Sales Officer Standard Charted Finance LIMITED(100% Subsidy of Standard Charted bank (Personal Loan Division), Mumbai

## Signature Skills

- Sound Leadership Quality
- Possess excellent sales presentation and organizational skills.
- In-depth knowledge of the processes and procedures of conducting corporate training in the entire cross functional departments.
- Experience in evolving and implementing various sales strategies, executing admin decisions.
- Sound knowledge of implementing newer ideas to maximize profitability.
- Excellent communication skills with an ability to relate to people across all hierarchical levels in the organization.
- An active listener having an empathetic approach towards subordinates.
- Have acquired proven expertise in the planning as well as coordination of events.
- Excellent stress management abilities with proficiency in adapting to dynamic environments.
- Implement best practices that consistently deliver outstanding results.
- Possess excellent time management and interpersonal skills.
- Multitasking ability to prioritize the work and manage complex situations under aggressive timeline.
- Proficient at working in high pressure environments with strict deadlines and multiple deliverables.
- Planning and implementing competent strategies to meet pre-determined business objectives and targets.

## Certifications

**2009**

Management Development Program- IIM Indore

**2010**

Managerial capability building program in IIM Mumbai

**2011**

MDP on personal and leadership effectiveness- XLRI Jamshedpur

**2015**

MDP on leadership effectiveness in Team Building - IIM Kozhikode

## Current Leadership Curve

**Presently Working with SBI General Insurance Co. Ltd as Head of Health Agency. Responsible for Health Agency Channel establishment, distribution set-up, strategy formulation & execution as well as fast-paced scale-up across country.**

- Planning, Budgeting, Execution of the designing strategies & Effective Implementation
- Planning the development of the business, identifying opportunities to develop sales force.
- Prepare Sales Approaches and Sales strategies.
- Recruiting & staffing pan-India
- Training and motivating the Regional Managers, Cluster Heads, Branch Managers, & Senior cadres Front line sales managers,
- Identifies suitable Corporate for tie-ups to promote the business and implements needed training activities for employees in all the cadres.
- To provide accurate and timely updates about the industry updates, Indian markets

## Awards Received

- Award for being No. 6 AREA in PAN INDIA Branch in all the parameters – 2016-17
- Secured No.3 position PAN India -2015
- Award from the country head Corporate Communication for being the number 1 in LMS conversion in PAN INDIA-2015.
- EXCELLENT rating for all the branches of the division in audit. Which is a record in PAN India-2015
- Award for both top performing branch & the division in the region from regional Director-2015
- Ranked 2<sup>nd</sup> in the Region & Ranked 6 In PAN INDIA under 6 UM Category Branch-2014
- Award for top performing branch in the region from Executive Director-2014
- Created 7 MDRTs & Stood No 1 in the state in creating highest MDRTs RE
- Resurrection award from the executive Director in 2013
- Award for top performing branch in the region from regional Director-2012
- Awarded champion of the region in Jan 2011 for being topper in 6 UM Category-2011
- Champion of the region in Feb 2011 for being topper in 6 UM Category-2011
- Ranked No.2 in Karnataka state with 99.82% completion of policies-2010.

## Key Performance Indicators

- Liaising with Operations Leads and Stakeholders across different geographies on day-to-day delivery and meet structured deliverables deadlines. Mentoring Change Management including automation initiatives including transformation and robotics, and drive productivity milestones.
- Ensuring that the service levels relevant to client service are adhered to.
- Suggesting enhancements that will improve process efficiency at the client and the bank side.
- Providing support with a focus on standard and high frequency procedures.
- Securing smooth handover to other parties involved in service request resolution by providing relevant information.
- Monitoring and tracking the solution path of their own service requests and acts proactively towards the client if the predicted time for resolution cannot be met.

- Negotiating price & delivery schedule with the concerned/respective vendors.
- Handling front line banking operations and marketing of bank products and substandard loan recovery.
- Managing the delivery schedule of the concerned employees on follow up with the vendor along with processing and releasing the payment through finance department.
- Delivering quality financial advice to clients and investors and helping clients and investors in grow, diversify and protect their acquired wealth and investments.
- Keeping up to date with developments in the financial markets and their impact on portfolios.
- Developing marketing material and compiling basic company valuations using market multiples.
- Identifying potential investors along with carrying out assessments of underwriting risks

## Significant Contribution

|  |   |
|--|---|
| <b>SBI General Insurance Co. Ltd</b>   | <b>Channel Head</b>   |
| <ul style="list-style-type: none"> <li>• Retail Health Agency/Franchise channel establishment and scale up across country.</li> </ul>  |   |
| <b>India First Life Insurance Co. Ltd</b>  | <b>Business Head</b>  |
| <ul style="list-style-type: none"> <li>• Channel management including recruitment and managing sales value-chain.</li> </ul>   |   |
| <b>PNB MetLife India Insurance Co. Ltd</b>   | <b>Regional Head</b>  |
| <ul style="list-style-type: none"> <li>• Effective team management including recruitment and development of all direct reports undertaking performance appraisals.</li> <li>• Recommendations to improve upstream and downstream processes and procedures.</li> </ul>  |   |
| <b>SBI Life Insurance Co. Ltd</b>  | <b>Area Sales Manager in Senior Position (Vice President Cadre)</b> |
| <i>Award for being No. 6 AREA in PAN INDIA Branch in all the parameters.</i> <ul style="list-style-type: none"> <li>• Building a full-scale sales operation from the ground up; duties that include establishing database systems, recruitment, as well as developing sales and marketing strategies.</li> <li>• Managing 15 Branches, its administrations &amp; Operations to ensure smooth functioning.</li> </ul> |   |
| <b>SBI Life Insurance Co. Ltd</b>  | <b>Senior Divisional Sales Manager</b>                              |
| <i>Received 10+ awards while working in as a Senior Divisional Manager</i> <ul style="list-style-type: none"> <li>• Performing market analysis to qualify the potential clients and providing them with a customized plan needed to drive the overall sales and increase revenue.</li> <li>• Hiring and training staff to generate / increase the sales.</li> </ul>  |   |
| <b>SBI Life Insurance Co. Ltd</b>  | <b>Divisional Sales Manager</b>                                     |
| <ul style="list-style-type: none"> <li>• Helped in setting and functioning of the branch.</li> <li>• Implementing strategies and developing sales action plans to deliver revenue, profit and improve efficiencies for the division</li> </ul>   |   |
| <b>SBI Life Insurance Co. Ltd</b>  | <b>Senior Branch Sales Manager</b>                                  |
| <ul style="list-style-type: none"> <li>• Managing communication stream</li> <li>• Developing and executing marketing</li> </ul>  |   |
| <b>SBI Life Insurance Co. Ltd</b>  | <b>Branch Sales Manager</b>   |
| <ul style="list-style-type: none"> <li>• Taking ownership of early delinquencies and working close with the team to resolve the issue.</li> <li>• Providing, coaching, mentoring, and training initiatives to enhance sales performance.</li> </ul>  |   |
| <b>SBI Life Insurance Co. Ltd</b>  | <b>Territory Manager</b>  |
| <i>Achieving First Premium of Rs. 7.2Cr\$ (FYP) Collected Premium as against the target of 3.5Cr\$.</i> <ul style="list-style-type: none"> <li>• Recruiting top performers and guiding them through the entire journey</li> <li>• Initiating and cultivating communication with interested organizations.</li> </ul>   |   |
| <b>SBI Life Insurance Co. Ltd</b>  | <b>Unit Manager</b>   |
| <ul style="list-style-type: none"> <li>• Recruiting teams of Insurance Advisors, train, retain and motivate them.</li> <li>• Execute performance goals, utilizing performance measurement tools and executing a consistent performance management process.</li> </ul>  |   |
| <b>Hongkong &amp; Shanghai Banking Corporation Limited (HSBC) (Retail Assets), Mumbai</b>  | <b>Field Sales Officer</b>  |
| <ul style="list-style-type: none"> <li>• Carrying out sales &amp; promotional activities through KIOSK &amp; Leaflet distribution etc.</li> <li>• Arranging appointment with clients</li> </ul>  |   |
| <b>Standard Charted Finance LIMITED, Mumbai</b>  | <b>Probationary Sales Officer</b>                                   |
| <ul style="list-style-type: none"> <li>• Carrying out sales &amp; promotional activities through KIOSK &amp; Leaflet distribution</li> <li>• Coordinating with existing dealers of the company</li> </ul>  |   |

## Education

MBA (MARKETING & HR) from KLE’s IMSR, Hubli Karnataka University, Dharwad, 2004

B. Sc (Computer Application) from P.C Jabin Science College, Hubli Karnataka University, Dharwad 2002