



# HDFC BANK

This is an ideal opportunity to advance your career in banking, with a bank which has served the nation for four decades standing by all stakeholders, providing shelter and support in fulfilling the aspirations of Sri Lankans including business community through diversified financial solutions.

The Bank is in the process of chartering into new vistas of development banking.

The HDFC Bank is looking for competent, dynamic & result-oriented individual with a proven track record to fill the following positions in our Bank.

## **CHIEF MANAGER - BUSINESS DEVELOPMENT**

### **Key Responsibilities:**

- Responsible for Business Development with regard to asset and liability products of the entire for the Bank and setting goals and developing plans for business and revenue growth.
- Drive and Implement sales and marketing strategy for the business to deliver the respective set targets.
- Responsible for the growth, development, expansion and profitability of the Channel or the Product.
- Conduct regular and detail business reviews with team, to ensure business is happening on daily basis.
- Explore and Identify new sourcing avenues to increase penetration.
- Build and forecast credit pipeline and achieve revenue generation goals by meeting targets.
- Work with and build healthy relationship with channel partners, brokers, consultants, and key decision makers.
- Account management and relationship building activities with existing and prospective clients.
- Product development and execution of sales, strategies timely basis.
- Maintaining portfolio quality as per the plan.
- Facilitate recovery and collection process.
- Train and develop staff.
- Responsible for driving business growth within the Bank and develop network of contacts to attract new clients, research new market opportunities, oversee growth projects, making sales projections, forecasting revenue in line with projected income.
- Manage branch network including Regional Managers.
- Improve portfolio quality of the bank reducing NPL.

### **Eligibility Criteria**

- Degree/full professional qualification in the relevant field from a recognized university/institution preferably in the area of Marketing & Sales.
- Over 10 years' experience in financial services industry related to sales, marketing related to credit instruments and minimum 5 years in managerial capacity in respective field.

**Age Limit:** Preferably below 50 years.

An attractive remuneration package awaits the right candidate.

### **APPLICATION PROCEDURE**

The applications with two non-related referees, should be sent by registered post address to reach the AGM – Human Resources & Administration on or before 31.01.2024 indicating the position applied on the top left hand corner of the envelope.

Those who do not possess the required qualifications and experience as at the closing date will not be eligible to apply for this post. Any application not meeting the required qualifications or received after the deadline will be rejected without any notice.

Candidates who fail to provide originals of relevant documents at the interview will not be appointed under any reason for this post.

Any form of canvassing will be a disqualification.

HDFC Bank reserves the right to postpone or cancel the recruitment. Only shortlisted candidates will be contacted for the next step of the recruitment process.

**Assistant General Manager - Human Resources & Administration**

**HDFC Bank of Sri Lanka**

**P.O.Box 2085**

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