

## Executive Branch Relationship Officer - Aditya Birla Sun Life Insurance

### Business Description

Aditya Birla Sun Life Insurance Company Limited ("ABSLI") is a part of Aditya Birla Capital Ltd ("ABCL"). ABSLI was incorporated on August 4th, 2000, and commenced operations on January 17th, 2001. ABSLI is a 51:49 joint venture between the Aditya Birla Group and Sun Life Financial Inc., an international financial services organization in Canada.

ABSLI offers a range of products across the customer's life cycle, including children future plans, wealth protection plans, retirement and pension solutions, health plans, traditional term plans and Unit Linked Insurance Plans ("ULIPS").

As of Sep 30th, 2023, total AUM of ABSLI stood at Rs.76,994 crore (19% increase YOY). ABSLI recorded a gross premium income of Rs.6,827 Crore in H1 FY24 and registering a y-o-y growth of 7% in Gross Premium with YTD Individual Business FYP with Single Premium at 10% at Rs 1,194 Crore. ABSLI has a nationwide distribution presence through 360+ branches, 11 bancassurance partners, 6 distribution channels, over 54000+ direct selling agents, other Corporate Agents and Brokers and through its website. The company has over 21,000 employees and 19.3 lakh active customers.

### Job Description

- Employees are ON ROLLS of Aditya Birla Sun Life Insurance.
- Employee will be mapped to the respective HDFC Bank or Axis Bank branch/s basis on the geography assigned
- Prime responsibility to generate insurance business through HDFC Bank or Axis Bank **branch walk-in customers, existing customers or self-lead generation**
- They will be required to generate business only for the assigned branch **in the assigned geography through new or old customers.**
- Providing support to branch profitability by selling ABSLI insurance product through different acquisition channels in the catchment area.
- **Will be responsible for achieving monthly sales target assigned:**
  1. NOP
  2. FYP
  3. Persistency
  4. 0 customer complaints
  5. Adherence to sales management practices
- Responsible for customer complains & need to be resolved in the specific TAT & ensure quality customer service is delivered
- Penetration of LI to existing and new customers.
- Employee has to build the smooth-professional relationship with the respective branch manager & with the branch employees.
- In the open architecture scenario, it's very essential to build the strong relationship with the banca partners

### Key Expectations:

- To handle bank customers requirements with the best services and products ranges
- To make our self-equipped with insurance and bank products knowledge
- To manage the relationship at all the levels to have the desire out-puts.
- Communicating any product changes, process change or change in any rules and regulations (internal/IRDA) with the help of different training module to banca partners
- Supporting in the actual sales and service aspects including sales calls, issuance and complaint handling

### Desired Profile Of The Candidate Attitude & Skill Set

- Self-presentation
- High on communication & articulation.
- Ability to convince and influence
- Relationship management at all level employees of the bank
- Excellent customer handling skill
- Goal orientation & resilience

### Specification

- Should be willing to travel within city/outside location if require
- Local language must
- Should be locality
- Two-wheeler is must have
- Should know the geography well

### Why Aditya Birla Sun Life Insurance

### Ideal Career Progression

- Opportunity to get promoted every 6 months and get an increment & a one-time bonus
- Choice after 2 years to become an Area Manager or continue to higher designations in sourcing role

- Goal sheet period for all designations is 6 months.
- Between EBRO & SPBM you have an opportunity to climb 6 designations

