



BOBCARD Ltd. (Previously Known as BOB Financial Solutions Limited) is a wholly owned subsidiary of Bank of Baroda and a Non- Deposit Accepting Non–Banking Finance Company (NBFC). BOBCARD was established in the year 1994 to cater to the need of rapidly growing credit card industry in a focused manner. BOBCARD is one among the pioneers in Indian card market and was the first nonbanking company in India to issue credit cards.

The Company’s core business is credit card issuance.

<b>Position</b>	<b>Acquisition Manager – Corporate Relationships And Corporate Credit Cards</b>
<b>Role &amp; Responsibilities</b>	<p><b>Key highlights of the role are listed below (Indicative and not exhaustive):</b></p> <p>This position is responsible for driving fresh acquisition, spends and portfolio enhancement business through</p> <ol style="list-style-type: none"> <li>1. Prospecting for new customers through existing distribution leads, cold calling and maximizing lead generation and corporate onboarding.</li> <li>2. Timely execution of all sales activities – leads, campaigns, referrals &amp; any self-generated leads etc.</li> <li>3. Activation: Month on month activation and utilization of limits on the allocated portfolio of corporate cards. Ensuring consistency of spends.</li> <li>4. Managing cordial relationship with corporate for deepening the relationship with corporate by acquiring more cards and additional limits with group companies/ sister concerns /vendors/suppliers and associates of the existing portfolio corporates.</li> <li>5. Corporate Sales: Acquiring corporates through engaging CFS, Mid Corporate, MSME, Startups, IBBs, LFs and other channel partners etc.</li> <li>6. Attrition Control: No or Minimal Attrition as per agreed standards and keeping the corporate engaged with BOBCARD.</li> <li>7. Facilitating the acquisition of retail cards through unified team by creating avenues for lead generation and sourcing.</li> <li>8. Supporting execution of awareness, marketing and promotion campaigns for corporate.</li> </ol> <p>The Role and responsibilities of this position include:</p> <ol style="list-style-type: none"> <li>9. Tracking and reporting sales performance including pipeline, acquisition results and market conditions.</li> <li>10. Keeping track of other Industry players and competition for state of art products, practices, new innovations and cautions.</li> <li>11. Maintain cordial relations with all business partners for generation of leads / corporate activities.</li> <li>12. Being up-to-date on product features, competition &amp; trends in the credit card industry.</li> <li>13. Ensure customer acquisition as per the sourcing mix and policy guidelines.</li> <li>14. Keeping a check on all policy changes, marketing offers. Keeping communication flow of changes to distribution channels, unified team and acquisition managers.</li> <li>15. Ensuring audit parameters are adhered to in line with existing policies.</li> <li>16. Answerable for any relationship closure or dormancy for his/her portfolio.</li> <li>17. Delivering presentations for monitoring &amp; discussing monthly performance of sales and portfolio parameters.</li> </ol>

	<p>18. Consistently growing portfolio and overachieving planned yearly business volumes.</p> <p>19. Responsible for ensuring smooth execution of the national sales strategy of BOBCARD, keeping in mind its validity to the specific region.</p> <p>20. Supporting collections if any.</p> <p>21. Supporting seamless customer service.</p> <p>22. Establish and manage strong business relationships with internal stakeholders (Risk, Credits, Back end, Product, Finance, etc.)</p>
<b>Job specific skills</b>	<p><b>Applicants should possess the following attributes:</b></p> <ul style="list-style-type: none"> <li>• Strong consumer financial services sales experience both with individual corporate sales experience and leading a team.</li> <li>• Team management experience will be a plus.</li> <li>• Excellent Inter personal and communication skills. Fluency in English (both written and spoken), conversant with the Regional Language apart from familiarity with Hindi language is must.</li> <li>• Excellent analyzing skills with proficiency in MS Office including excel and PowerPoint.</li> <li>• Preferably from Corporate Banking, relationship management, concept sales, IT corporate sales, Institutional ISP etc.</li> </ul>
<b>Educational Qualifications</b>	<ul style="list-style-type: none"> <li>• MBA, Graduate/Postgraduate</li> </ul>
<b>Minimum Experience</b>	<ul style="list-style-type: none"> <li>• 5+ year with Graduate Qualification preferably from Corporate &amp; Institutional Banking sector companies of repute.</li> </ul>
<b>CTC offered</b>	<ul style="list-style-type: none"> <li>• Compensation will not be a limiting factor for the right candidate and will be discussed on a case by case basis.</li> </ul>
<b>Location of posting</b>	<p><b>Number of Positions: 6</b></p> <p><b>Place of Posting: Anywhere in India</b></p> <p>The candidate may be deputed to work with the team(s) within the organization / parent organization / any subsidiary of the parent organization if and as deemed necessary. Candidate is liable to be transferred to any other location in India.</p>
<b>Maximum Age on the last date of application</b>	<ul style="list-style-type: none"> <li>• 45 Years as on date of receipt of Application.</li> </ul>
<b>Website</b>	www.bobcard.co.in
<b>Other Terms</b>	<ul style="list-style-type: none"> <li>• It may please be noted that company is not bound to call all the applicants for interview. Only shortlisted candidates will be called for selection procedure.</li> <li>• Canvassing, in any form, will result in disqualification of candidature.</li> <li>• In case of any modification in advertisement shall be updated only in Website.</li> </ul>

	<ul style="list-style-type: none"><li>• The above recruitment may be scrapped at any stage of recruitment process without assigning any reasons.</li></ul> <p>Company may conduct background checks/CIBIL check at any stage of process and also call for current compensation detail/qualification documents/past employment proofs for conclusion of recruitment process.</p>
<b>Last Date for application</b>	7 March 2025