



Bajaj Finserv Direct Limited

Job Description

Manager - Lending Partnerships, Key

Account Management

Location – Pune

About Bajaj Markets:

Bajaj Markets, a subsidiary of Bajaj Finserv and one of the fastest growing fintech in India, is a one-stop digital marketplace that offers multiple financial products across all categories - Loans, Cards, Insurance, Investments and Payments. Bajaj Markets has partnered with some of the most trusted names to offer choice to its customers and help them achieve their financial life goals.

Having started its journey as a fintech, Bajaj Markets has since then, built a very strong business as a techfin. Its Technology services businesses are built on its core capabilities in consumer insights, technology and data analytics. Its first B2B SBU, Skaleup, has been created to become the leading digital technology services provider in India through deep domain expertise and execution capabilities.

Besides this, Bajaj Markets has built a new business unit to become the preferred partner for digital technology initiatives across all group companies of Bajaj Finserv. Herein, the strategy is to align with digital technology roadmap objectives of all the group companies of Bajaj Finserv and offer digital technology services and platforms at market competitive rates.

As the tagline goes, with Bajaj Markets, “Ab Choices Hue Aasaan”

Get to know more about Bajaj Markets via the following links:

Websites:

<https://www.bajajfinservmarkets.in/>
<https://www.skaleup.com/>

Bajaj Markets on LinkedIn: [Click here](#)
Bajaj Markets on Glassdoor: [Click here](#)

Our Long-Term Vision

We aspire to become one of India’s largest BFSI Marketplaces & build a profitable digital technology services business with a global footprint.

The **Financial Services Marketplace** offers products across multiple categories across Assets, Liabilities, Payments, Insurance & Investments in partnership with 37 Banks, Insurers & Financial Institutions by providing choice & convenience of 1,300+ Financial Products.

We intend to forge additional partnerships with reputed financial institutions to offer the **widest range** of financial products & services across manufacturers, thus building a destination that offers choice in a **frictionless** manner with high degree of **convenience** for users.

Our **Technology Services business** is geared to offer 6 core offerings – Digital Applications, Customer and Enterprises Solutions, Data Engineering, Analytics Services, QA and Automation and Managed Cloud Services. We will offer these services in India & overseas territories.

BFSI Marketplace Construct

Ambition	Strategy	Approach
Become 'Amazon' of BFSI Marketplace in India and occupy one of the top 3 positions by size & customer choice	Become a specialist of BFSI space. Offer widest range of financial products & services across manufacturers to provide choice	Build a BFSI marketplace that offers choice in a frictionless manner with high convenience. Focus will be to drive high pull traffic by leveraging megatrends & partnerships

Technology Business Construct: Captive

Ambition	Strategy	Approach
Become a preferred partner for digital technology initiatives of all group companies. We will establish a dedicated Strategic Captive digital technology services unit for Bajaj Group companies	Align with digital technology roadmap objectives of group companies and profitably offer services and platforms at market competitive rates	Efficiently recruit, train, and deploy digital technology talent at scale. Continuously build and leverage cutting edge domain and digital technology capabilities

Technology Business Construct: Non-captive

Ambition	Strategy	Approach
Become a large scale profitable digital technology services provider which enables success of clients	Be a leading digital technology services provider from India in the financial services sector through deep domain expertise and execution capabilities. Build scale & focus on profitability	Offer Digital Technology services for BFSI industry across four geographies with hub and spoke model. Create capability to efficiently recruit, train, and deploy digital technology talent at scale

Our People

We are a strong brand with long-term orientation which provides tremendous stability & freedom to innovate. Our success is attributed to an efficient and passionate team of highly skilled 1500+ Technology & Domain specialists across Technology & Financial Services. With a strong foundation already established, you have an opportunity to be part of a distinct consumer technology company.

Bajaj Markets - Lending Partnerships Unit

- Partnership's business was launched as part of the Open Architecture strategy of the company. This strategy aimed at changing the representation of the company from a monoline distributor to a true aggregated marketplace.
- It has taken 20 months of dedicated effort to deliver this strategy across Loans, Credit Cards and Insurance
- Loans Partnerships business today boasts of 23+ partner across Personal, SME and Mortgage loans, with distribution spread across Banks, Traditional NBFC's, New Age NBFC's and Fintech's
- With rigorous relationship management efforts, business has scaled from 2Cr to 110Cr+ in a matter of 12 months, with unsecured loans contributing 75%+ volumes.
- With the immense opportunity available, the unsecured business will now be re-pivoted to focus on building distribution at scale for Key Accounts Management (KAM) and New & Emerging Accounts (N&E).
- Partners shall be classified as "Key Accounts" upon delivering a threshold volume / conversion / revenue as may be decided from time to time.
- All new partners and partners below the threshold volume / conversion / revenue irrespective of tenure shall continue to be tagged as "New & Emerging partners"

Primary Role

- Responsible for complete "ownership" of all execution related activities for delivering and maximizing "KAM" business (volume + revenue)
- Meticulously track & own partner's business funnel and find growth opportunities
- Smart at relationship management with senior management team at partner's end
- Overachieve and deliver monthly partner wise business volume and revenue targets across key accounts
- Ensure timely delivery of customized partner product propositions by working closely with internal business, product & tech teams.

Desired Skills

- Bachelor's/Master's Degree in Marketing and related field
- 6+ years of B2B/Retails sales experience across E-aggregator business, Bancassurance channels, Banks, NBFC's & Fintech's
- Excellent MS Excel, MS Word and MS Powerpoint is a mandatory skill.
- Learns Fast/Decisive. Thinks fast. Agile. Adapts to new situations quickly. Has been highly successful within organizations that have a high agility
- High on 'Self Learning' due to diverse nature of project

- Positive with an achievement-oriented mindset. Finds ethical ways to get things done
- Ability to understand and solve complex business requirements by correctly interpreting them to a design brief
- Can maintain high energy for extended periods of time
- Manages Complexity. Strips out unnecessary structure, processes, products and/or business units. Keeps things simple. Explains complex ideas and concepts in simple terms
- Core set of personal values, which ensure highest level of integrity in all business practices



