

# SURYA PRAKASH

**Bancassurance Manager | HDFC Life Insurance Co. Ltd**

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## Professional Summary:

HDFC Life has been instrumental in shaping my professional journey, promoting me from Executive Trainee to Bancassurance Manager. My focus is on fostering strong client relationships, delivering personalized financial solutions, and leveraging digital strategies to enhance customer experiences. With a PGDM in Marketing & Operations, I bring expertise in financial planning, digital strategy, and leadership to contribute to organizational success.

## Skills :

- Financial Planning & Analysis
- Relationship Management
- Digital Strategy
- Marketing & Operations

## Experience Summary:

**HDFC Life Insurance Co. Ltd. – Gurugram, Haryana**

May 2025 – Present

**Role:** Bancassurance Manager

### Descriptions :

- Leading strategic bancassurance partnerships with partner banks to drive insurance sales and achieve business growth targets.
- Managing high-value client portfolios and ensuring superior customer satisfaction through strong relationship management.
- Collaborating with bank teams to identify cross-selling opportunities, enhance product penetration, and increase revenue.
- Monitoring sales performance, providing training, and implementing initiatives to boost branch productivity.

**Senior Corporate Agency Manager**

Jun 2024 – May 2025

### Descriptions :

- Promoted for consistent high performance and leadership in driving business across the North India region.
- Directed and motivated a team of sales professionals to achieve insurance and financial goals.
- Developed and executed branch-level business strategies to expand customer reach and improve channel efficiency.
- Strengthened relationships with key corporate clients and distribution partners to maximize business potential.

**Executive Trainee**

Jun 2023 – May 2024

### Descriptions :

- Gained foundational expertise in financial planning, insurance products, and customer service.
- Supported marketing and promotional campaigns to enhance brand visibility and lead generation.
- Assisted senior managers in client onboarding, documentation, and policy servicing.
- Built an understanding of regulatory compliance and operational processes within the insurance domain.

## Project:

**IEEMA ELECRAMA Event**

Jan 2023 – Feb 2023

Worked 30 days as Operation Head for the event organized by Indian Electrical & Electronics Manufacturers' Association. Handled a team of 10 members, ensuring smooth coordination and logistics.

## Award & Certifications:

- Awarded 2 Quarters as “Most NOP Achiever – North India”
- JFM Award Winner
- Power BI Workshop – United Latino Students Association (Jul 2025)
- Customer Experience (CX) in Industry 4.0 – Udemy (Aug 2024)
- Introduction to Financial Planning – Udemy (Aug 2024)
- Lean Six Sigma Yellow Belt – Sparen & Gewinn Consulting (Aug 2022)
- Digital Marketing – Google Digital Garage (Jul 2022)
- Diploma in Computer Application (DCA) – Institute of Computer and Management Studies (Oct 2018 – Mar 2019) Grade: A | Achieved Top Rank in Batch Covered advanced concepts in Computer Systems, Networking, and Telecommunications

## Education:

- Post Graduate Diploma in Management (PGDM) – Marketing & Operations  
Noida Institute of Engineering & Technology | 2021 – 2023