

## Brief Profile

SUDHIR MEHRA

**SUMMARY OF QUALIFICATIONS**

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*A banking and finance professional with 42 years of experience in finance industry*

- Worked in the State Bank of India for almost 31 years.
- Knowledge of Treasury operations and functions with dealing room experience in Tokyo, Japan.
- Headed Sales and Marketing in the State Bank of India and General Electric (Joint-Venture).
- (Leadership role having controlled operations of 40 branches of State Bank of India)
- Experience in training sub-system.

**CAREER ASSIGNMENTS**

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Currently heading the finance function of a Company with a group turnover of around Rs. 300 Crores in the phytoceutical space. Apart from the stated function, vested with additional responsibility of supervision of the legal team. CDA's and other Agreements are signed off after due diligence conducted by the Finance Department.

**(12 Years +)**

Served as Head Sales and Marketing SBI card (SBI – GE joint venture). Headed Sales and Marketing functions nationally along with the facilitation of setting up of credit facilities for conduction of credit card operations.

**(2 Years)**



## Brief Profile

Worked in the Corporate Accounts Group (CAG) of the State Bank of India at New Delhi. CAG was created with the specific intent of ring fencing the core franchise of SBI which was under imminent threat.

The clutch of accounts handled were large corporate such as STC, MMTC, PEC, HCL, SAIL, VAM ORGANICS (the then Reckit and Coleman) where credit assessments were in excess of Rs 100 crores. Assessing credit needs with attendant sanctions, monitoring and thwarting predatory pricing were critical functions.

### **(3 years)**

Served as Regional Manager and Controller of 40 branches .Heading the Personnel and HR Department of the Chandigarh Circle of SBI as AGM. Also associated with training sub system of SBI and headed the training center at Chandigarh as Chief Instructor with a brief stint at the SBI Staff Training college of Hyderabad in the training faculty.

### **(8 years)**

Worked as the In charge of foreign exchange transactions of various offices of SBI. While routine transactions which included assessment of forex needs of clients, cover operations, document handling at various branches were successfully managed, posting to Tokyo as Manager Forex and Funding to look after treasury operations and derivative contracts of SBI which encompassed cover transactions for RBI also was another significant assignment. This experience of around 5 years and association with broking houses in Japan imparted great learning and associated experience.

### **(11 years)**

Worked in the Lead Bank Department of SBI. The Lead Bank Scheme was a Government of India and Reserve bank of India mandated initiative, where economically viable and technically feasible schemes for backward districts had to be prepared. Dovetailing such

The image shows a handwritten signature in black ink, which appears to be 'P. K. Singh'. Below the signature is a circular stamp. The stamp contains the text 'NEW DELHI' in the center, 'TV TODAY NETWORK LTD.' around the perimeter, and a small star at the bottom.

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schemes with the government aided subsidy programs was the ultimate endeavor. These plans called the District Credit Plans (DCP's) were launched and monitored at the District and State levels. Preparation of DCP's for the entire state of Jammu and Kashmir was the exclusive responsibility of the State Bank of India. As the designated Team Leader, prepared DCP's for Anantnag and Jammu districts with a 5 year perspective. Implementation which presented specific challenges was another responsibility. This was a rewarding experience in the formative years to assimilate life of rural India.

**(7 years)**

## EDUCATION

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**M.A English.**

Diploma, Associate of Indian Institute of Bankers

