

**BUSINESS HEAD**

**Career Opportunity:**

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**SASVITHA HOME FINANCE LTD (SHFL)**

Sasvitha Home Finance Ltd is looking for a Candidate with experience in retail mortgage financing , deep understanding of micro markets in housing finance especially in affordable segment ,Proven record of performance in achieving challenging business targets with in depth knowledge of legal and compliance requirements relevant to business

**Key Responsibilities:**

- Develop and execute strategic plans to drive business growth and market expansion.-setting goals and achieving aspirational business targets in mortgage lending in the affordable housing finance segment , pitching for exponential growth .
- Provide leadership and direction to diverse teams, Sourcing and building teams of achievers in sales, recovery and customer service and fostering a culture of collaboration and excellence.
- Monitor market trends, identify opportunities, and implement effective strategies to maintain a competitive edge adopting contemporary marketing skills through on street out reach, digital and social media ,Identifying micro markets for new business expansion  
Plan for portfolio growth with innovative and profitable products and enhance service offerings to meet evolving customer needs.
- Establish and maintain strong relationships with stakeholders, including clients, partners, and regulatory bodies,oversee risk management and ensure compliance with industry regulations.

**Experience and Age :**

- 10 to 15 years experience in NBFC/HFC environment, physically fit for extensive travel in the age group of 40 to 45 years .

**Qualifications:**

Graduate essential ;post graduates with marketing and HR qualifications will be an advantage .Knowing Tamil and /or Southern language is preferred .

To apply, please submit your resume and a cover letter highlighting your relevant experience to [hr@sasvithahome.com](mailto:hr@sasvithahome.com) before **31-01-2024**.