

NeoGrowth Credit Pvt.Ltd

Customer Acquisition Manager / Senior
Customer Acquisition Manager



Job Profile Details

Placement Cycle	ARKA JAIN University - Placements 2025-26
Job Location	Nashik, Nagpur, Aurangabad, Jaipur, Ajmer, Indore, Bhopal, Chandigarh, Ludhiana, Surat, Noida, Gurgaon, Bangalore, Chennai.
Date of Visit	NA
Position Type	Full Time
Expected Hires	NA
Sector	NA
CTC	INR 390000 - 480000
Category	Level 2 - General
Description	<p>About NeoGrowth:</p> <p>NeoGrowth is a new-age lender, with a focus on Micro, Small, and Medium Enterprises (MSMEs). It is a systemically Important, Non-Deposit taking Non-Banking Financial Company (NBFC-ND-SI), offering a wide range of products tailored to the dynamic needs of small businesses. Its data science and technology-led approach enables it to offer quick and hassle-free loans to MSMEs. NeoGrowth offers a unique daily repayment option to its customers with multi-channel repayment modes. It has served and engaged with businesses and supported them with their growth ambitions. It not only helps small businesses grow but also drive financial inclusion making a positive social impact.</p> <p>Department: Sales-Secured Loans</p> <p>Role:</p> <p>As a Customer Acquisition Manager (CAM/Senior CAM), you will be responsible for acquiring new clients for Loan Against Property (LAP), driving sales and generating business for the organization. This is a field-based, target-driven sales role requiring strong market networking and product knowledge. The acquisition would be through Direct Channels like Events, Exhibitions, Road Shows, Database & Micro marketing Activities.</p> <p>Responsibilities:</p> <p>Sourcing & Lead Generation</p> <p>Identify and acquire new MSME customers through Direct</p>

Acquisition using field visits, telecalling references, micro-marketing activity and market research.

Build a strong local market presence to generate a steady pipeline of secured LAP business leads and disbursement.

Build a profitable customer pool of 25 MSME customers as a Key Account Manager (KAM) and manage the entire customer life cycle for any service queries, renewals, top ups, SOA etc.

File Login & Application Processing

Collect accurate customer documentation and ensure timely login of loan applications.

Guide customers through eligibility and documentation, ensuring compliance with internal policies.

Cross-functional Collaboration

Coordinate with Credit, Risk, Operations, and Legal, Technical teams for smooth file processing and issue resolution. Act as the single point of contact for internal follow-ups and ensure end-to-end loan application execution.

Disbursement & post-sales follow-Up

Track loan application status and facilitate timely disbursement by resolving process delays.

Explain disbursement terms and support clients with post-loan queries and servicing needs.

Relationship Building & Client Retention

Build strong client relationships to drive repeat business, referrals, and long-term loyalty.

Maintain regular client engagement to understand evolving needs and offer tailored financial solutions

Proactive On-Ground Outreach

Conduct regular face-to-face visits to rural & semi-urban markets identify new loan leads (home/SME/microfinance), explain our products clearly, and assist customers through application and documentation processes, ensuring compliance with RBI & internal KYC standards

Lead in-person recovery efforts by visiting delinquent borrowers' residences or businesses to collect overdue payments, assess individual financial situations, and develop tailored repayment arrangements compliant with RBI guidelines.

Early bucket-PDM and collection management

Drive portfolio quality through Pre Delinquency and Collection Management drivers like presentation date, EMI amount, SMS/ telecalling/ Notification and help to collect overdue amount along with penal charges/ late payment interest through direct customer engagement, regular field collection efforts and visits.

Key Skills & Competencies:

Strong local market knowledge and merchant network.

Good understanding of loan products, customer needs, and financial documentation.

Target-oriented, self-motivated, and team player with strong

execution ability.
 Excellent communication and interpersonal skills.
 Demonstrated ability to perform effectively under pressure while consistently achieving monthly targets.
 Ability and competency to work in the field/marketplace in the neighborhood lending model.
 Performance Metrics:
 Achievement of monthly and quarterly disbursement targets.
 Number of new Business merchant acquisitions.
 Productivity through direct and channel sourcing.
 Conversion rate from leads to disbursed accounts.
 Early bucket collection efficiency, bounce rate, entry rate and resolution.

Open for Courses

- Jain - Arka Jain University Jharkhand

BBA

1. Finance
2. Marketing
3. Human Resource

B.Com (Hons.)

1. Finance
2. Marketing
3. Human Resource

MBA (Semester)

1. Marketing & Finance
2. Marketing & Human Resource

Eligibility Criteria

B.Com (Hons.)	<i>All students are eligible</i>
BBA	<i>All students are eligible</i>
MBA (Semester)	<i>All students are eligible</i>

Work Experience Criteria	No work experience based criteria defined yet!
Allowed Genders	[Y] Male students [Y] Female students [Y] Other Genders
Backlogs	Students with backlog(s) not allowed

Hiring Workflow

Pre-placement Talk

No Venue/Time specified

Group discussion

No Venue/Time specified

HR interview

No Venue/Time specified

Additional Info

No additional information