

HOME FIRST FINANCE COMPANY (HFFC)

Position	Product Manager
Job Description	<ul style="list-style-type: none">• Ideating, creating and launching new products and product variations• Nurturing new distribution channels• Identifying market specific ATL/BTL/Social Media plans and executing them• Evangelizing new products and initiatives across branches and other distribution channels• Set up sales processes and manage MIS
About HFFC.	<p>HFFC is a young Housing Finance Company founded by two eminent bankers – Jerry Rao and P S Jayakumar. Bessemer Venture Partners, a 100 year old US based PE Fund and TATA Capital Growth Fund are investors in HFFC</p> <p>HFFC provide housing loans to low and middle-income individuals. A majority of our customers are first time home buyers and find it challenging to deal with big financial institutions for their home loan requirements. Loan amounts for these homes typically vary between 1 lakh to 30 lakh Rupees.</p>
Skills	<ul style="list-style-type: none">• Good written and oral communication in English and Hindi• Flair for numbers and managing worksheets (excel)• Ability to work on new projects in an unstructured environment• Ability to network and build relationships
Location	Head Office (Mumbai)
Compensation	8 – 12 Lakhs p.a.
Work Experience	Experience of 3 to 7 years in Field Sales, Product Management, Marketing or Advertising. Great opportunity for field sales people who have a creative bent of mind.
Contact Details	Interested candidates may drop in your resumes with an appropriate subject line at careers@homefirstindia.com