

## Mr. Sudhakar Ramasubramanian

*Designation: Managing Director and CEO, Aditya Birla Idea Payments Bank Ltd*



Mr. Sudhakar Ramasubramanian, Managing Director & CEO, Aditya Birla Idea Payments Bank Limited (ABIPBL), has been setting up the Payments Bank since May 2016.

Prior to this, he was CEO – Wealth & Online Business and MD - Aditya Birla Money Ltd. He joined Aditya Birla Financial Services Group (ABFSG) from the Aditya Birla Group (ABG) in March 2009 as Executive Director of Aditya Birla Money Ltd. (ABML), primarily to manage its overall operations and drive post-merger integration of ABML into the ABFSG fold. Since February 2011, he held the position of Managing Director in ABML, which, under his leadership, has seen major turnaround in its operations and reached greater heights in terms of growth, process excellence, product innovation, risk management and profitability.

He conceptualized, launched and grew ABG's first digital business, Aditya Birla Money MyUniverse ([www.myuniverse.co.in](http://www.myuniverse.co.in)), in 2012, and scaled it up to become India's largest Personal Finance Management platform and the 7<sup>th</sup> largest MF SIP Distributer. Under his able leadership, MyUniverse (MU) has been successful in reaching out to

more than 2.6 million registered users with more than Rs. 19,500 crores of their money being managed on this platform.

Sudhakar also managed the financial distribution business of ABFSG under Aditya Birla Money Mart and has driven the growth of Assets Under Advisory.

Prior to this role, he was appointed as CEO of Aditya Birla Finance Ltd. (ABFL) in 2010 (the NBFC arm of ABFSG), where he scaled up its lending book threefold in one year's time.

Prior to ABFSG, Sudhakar held the position of President & Head - Corporate Strategy & Business Development at ABG. In this role, he worked with Group Businesses on several international and domestic business building initiatives. He had the experience of working on multiple businesses and on strategic partnership initiatives in several geographies across the world including Europe, USA, Mexico, Middle East and South East Asia. Among other achievements, he and his team were instrumental in creating the blueprint for the Financial Services business.

Sudhakar has been honored with the prestigious Aditya Birla Group Fellowship.

He has been appointed by Federation of Indian Chambers of Commerce and Industry (FICCI) to Co-Chair their FINTECH Committee.

He holds a Management Degree from the Indian Institute of Management, Ahmedabad (IIM-A) and is also a Cost Accountant. He possesses more than 25 years of work experience in several corporate and line roles in large organizations.