

Job Description – Relationship Manager (DSA)**Position:** Relationship Manager – DSA**Product:** Home Loan (HL) & Loan Against Property (LAP)**Reporting To:** Area Sales Manager / Branch Manager**Job Summary**

The Relationship Manager – DSA will be responsible for sourcing Home Loan and Loan Against Property business through Direct Selling Agents (DSAs), connectors, and channel partners. The role involves developing strong relationships with sourcing partners, driving business volumes, maintaining portfolio quality, and ensuring superior customer service.

Key Responsibilities (KRA)

- Acquire and manage DSA/Connector network.
- Generate Home Loan & LAP business through channel partners.
- Achieve monthly disbursement and login targets.
- Identify new business opportunities within the assigned territory.
- Build and maintain strong relationships with DSAs and key stakeholders.
- Ensure partner engagement and business continuity.
- Coordinate with Credit, Operations, Legal, and technical teams for timely sanction and disbursement.
- Improve conversion ratios from login to disbursement.
- Source quality business in line with company policies.
- Maintain portfolio hygiene and minimize delinquency.

Must Have

- Minimum 2–6 years of experience in DSA/Channel Sales.
- Experience in Home Loan and/or Loan Against Property.
- Strong network of DSAs, connectors, and channel partners.
- Good understanding of credit, legal, and technical processes.
- Ability to work under target-driven environments.

Key Skills

DSA Management | Channel Sales | Home Loan | Relationship Management | Business Development | Customer Acquisition | Portfolio Management | Credit Coordination | Sales Planning | Market Intelligence | Team Collaboration | Communication Skills | Negotiation | Territory Management | KYC & Documentation | Target Achievement

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