

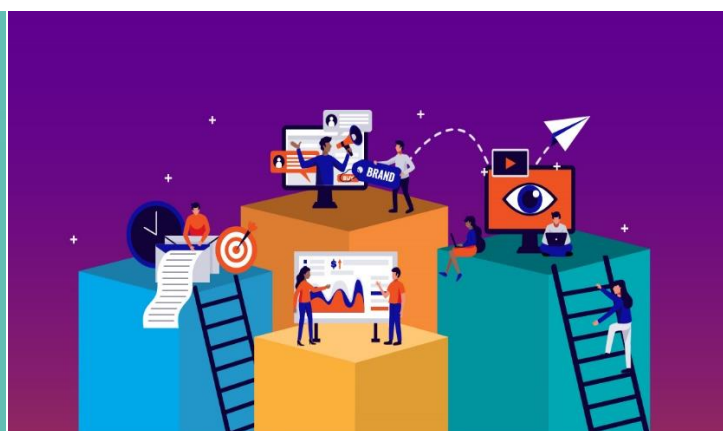


INDIAN INSTITUTE OF BANKING & FINANCE
Professional Development Centre - Eastern Zone, Kolkata

VIRTUAL TRAINING PROGRAM ON
Effective Marketing For Retail Banking

From 16th to 17th JUNE 2025 (2 days)

Last Date to Apply : 11.06.2025



IIBF has emerged as a premier institute on banking and finance education. It is the largest institute of its kind in the world and is working with a Mission to “develop professionally qualified & competent bankers and finance professionals primarily through a process of education, training, examination, consultancy/ counselling and continuing professional development programmes”. Indian Institute of Banking & Finance has been awarded the ISO 21001:2018 Standard. This standard is for Educational Institutes who have achieved the required level of excellence in their academic offerings. IIBF is among the few institutes to have been conferred upon this standard

For Details & Nomination, please contact

Mr. Tusharendra Barpanda
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Ms. Samriddhi Guha
Jr. Executive, PDC-EZ, IIBF
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Ms. Sneha Datta
Jr. Executive, PDC-EZ, IIBF
Email : je.pdcez3@iibf.org.in

BACKGROUND OF THE PROGRAMME: India Retail Banking market's growth is fueled by the escalating reach of smartphones and the internet. This digital expansion enables banks to provide accessible and convenient digital banking services to a broader population. Overall, the increasing penetration of smartphones and the internet plays a pivotal role in propelling the India retail banking market's expansion, ensuring convenience, accessibility, and improved services. The market is influenced by factors such as urbanization, rising disposable incomes, technological advancements, and government initiatives aimed at enhancing financial

inclusion and accessibility. The growth of the India Retail Banking Market is driven by evolving consumer preferences, economic trends, and regulatory developments that shape the landscape of retail banking services in the country. The increasing penetration of smartphones and the internet plays a pivotal role in propelling the India retail banking market's expansion, ensuring convenience, accessibility, and improved services.

CONTENT OVERVIEW:

- Overview of Retail Banking, Regulatory Prescriptions, Processing and due diligence. Compliance and Risk Management
- Stages of effective Marketing, Lead generations, Referrals, Conversion into Warm Leads, Push and Pull types of sales
- Marketing of Third Party Products, Campaign design and execution. Partnership with Fintech for innovation, growth and customer delight.
- Customer care, Aftersales service and Grievance Redressal

TARGET GROUP FOR THE PROGRAMME

Officers/Executives at Middle and Senior Management level in PSU/ PVT Banks/ Foreign Banks / SFBs/RRBs/ NBFCs and Co-op Banks, working in Branches/ROs/Zos/ Circle Offices and Corporate Office handling Retail Deposits/Credits/Third Party Products/ Delivery channels/ Marketing and other areas.

- ✓ *Open to both Members & Non- Members of IIBF*
- ✓ *Individuals may also register for this programme at their own cost.*
- ✓ *Banks may send their nominations in bulk*

<u>Date & Time:</u> <u>16th to 17th</u> <u>JUNE 2025</u> <u>(10.00AM to</u> <u>5.30PM)</u>	<u>METHODOLOGY:</u> Virtual (Online) interactive lectures, Case Studies, presentations and sharing of experiences <u>on ZOOM</u> . Programme can be attended from anywhere by using devices with Internet like PC, Laptop, Tablet or Mobile. Internet connection with good speed is required to stream live Virtual sessions.	<u>FEE:</u> Rs.5000/- per participant plus GST@18% aggregating to Rs.5900/- In case of TDS deduction, please send us TDS certificate)
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CORRESPONDENCE ADDRESS : Indian Institute of Banking & Finance, PDC-EZ, Avani Heights, 2nd Fl., 59A, Jawaharlal Nehru Road, Nr. Ravindra Sadan Metro Station, Kolkata – 700020.



INDIAN INSTITUTE OF BANKING & FINANCE

Professional Development Centre – Eastern Zone, Kolkata

Programme Title: Effective Marketing for Retail Banking

Mode of Programme: Virtual Mode Date: 16th to 17th JUNE 2025

NOMINATION FORM

Sl. No	Name (Mr/Mrs/Ms)	Designation	Contact No. (Mobile)	E-mail (Personal)	Address (Personal)	UTR NUMBER
1						
2						
3						
4						
5						

Fees Paid Rs. _____ UTR/Transaction No. _____ Date of Payment: _____

Name of Sponsoring Bank / FI: _____ **GSTN of Bank/FI:** _____

Address of the Bank/FI: _____ Phone/Mob. No. _____

E-mail id.: _____

FEE : Rs. 5,000/- per participant plus GST @ 18% i.e. Rs.900/- aggregating to Rs. 5,900/- (In case of TDS deduction, please send us the TDS certificate).

Programme fees may be remitted to the credit of Institute's Bank Account as below:

- ✓ **Name of Account Holder:** Indian Institute of Banking & Finance
- ✓ **Name of the Bank Branch:** State Bank of India, Vidya Vihar (West), Mumbai.
- ✓ **Savings Account No.** 37067835940 **IFSC:** SBIN0011710
- ✓ **PAN No.** AAATT3309D; **GST No.** 19AAATT3309D2ZO; **State** - West Bengal

CONTACT DETAILS

Mr. Tusharendra Barpanda Zonal Head, PDC-EZ, IIBF Email: head-pdcez@iibf.org.in Mob. No. 9717005551	Ms. Samridhi Guha Jr. Executive, PDC-EZ, IIBF Email : je.pdcez2@iibf.org.in Mob. No. 8420475917	Ms Sneha Datta Jr. Executive, PDC-EZ, IIBF Email : je.pdcez3@iibf.org.in Mob. No. 9831637175
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NOMINATION FORM FOR SELF SPONSORED CANDIDATES

Sl. No	Name (Mr/Mrs/Ms)	Designation	Contact No. (Mobile)	E-mail (PERSONAL)	Address (PERSONAL)	UTR NUMBER
1						

Name of Bank/ FI employed with: _____

Address of Bank/ FI employed with: _____

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