



INDIAN INSTITUTE OF BANKING & FINANCE

(An ISO 21001:2018 Certified)

PROGRAMME ON EFFECTIVE MARKETING FOR RETAIL BANKING

In VIRTUAL (Online) MODE



18th to 19th February 2025 (Tuesday & Wednesday)

**Coordinated by:
Indian Institute of Banking & Finance,
Professional Development Centre (PDC), South Zone,
94, Jawaharlal Nehru Road
Vadapalani, Chennai - 600 026**

Website: www.iibf.org.in

For Details & Nomination, please contact:

Individuals can also register for the program at their own cost

**Mr. G . Padmanaban
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**Ms. Priya Maria A
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BACKGROUND

During its 97 years of service, IIBF has emerged as a premier institute in the banking industry. Considering the emerging requirements of the bankers in the dynamic environment, IIBF has been offering certification courses and training programmes to the banking professionals.

The training programs are designed in consultation with the industry experts and human resources personnel with an endeavour to address the skill gaps on a continuous basis. The regular offerings in varied areas prepare the banking professionals ahead of the impending change.

IIBF offers virtual training programmes for its Blended Certification courses and many other programmes to facilitate learning across the country.

IIBF also has state-of-the-art training facilities at its Leadership Centre at Mumbai. The four Professional Development Centres (PDCs) at Chennai, Delhi, Kolkata & Mumbai cater to the increasing demand for the focused training programmes.

BRIEF BACK GROUND OF THE PROGRAM

The 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 play a pivotal role in propelling the India retail banking market's expansion, ensuring convenience, accessibility, and improved services. India retail banking market's expansion, ensuring convenience, accessibility, and improved services. Cybersecurity also helps to maintain customer trust and confidence in the Banking System. Banks use the latest security measures to protect customer's personal information and financial transactions. The Programme envisages to train office personnel of various banks about basics of Cyber Security, Framework, Governance, Risk Management, Role of Business Heads, new trends in Cyber Security to counter such threats and provide hassle free services to the customers

With this objective, Professional Development Centre, South Zone of IIBF has decided to organize a 2-days **Training Programme on Effective Marketing for Retail Banking** during **18th to 19th February'2025**.

OBJECTIVES

- Importance and relevance of Retail Banking, Scope and avenues of growth
- Highlights of Regulatory guidelines
- Managing risks in Retail Banking
- Evolution and transformation of Retail towards Digital platform.
- Fin-techs and Neo Banks are disruptors or enablers?
- Pre-requisites for success in Retail Banking. Strategy for marketing of Retail / TPP / Digital products
- Cyber Crimes in the social networks like Facebook, WhatsApp
- Do's and Don'ts in a mobile device
- Cyber Laws and IT related legislations on cyber-crimes
- IT Risk Management & Risk Measurement

<u>METHODOLOGY</u>	<u>TARGET GROUP</u>	<u>TRAINING PERIOD</u>
Lectures, Case Studies, Discussions & interactions and sharing of experience on Virtual Platform (ZOOM/Webex)	Bankers in PSU/RRB & Co-op Banks and Private sector & Foreign banks, working in Branches/Controlling Offices overseeing Operations including Deposits/Credits/Remittances, Risk Management, Delivery channels and other areas	18.02.2025 to 19.02.2025 Timings: 09.45 AM to 5.15 PM

TRAINING FEE:

Rs. 4000/- (Four Thousand only) plus GST @18% aggregating to Rs.4720/- per participant
(In case of TDS deduction, please send us TDS certificate).

Programme fees may be remitted to the credit of Institute's account with State Bank of India, details of which are given below:

- ✓ Name of the Bank branch: State Bank of India, Vidya Vihar(West), Mumbai.
- ✓ Account no: **37067835882** IFSC code: **SBIN0011710**
- ✓ PAN No: AAATT3309D and GSTIN No. 33AAATT3309D2ZY

(Kindly provide your GST Number in the nomination letter to facilitate raising of invoice)



INDIAN INSTITUTE OF BANKING & FINANCE
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Nomination Form (for Banks/FIs & Other Organisations)

Programme title: Effective Marketing for Retail Banking

Date: 18th to 19th February'2025 (Tuesday & Wednesday)

Programme Type: Virtual (Online Mode)

Participants Nominated:

Sl. No	Name (Mr./Ms./Mrs.)	Designation	Branch /Office	Mobile No. and Land Line No.	E-mail
1					
2					
3					
4					

Name of the Bank/FI	:
Address	:
GST No	:
PAN No	:
Phone/Mobile Number of Nominating Official	:
E-Mail ID of Nominating Official	:

Fee

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Please send your nominations at the earliest to:

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Nomination Form (for Self-Sponsored Candidates)

Programme title: Effective Marketing for Retail Banking

Date: 18th to 19th February'2025 (Tuesday & Wednesday)

Programme Type: Virtual (Online Mode)

Details of the candidate:

Sl. No	Name (Mr./Ms./Mrs.)	Designation	Branch/Office	Mobile No. and Land Line No.	E-mail
1					

Fee

Rs. 4000/- (Four Thousand only) plus GST @18% aggregating to Rs.4720/- per participant

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