



**INDIAN INSTITUTE OF BANKING & FINANCE**  
**Professional Development Centre - Eastern Zone, Kolkata**  
**VIRTUAL TRAINING PROGRAMME ON**

**Effective Marketing For Retail Banking**

***From 29<sup>th</sup> May, 2024 (Wednesday) to 30<sup>th</sup> May, 2024 (Thursday)***

**(Individual Candidates Are Encouraged to Register at Their Own Cost)**

**LAST DATE TO APPLY : 27/05/2024**



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 programs”.

***Considering the emerging requirements of the bankers in the ever changing dynamic environment, IIBF conducts training programs in selected and niche areas for the officials of Banks and FIs.***

**For Details & Nomination, please contact**

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**Ms. Sneha Datta**  
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## 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.

*With a view to the ever increasing relevance of Retail Banking, Indian Institute of Banking & Finance has designed a 2- day Program on Marketing of Retail Banking covering both Retail Assets and Liabilities Products.*

<b>PROGRAM OBJECTIVES</b>	<b>CONTENT OVERVIEW</b>
<ul style="list-style-type: none"> <li>➤ Importance and relevance of Retail Banking, Scope and avenues of growth</li> <li>➤ Highlights of Regulatory guidelines (Both Retail Assets and Liabilities)</li> <li>➤ Managing risks in Retail Banking</li> <li>➤ Evolution and transformation of Retail towards Digital platform.</li> <li>➤ Fin-techs and Neo Banks are disruptors or enablers?</li> <li>➤ Pre-requisites for success in Retail Banking. Strategy for marketing of Retail / TPP / Digital products</li> </ul>	<ul style="list-style-type: none"> <li>➤ Overview of Retail Banking, Regulatory Prescriptions, Processing and due diligence. Compliance and Risk Management</li> <li>➤ Stages of effective Marketing, Lead generations, Referrals, Conversion into Warm Leads, Push and Pull types of sales</li> <li>➤ Marketing of Third Party Products, Campaign design and execution. Partnership with Fintech for innovation, growth and customer delight.</li> <li>➤ Customer care, Aftersales service and Grievance Redressal</li> </ul>

**TARGET GROUP :** 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.

<b>DURATION</b>	<b>METHODOLOGY</b>	<b>TRAINING FEES</b>
<p><b>2-days during 29th-30th May 2024</b></p> <p><b>Programme Timing: 10.00 AM to 5.30 PM each day</b></p>	<p><b>Virtual (Online Based on Zoom) interactive lectures, Case Studies, presentations and sharing of experiences Participants can join the programme 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. Sessions will be handled by experienced faculties and experts from industry.</b></p>	<p><b>Rs. 4,000/- per participant plus GST @18% aggregating to Rs. 4,720/-</b></p> <p><b>(Kindly provide your GST Number in the nomination letter to facilitate the raising of Invoice)</b></p>



## INDIAN INSTITUTE OF BANKING & FINANCE

### Professional Development Centre – Eastern Zone, Kolkata

**Programme Title: Effective Marketing for Retail Banking**

**Mode of Programme: Virtual Mode Date: 29-30 May, 2024**

### **NOMINATION FORM**

**LAST DATE TO APPLY: 27th May, 2024**

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. 4,000/- per participant plus GST @ 18% i.e. Rs.720/- aggregating to Rs. 4,720/-**

**(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**

<b>Mr. Tusharendra Barpanda</b> Zonal Head, PDC-EZ, IIBF Email: head-pdcez@iibf.org.in	<b>Ms. Samriddhi Guha</b> Jr. Executive, PDC-EZ, IIBF Email : je.pdcez2@iibf.org.in	<b>Ms Sneha Datta</b> Jr. Executive, PDC-EZ, IIBF Email : je.pdcez3@iibf.org.in
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### **CORRESPONDENCE ADDRESS**

Indian Institute of Banking & Finance, PDC-EZ, Avani Heights, 2<sup>nd</sup> Fl, 59A, Jawaharlal Nehru Road, Nr. Ravindra Sadan Metro Station, Kolkata – 700020

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### **NOMINATION FORM FOR SELF SPONSORED CANDIDATES**

**LAST DATE TO APPLY: 27th May, 2024**

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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