

**INDIAN INSTITUTE OF BANKING & FINANCE**

**(ISO 9001:2015 Certified)**

**Professional Development Centre, South Zone, Chennai**

**PROGRAMME on “RETAIL LOANS”**

**From 22nd to 25th May, 2017**

**Venue:**

**Indian Institute of Banking & Finance**

**Professional Development Centre, South Zone**

**94, Jawaharlal Nehru Road**

**Vadapalani, Chennai – 600 026**

**Phone-044-24722990,Fax -044-23721429**

**Programme Co-ordinator**

**Mrs. K. Malathy**

**Zonal Head  
Indian Institute of Banking & Finance**

**Professional Development Centre, South Zone  
94, Jawaharlal Nehru Road   
Opp to Hotel Ambica Empire,  
Vadapalani, CHENNAI - 600 026  
Phone : 044 - 24722990, 23721429**

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**PROGRAMME on “RETAIL LOANS”**

BACKGROUND

During the course of 90 years, IIBF has emerged as a premier Institute in banking and finance education. Considering the emerging requirements of the Banks / Institutions in the ever changing dynamic environment, IIBF is providing training programmes in select areas.

During the past, Banks have focused on increasing their Retail Banking portfolio in a significant measure. This programme envisages confidence building among the participants by enhancing their knowledge level pertaining to retail banking – Retail Loan products and by improving their marketing skills. The programme covers the entire gamut of retail lending, products and schemes. The programme is trainee oriented, with greater emphasis on interactions, group discussions, case studies sharing of experience and interface with successful bankers, apart from the usual training methods. The focus will also be on important regulatory and practical issues, more particularly about its impact on the retail banking portfolio. The programme intends to enable the participants to return to their work place with added confidence in handling retail banking products and proposals.

**OBJECTIVES**

* + To appreciate the emerging banking and economic environment
  + To study the competitive advantage of bank’s various products including the techno enabled ones
  + To understand the technique of marketing of banks’ products and cross selling
  + To develop Marketing Skills

**CONTENT OVERVIEW**

* + Regulatory norms
  + Changing Banking Scenario
  + Retail loan Products
  + Customer needs and their Satisfaction
  + Cross Selling
  + IT as a marketing tool
  + Developing proficiency in personal selling of products
* Building up and strengthening marketing strategies for remunerative business in the competitive environment

**METHODOLOGY**

Case Studies, Exercises, Group Discussions, Presentations and sharing of experiences.

**TARGET GROUP**

Branch Managers and Officers posted in Retail Assets Branch / Centralised Processing Centre.

**DURATION**

4 days from 22nd to 25th May, 2017.

**VENUE**

**Indian Institute of Banking & Finance**

**Professional Development Centre, South Zone**

**94, Jawaharlal Nehru Road**

**Vadapalani, Chennai – 600 026**

**FEE**

1. **Non-Residential**

Rs.12, 000/- per participant plus service tax @15% i.e. Rs.1, 800/- aggregating to Rs.13, 800/-(In case of TDS deduction, please send us TDS certificate)

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

* Name of the Bank branch: Bank of Baroda, Kurla (West).
* Account no: 19750200000806 IFSC code: BARB0KURLAX(0 is zero)
* **(PAN No: AAATT3309D and Service Tax No. AAATT3309DSD002)**

***Please send your nominations to and for further details kindly contact:***

***Programme Co-ordinator***

**Ms. K. Malathy**

**Zonal Head**

**Phone: +91-44-23721429**

**Mobile :+91 9840860745**

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**Vadapalani, Chennai – 600 026**

**NOMINATION FORM**

Programme Title: **Retail Loans** Programme Type: **Non Residential**

Date: From 22nd to 25th May, 2017. (4 days)

PARTICIPANTS NOMINATED:

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

Bank/Organisation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pin Code: \_\_\_\_\_\_\_\_\_\_  
Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fee:

Rs.15,000/- per participant plus service tax @12.36% i.e. Rs.1854/- aggregating to Rs.16854/-(In case of TDS deduction, please send us TDS certificate)

Programme fees may be remitted thru NEFT to the credit of Institute’s account with Bank of Baroda, details of which are given below:

* Name of the Bank branch: Bank of Baroda, Kurla (West).
* Account no: 19750200000806 IFSC code: BARB0KURLAX(0 is zero)
* **(PAN No: AAATT3309D and Service Tax No. AAATT3309DSD002)**
* **Kindly narrate: Programme name; date “from …….to”; number of participants**

Please send your nominations at the earliest to:

**Ms. K. Malathy**

**Zonal Head**

**Phone: +91-44-23721429**

**Mobile :+91 9840860745**

**Email:** [**kmalathy@iibf.org.in**](mailto:kmalathy@iibf.org.in)

**or**

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**Assistant Director**

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