



National Institute of Bank Management  
Pune, India

# Programme on Marketing for Branch Managers

*(Focus: Retail and MSME)*

*Coordinators*

**Dr Sarita Bhatnagar  
Prof Ateeque Shaikh**

**April 24 – 27, 2017**



# Programme on Marketing For Branch Managers (Focus: Retail and MSME)

With the recent changes in customer behaviour, technological advancement, and growing concerns about asset quality, there is a realisation that branch banking will undergo a major transformation. The role of digital customers is likely to influence branches to be technology-laden. Since many of the routine tasks are migrating out of branches, it is likely that branches will focus on sales and service, with relationship banking playing a key role. Marketing strategies at the branch level, therefore, have become crucial in generating revenue and developing long-term customer relationships.

Retail and MSME customers look forward to an engaging relationship with banks for which branches play an important role. Studies indicate that the segments which receive human touch at the branch not only contribute to long-lasting loyalty but also to bank profitability. Against this backdrop, the programme has been designed to improve branch performance by re-energising branch marketing efforts with a focus on retail and MSME banking.

## Objectives

- To understand the emerging scenario and its impact on branch banking.
- To help devise effective branch marketing strategy for business development.
- To develop marketing perspectives and skills in strengthening the branch retail and MSME portfolio.

## Course Content

- **Emerging Branch Role: Opportunities and Challenges in Present Scenario.**
- **Developing Branch Business: Strategies for Acquisition Retention and Service.**
- **Customer Relationship Management.**
- **Customer Service and Complaint Handling.**
- **MSME Business Development.**
- **Leadership and Team Building.**
- **Effective Branch Management: Issues and Strategies.**

## Inputs

The programme has been designed to provide a holistic view of customer needs and expectations, best practices, and innovative marketing practices. Inputs on market planning, market segmentation, marketing strategies, and customer service will be provided. Experience-sharing by bankers having expertise in branch banking with a focus on retail banking and MSME banking will be offered and participants' presentation will be included.

## Target Group

**Branch managers and branch officials working in the areas of retail banking and MSMEs.**

## Dates

April 24 – 27, 2017

The programme will commence at 9:00 am on April 24 and conclude by the evening of April 27, 2017. Participants are expected to reach the NIBM campus positively by the evening of April 23 and plan for their return journey after 5.00 pm on April 27, 2017.

## Venue

NIBM Campus, Kondhwe Khurd  
Pune, India.

## Accommodation

The programme is fully residential. Participants will be provided well-furnished single room AC accommodation in the Institute's hostel complex on the campus. However, they will not be permitted to bring their family members to stay on the campus. In case any Officer/Executive with physical/medical disability is being nominated, kindly inform us in advance with particulars of disability to facilitate necessary arrangements.

The Institute has facilities for outdoor and indoor games and a large walking/jogging trail for physical fitness besides a yoga centre. Participants are therefore encouraged to bring appropriate clothes/gear.

## Programme Coordinators

Dr Sarita Bhatnagar  
Assistant Professor

Prof Ateeque Shaikh  
Assistant Professor

(Strategic Planning, Marketing and Control  
Area Group)

**Last Date for  
Receiving Nominations:**  
April 13, 2017

**Last Date for  
Availing Early Bird Discount of 5%**  
April 8, 2017  
(See fee structure on  
home page of the website)

## Nominations and Enquiries

Please address your enquiries and  
nominations:

Dr Sarita Bhatnagar  
Prof Ateeque Shaikh  
Programme Coordinators

National Institute of Bank Management  
NIBM Post office, Kondhwe Khurd  
Pune 411 048, India

Tel : 0091-20-26716000 (EPABX)  
26716545/26716527 (Direct)

Fax : 0091-20-26834478

E-mail : sarita@nibmindia.org  
a.shaikh@nibmindia.org

Website : www.nibmindia.org

## Programme Fee (per participant)

**US \$ 1600 for foreign participant**

(See fee structure on home page of the website for incentive)

|                       | Fee          | ST          | SBAC       | KKC        | Fee+ST+<br>SBAC+KKC | TDS         |
|-----------------------|--------------|-------------|------------|------------|---------------------|-------------|
| <b>Mem. Banks</b>     | <b>36000</b> | <b>5040</b> | <b>180</b> | <b>180</b> | <b>41400</b>        | <b>3600</b> |
| <b>Non-Mem. Banks</b> | <b>42000</b> | <b>5880</b> | <b>210</b> | <b>210</b> | <b>48300</b>        | <b>4200</b> |

The fee includes the cost of tuition, board and lodging facilities, teaching material, etc. (Service Tax (ST) @ 14%, Swachh Bharat Abhiyan Cess (SBAC) @ 0.5%, Krishi Kalyan Cess (KKC) @ 0.5% and TDS @ 10%. Kindly send the TDS Certificate on priority to NIBM).

### Mode of Payment for Indian Participants

- The fee may preferably be transferred by RTGS/NEFT/ECS to our A/c No. 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and ST No. AAATN0040PST001.
- National Institute of Bank Management  
NIBM Post Office, Kondhwe Khurd, Pune 411 048, INDIA.

### Mode of Payment for Foreign Participants

#### Mode of Remittance: SWIFT\*

1. Name & Address of our Bankers : **Oriental Bank of Commerce  
C-2, Shop No. 4-5, Bramha Estate  
Kondhwe Khurd, Pune 411 048  
Maharashtra, India**
2. Name of the Account : **National Institute of Bank Management**
3. NIBM's Bank Account No. : **Current A/C 11281131004402**  
with Oriental Bank of Commerce
4. Bank's Swift Code : **ORBCINBBFCP**
5. Oriental Bank of Commerce A/c No. : **36152559**  
with Correspondent Bank
6. Preferred currency : **USD**
7. Correspondent Bank : **CITIBANK N.A.**
8. Swift code for Citi Bank : **CITIUS33**

**\* The Foreign Bank  
Charges/ SWIFT  
charges/Commission  
is to be borne by the  
remitter. The fees  
mentioned in the  
invoice/brochure is to  
be paid to NIBM, net  
of all bank charges.**

**\*Payments will be accepted only through electronic mode.  
Cheques/DDs/Pay Orders will not be accepted.**

- **For all electronic remittances, kindly send a confirmatory e-mail at: [accounts@nibmindia.org](mailto:accounts@nibmindia.org) giving details of the remitter and participant, name and dates of programme, etc.**

Please see programme fee structure on home page of the website for early bird incentive, incentives for SAARC and other developing countries, mode of remittance, Pune City route map and local conveyance.