

June 6 – 9, 2016

Programme on Marketing Strategies for Retail Banking



Coordinators
Dr Dhananjay Bapat
Dr K Srinivasa Rao



**National Institute of
Bank Management
Pune, India**

Programme Fee (per participant)

US \$ 1600 for foreign participant

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

	Fee	ST	SBAC	Fee+ST+SBAC	TDS
Mem. Banks :	30000	4200	150	34350	3000
Non-Mem. Banks :	35000	4900	175	40075	3500

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% 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*

- Name & Address of our Bankers : Oriental Bank of Commerce
C-2, Shop No. 4-5, Bramha Estate
Kondhwe Khurd, Pune 411 048
Maharashtra, India
- Name of the Account : National Institute of Bank Management
- NIBM's Bank Account No. with Oriental Bank of Commerce : Current A/C 11281131004402
- Bank's Swift Code : ORBCINBBFCP
- Oriental Bank of Commerce A/c No. with Correspondent Bank : 36152559
- Preferred currency : USD
- Correspondent Bank : CITIBANK N.A.
- 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 giving details of the remitter and participant, name and dates of programme, etc.

Nominations and Enquiries

Please address your enquiries and nominations along with the fees to:

Dr Dhananjay Bapat
Dr K Srinivasa Rao

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

Tel : 0091-20-26716000 (EPABX)
26716314/26716282 (Direct)

Fax : 0091-20-26834478

E-mail : dhananjay@nibmindia.org
kembai@nibmindia.org

Web : www.nibmindia.org

**Last Date for
Receiving Nominations:**
May 27, 2016

**Last Date for
Availing Early Bird Incentive:**
May 21, 2016

(See Fee Structure on home page of
the website)

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.

Programme on Marketing Strategies for Retail Banking

Retail banking in India has emerged as a major driver for the banking industry. Against the backdrop of demographic shift and lifestyle changes, retail banking offers immense scope for growth. In the midst of this expanding banking space with the entry of new banks, banks in India are gearing up to tap the future prospects of retail banking. Strategic preparedness to operate in retail banking space is therefore essential. Various strategic initiatives are being taken by banks to fine-tune the quality of service and widen the distribution channels for customer acquisition, thereby building customer loyalty.

The winners will be those banks that anticipate and best address customer needs, deliver consistent value through improved service levels and connect to the customers through preferred channels of their choice. This programme is specifically designed for senior level officers/executives handling retail banking in banks. Branch managers who need orientation of retail banking are also encouraged to participate.

Programme Highlights

- Reviewing trends and progress in retail banking
- Granular look at marketing strategies adopted by banks to innovate new strategies
- Develop effective new dimensions in marketing strategy
- Looking at application of technology for promoting retail banking.

Content

- Global Retail Banking Versus Indian Retail Banking
- Retail Deposits, Retail Loans (Housing Loans, Auto Loans, Consumer Loans, Education Loans, Cards), Retail Payments, Third Party and Allied Products
- Review of Marketing Strategies
- International Best Practices in Retail Banking

Methodology

The programme will be highly interactive based on sessions, cases, discussions, role plays, group presentations and experience-sharing by industry experts.

Target Group

- Managers in retail banking associated with retail deposits, retail lending, retail payments and third party products.
- Regional marketing managers and branch officials handling retail banking.

Dates

June 6 – 9, 2016

The programme will commence at 9:00 am on June 6 and conclude by the evening of June 9, 2016. Participants are expected to reach the NIBM campus positively by the evening of June 5, 2016.

Venue

NIBM Campus, Kondhwe Khurd, Pune, India.

Hostel 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 the appropriate clothes/gears.