



December 17 – 20, 2018

Relationship Management in Corporate Banking

(Focus: Banking Services for
Mid Corporate Clients)

Coordinators

Prof Anjan Roy

Dr Sarita Bhatnagar

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

Relationship Management in

Corporate Banking

(Focus: Banking Services for Mid Corporate Clients)

The corporate sector is an important pillar of growth for the Indian economy. The sector is vital for making investments into production capacity, innovation and R&D, FDI linked technology inflows and growing exports. According to ICRA, the sector is beginning to show healthy trends of performance, as its revenues grew by 22 per cent year on year in Q1 FY 2018-19. In particular, sales growth were recorded to be strong in consumer-oriented sectors (such as auto OEMs, FMCG, consumer durables, and airlines) and commodity-linked sectors (such as cement, iron & steel, and oil & gas).

In the last several years, banks have been very cautious in lending to the corporate sector. They have faced immense concerns over asset quality of several large accounts. Thanks to the reform initiatives taken by the regulator and the government, the situation seems to be gradually turning around. The credit outlook for Indian corporate sector is now being projected to be stable.

Corporate entities are indeed very complex. They yield bargaining power and competitive influence in credit markets. They demand banking services of greater sophistication and can be challenging to manage over time business cycles. However, the sector also offers scale economies and low transaction cost business that can provide a strong base for banks to grow their other product markets.

Achieving customer profitability in corporate banking needs a very dedicated and focused approach.

- Firstly, banks must segment the corporate banking market to identify those sectors and sizes of firms that they are best positioned to serve. In this regard, the mid-corporate sector that offers higher yield and profitability can be an important target group for banks.

- Secondly, they must have the appropriate organizational structure for managing corporate relationships. The business needs specialist managers with relationship management skills. Several banks have carved out specialized mid-corporate verticals with account management teams and customized operational procedures.

This programme is designed to sensitize executives and managers who are in relationship management roles particularly in mid-corporate sector banking business. It aims to provide a strategic perspective towards understanding corporate relationships.

Content

- Business environment challenges for mid-corporate banking
- Understanding client business and banking needs
- Designing lending solutions for mid-corporate's financial needs
- Evaluating customer profitability for banking clients
- Managing risk and compliance requirements in client banking
- Leading account management teams for effective banking relationship
- Enhancing service quality and customer satisfaction

Target Audience

Executives and managers engaged in relationship management activities with clients in mid-corporate banking departments of banks.

Dates

December 17 – 20, 2018

The programme will commence at 9:00 am on December 17 and conclude by the evening of December 20, 2018. Participants are expected to reach the NIBM campus positively by the evening of December 16 and plan for their return journey after 5.00 pm on December 20, 2018.

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

Prof Anjan Roy

Associate Professor

Dr Sarita Bhatnagar

Assistant Professor

Prof Harish Kant Kaushik

Visiting Faculty

Last Date for Receiving Nominations:

December 7, 2018

Last Date for

Availing Early Bird Incentive of 5%:

December 1, 2018

(See fee structure on home page of the website)

Nominations and Enquiries

Please address your enquiries and nominations to:

Prof Anjan Roy

Dr Sarita Bhatnagar

Prof Harish Kant Kaushik

Programme Coordinators

National Institute of Bank Management

NIBM Post office, Kondhwe Khurd

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26716335 (Direct)

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Web : www.nibmindia.org

Programme Fee (per participant)

US \$ 1600 for foreign participant

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

	Fee	GST	Fee+GST	TDS
Member Banks :	36000	6480	42480	3600
Non-Member Banks :	42000	7560	49560	4200

The fee includes the cost of tuition, board and lodging facilities, teaching material, etc. (Goods and Services Tax (GST) @ 18% 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 GSTIN No. 27AAATN0040P1ZJ.
- 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. with Oriental Bank of Commerce : **Current A/C 11281131004402**
4. Bank's Swift Code : **ORBCINBBFCP**
5. Oriental Bank of Commerce A/c No. with Correspondent Bank : **36152559**
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 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.