



Programme on  
**Marketing for  
Branch Managers**

*Focus: Retail and MSME*

**July 18 – 22, 2016**

*Coordinators*  
**Dr Dhananjay Bapat  
Dr Sarita Bhatnagar**



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

# 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-energizing 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.

## 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.

## Course Content

- ❑ **Emerging opportunities and challenges to banking.**
- ❑ **Overview on retail and MSME banking.**
- ❑ **Marketing tools for branch banking-business profiling.**
- ❑ **Understanding retail and MSME customer expectations and strategizing for acquisition and retention.**
- ❑ **Utilisation of branch data for marketing.**
- ❑ **Customer service strategies.**
- ❑ **Leadership and team-building.**

## Target Group

**Branch Managers and Branch Officials  
working in the areas of Retail Banking and MSME.**

## Dates

July 18 – 22, 2016

The programme will commence at 9.00 am on July 18 and conclude by 5.00 pm on July 22, 2016.

Participants are expected to reach the NIBM campus positively by the evening of July 17, 2016.

## 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 Dhananjay Bapat  
Assistant Professor

Dr Sarita Bhatnagar  
Assistant Professor

(Strategic Planning, Marketing Control  
Area Group)

## Programme Fee (per participant)

US \$ 2000 for foreign participant

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

	Fee	ST	SBAC	Fee+ST+SBAC	TDS
Mem. Banks :	35000	4900	175	40075	3500
Non-Mem. Banks :	41000	5740	205	46945	4100

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).

**Last Date for  
Receiving Nominations:**  
July 8, 2016

**Last Date for  
Availing Early Bird Incentive:**  
July 2, 2016  
(See fee structure on  
home page of the website)

## Nominations and Enquiries

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

Dr Dhananjay Bapat  
Dr Sarita Bhatnagar  
Programme Coordinators

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

Tel : 0091-20-26716000 (EPABX)  
26716314 / 26716545 (Direct)

Fax : 0091-20-26834478

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

Website : www.nibmindia.org

### 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. : Current A/C 11281131004402  
with Oriental Bank of Commerce
- Bank's Swift Code : ORBCINBBFCP
- Oriental Bank of Commerce A/c No. : 36152559  
with Correspondent Bank
- 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](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.