



**SARVAJANIK
UNIVERSITY**

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**SARVAJANIK EDUCATION SOCIETY
SMT. SHARDARANI RAMESHCHANDER**



Approved by AICTE | Constituent College of Sarvajani University

Report on Final Campus Placement for ICICI Bank on 10th March, 2022 at S. R. Luthra Institute of Management



Quick Details

Employer	ICICI Bank
Date of Interview	10 th March, 2022
Designation Offered	Retail Banking – Rural Branch Banking
Maximum Earning Potential	INR 3,46,396 p.a.
Interview conducted by	Ms. Piuli Gosh (HR Manager)
No. of students Appeared	76
No. of Students Selected	8

📍 M.T.B. College Campus, Nr. Adarsh Society, Athwalines, Surat-395001, Gujarat, India.

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Company Overview

ICICI Bank Limited is an Indian multinational bank and financial services company headquartered in Vadodara. It offers a wide range of banking products and financial services for corporate and retail customers through a variety of delivery channels and specialized subsidiaries in the areas of investment banking, life, non-life insurance, venture capital and asset management. The bank has a network of 5,275 branches and 15,589 ATMs across India and has a presence in 17 countries.

ICICI Bank offers products and services such as online money transfers, tracking services, current accounts, savings accounts, time deposits, recurring deposits, mortgages, loans, automated lockers, credit cards, prepaid cards, debit cards and digital wallets called ICICI pocket. ICICI bank has contributed to the setting up of a number of Indian institutions to establish financial infrastructure in the country over the years

Job Profile

Offered Designation: Retail Banking – Rural Branch Banking

Roles and Responsibilities:

- Understand customer's financial needs, provide solutions and give high priority to customer satisfaction
- Acquire new customers and achieve productivity targets like Savings Account, Current Account and Revenue targets
- Regular engagement with existing mapped customers and handle customers' queries
- Generate revenue from new and existing managed customers through cross-sell
- Enhance customer retention through multiple product penetration of Loans, Forex, Investments, and Cards
- Perform compliance, service, operations in the branch and ensure all regulatory/statutory requirements are met
- Apply all standard checks and controls during every product sale
- Understand key performance analytics, MIS and benchmarks and co-ordinate with other teams

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- Be in close contact with the existing customers through mailers and phone calls and share insights on the fluctuations in interest rates, exchange rates and various product offerings

Location: Pan Gujarat

Eligibility Criteria:

- Students should have Marketing or Finance specialization
- Ability to build and manage relationships within and outside the organization
- Ability to proactively respond to the leads generated through various sources to enlarge the client pool
- Ability to gauge and understand the needs of the customers to provide customized solutions
- Aptitude towards delivering high quality customer service with good organizational and interpersonal Skills
- Excellent communication skills.

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