



**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 CSB Bank on 11<sup>th</sup> April, 2022 at S. R. Luthra Institute of Management



### Quick Details

<b>Employer</b>	<b>CSB Bank</b>
<b>Date of Interview</b>	11 <sup>th</sup> April, 2022
<b>Designation Offered</b>	BDE - CASA
<b>Maximum Earning Potential</b>	INR 3,05,000 p.a.
<b>Interview conducted by</b>	Mr Affan Walele (Recruitment Consultant)
<b>No. of students Appeared</b>	6
<b>No. of Students Selected</b>	1

### Company Overview

**CSB Bank Limited** (erstwhile **Catholic Syrian Bank Limited**) is an Indian private sector bank with its headquarters at Thrissur, Kerala, India. Presently the bank has a client base of over 1.6 million customers. During the FY2020 the bank raised capital of Rs 409.68 crore through Initial Public Offering (IPO) and the shares of the bank were listed on BSE and NSE from 04 December 2019. The bank has a network of over 560 branches and more than 390 ATMs across India. The Bank has a strong rural base with around 80% of the branches in rural and semi-urban areas.

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

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## Job Profile

### Offered Designation: BDE - CASA

#### Roles and Responsibilities:

- Conduct market research, including area mapping, to identify sales possibilities and evaluate customer needs.
- Actively seek out new sales opportunities for Current Accounts & Savings accounts through cold calling, networking, social media, existing customers, and leads provided by the Bank.
- Plan and carry out sales and marketing activities, in the assigned areas/ markets.
- Plan and organize meetings with potential clients, evaluate their needs and achieve sales of products and services of the Bank.
- Help branches to plan and conduct customer meets.
- Collaborate with teams/ branches to achieve optimum results.
- Identify opportunities for cross-selling of other retail products and services of the Bank.
- Ensure sales quality and sales target and retention of customers.
- Seek a continuous regular evaluation of products and services of competitors in their own area and provide quality feedback to reporting manager with an aim to improve own products and services.
- Maintain liaison with Principal Officer and Branch Staff for the speedy resolution of problems faced by customers, if any.

**Location:** Surat

**Other Criteria:** NIL

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