



**SARVAJANIK
UNIVERSITY**

INCLUSIVE | INTEGRATED | INNOVATIVE

creating an enlightened society...



**SARVAJANIK EDUCATION SOCIETY
SMT. SHARDARANI RAMESHCHANDER**



Approved by AICTE | Constituent College of Sarvajani University

Report on Final Campus Placement for AU Small Finance Bank on 4th December, 2021 conducted at S. R. Luthra Institute of Management



Quick Details

Employer	AU Small Finance Bank
Date of Interview	4 th December, 2021
Designation Offered	Bank Officer
Maximum Earning Potential	INR 2,50,000 p.a.
Interview conducted by	Mr. Nilkumar Rathod (Regional Manager – HR)
No. of students Appeared	22
No. of Students Selected	10

Company Overview

With a strong desire to contribute to nation-building, Mr. Sanjay Agarwal, a merit-holder Chartered Accountant and a first-generation entrepreneur, took it upon himself the responsibility of financing the entrepreneurship aspirations of the unreached and unbanked masses of India. The desire was turned into reality and in 1996, Au Financiers, was established. Headquartered in Jaipur, Rajasthan, the retail-

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

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focused Non-Banking Finance Company for two decades provided speedy and customised financial solutions to rural and urban population.

After bagging the Small Finance Bank (SFB) license in 2015, Au Financiers commenced its journey as an SFB on 19th April 2017. In the same year, it got the Scheduled Bank status on 1st November and became a Fortune India 500 Company. Throughout its journey from an NBFC to a Bank, it has focused on solutions, based on the evolving needs of its customers. As custodians of depositor's wealth, the Bank ensured highest level of compliance throughout and emerged as a well-governed and trusted financial institution supported by the guiding principles of inclusivity, progress for all, simplicity, and action & urgency.

In 2021, the Bank became the Largest Small Finance Bank of the country and evolved its positioning from 'Chalo Aage Badhein' to 'Badlaav Humse Hai'.

Job Profile

Offered Designation: Bank Officer – Branch Banking

Roles and Responsibilities:

Financial Responsibility

1. Acquisition of CASA & liabilities a/c from cold calling, market reference, cross sell and selling third party products (life & health insurance, mutual funds SIPs)

Non-Financial Responsibilities

2. Responsible for implementing sales and marketing activities within a branch in order to grow the Liabilities business and achievement of sales targets.
3. Ensure Liability acquisition targets are met by developing new relationships and leveraging existing ones within the customer base.

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4. Responsible for acquiring new customers through multiple channels – campaigns (in the vicinity), branch walk-ins, referrals from existing customers, through industry bodies and associations and through running industry
5. Achieving overall numbers and value targets as per scorecard.
6. Ensuring timely opening of accounts and giving smooth on boarding experience to NTB customers
7. Compliance & Risk Responsibilities
8. Understanding of KYC, AML guidelines and complying with Bank policies and guidelines for the role and responsibilities.
9. Taking the responsibility of bank's information - No third-party info disclosure, verbal, written, soft copy, mail any way.

Location: Surat, Ankleshwar, Vapi & Valsad (as per the home location of the candidate)

Eligibility Criteria:

- None

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