



Placement & Start-Up Cell

Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P.)

Ref. Placement/2024/212

Date- 01/01/2024

We are excited to announce an upcoming placement drive by CAMPUS DRIVE FOR ICICI BANK, AXIS BANK 2024 UNDER YOUNG BANKERS PROGRAM., a renowned company. This presents an excellent opportunity for all our pass-out and final semester students to kickstart their careers with a leading organization.

Registration: To participate in the placement drive by CAMPUS DRIVE FOR ICICI BANK, AXIS BANK 2024 UNDER YOUNG BANKERS PROGRAM., interested students are required to register using the following link: <https://forms.gle/ezyzfAXDwmb9A5VD6>

Eligibility Criteria: Educational qualification – graduate/postgraduate can participate in this placement drive.

For any queries or assistance regarding the placement drive or registration process, please feel free to contact our placement cell at 9425425964, placementcell@dhsgsu.edu.in or visit the Placement Cell Office.

This is an excellent opportunity for you to launch your career with a dynamic and forward-thinking company like CAMPUS DRIVE FOR ICICI BANK, AXIS BANK 2024 UNDER YOUNG BANKERS PROGRAM. We wish you the best of luck in your preparations, and we look forward to seeing you shine at the placement drive!

For all other details read the Job description in next page.

Last date for registration- 08/01/2024

Prof. G.L Puntambekar,
Coordinator, Placement Cell

Job Description

Position Title

Axis Bank Young Bankers Program

Assistant Manager Grade

Eligibility Criteria

- Graduation / Post Graduation: Any stream, 50% in X, XII/Diploma, and Graduation
- Max age limit of 32 years
- Fresher's allowed, Work-experience not mandatory
- 0-3 years of experience in case of work experience candidates

About the Company

Axis Bank is the third largest private sector bank in India. The Bank offers the entire spectrum of financial services to customer segments covering Large and Mid-Corporates, MSME, Agriculture and Retail Businesses.

The Bank has a large footprint of 4,758 domestic branches (including extension counters) with 10,990 ATMs & 5,972 cash recyclers spread across the country as of 31st March 2022. The Bank has 6 Axis Virtual Centers with over 1,500 Virtual Relationship Managers as of 31st March 2022. The Overseas operations of the Bank are spread over eight international offices with branches in Singapore, Dubai (at DIFC), and Gift City-IBU; representative offices in Dhaka, Dubai, Abu Dhabi, Sharjah and an overseas subsidiary in London, UK. The international offices focus on Corporate Lending, Trade Finance, Syndication, Investment Banking, Liability Businesses, and Private Banking/Wealth Management offerings. Axis Bank is one of the first new generation private sector banks to have begun operations in 1994. The Bank was promoted in 1993, jointly by Specified Undertaking of Unit Trust of India (SUUTI) (then known as Unit Trust of India), Life Insurance Corporation of India (LIC), General Insurance Corporation of India (GIC), National Insurance Company Ltd., The New India Assurance Company Ltd., The Oriental Insurance Company Ltd., and United India Insurance Company Ltd. The shareholding of Unit Trust of India was subsequently transferred to SUUTI, an entity established in 2003.

With a balance sheet size of Rs. 11,75,178 crores as on 31st March 2022, Axis Bank has achieved consistent growth and with a 5-year CAGR (2016-17 to 2021-22) of 14% each in Total Assets & Advances and 15% in Deposits.

Key Responsibilities

- Drawing an acquisition strategy for the HNI Clients
- Execute the acquisition strategy to Generate leads

- Engage with ETB (Existing to Bank) and NTB (New to Bank) customers
- On Boarding of NTB Customers
- Cross selling the various Financial products
- Regular client interaction and Act as a Consultant
- Identify needs and opportunities for customer and organisation
- Updating Customer Profile in CRM
- Ensure On boarding quality customer
- Identify needs and opportunities for customer and organisation
- Mobilize deposits
- Cross sell sticky products
- Track outflow/ inflow in accounts
- Ensure customers make us their primary bank
- Improve penetration of products
- Address customer complaints and grievances
- Promote Digital Banking

Locations: All over India as per organizational requirements

CTC: Annual CTC of 4.40 Lacs

Role: Relationship Manager

Grade: Senior Officer

Reports to: Branch Manager/ Deputy Branch Manager

Positions Reporting to Role: NA

Job Summary

In our effort to be the Bank of Choice, we continuously strive to understand and serve the banking needs of our customers. The focus includes:

- Offering solutions that are Fair to the Customer and Fair to the Bank
- Offering 360-degree banking solutions that meet the needs of our customers
- Constantly exploring emerging market opportunities, trends and changing with customer preferences
- Build and offer suitable propositions to our customers
- Deliver best in class service to our customers

The Relationship Manager anchors the above responsibility. While doing so, works collaboratively with different internal stakeholders to offer 360-degree banking. The incumbent is responsible to nurture existing relationships, on boarding new customers and provide best in class service.

Key Responsibilities

- Partner with customers through their life-cycle and offer suitable products and services based on their financial needs
- Nurture the existing customer relationships while maintaining the quality of the portfolio
- Expand and develop the customer base by onboarding new customers
- Analyze consumer needs, current market trends, and potential partnerships to offer unique and technology-driven solutions
- Maximize market opportunities by taking the entire bank to the customer
- Tap into cross-selling and upsell opportunities, to ensure maximum customer reach
- Collaborate with product specialists, subject matter experts, credit and service teams to ensure structured and customized solutions as per the requirement of customers
- Offer 360-degree banking to the individual, professional and business ecosystem
- A customer seeks insights and advice and hence superior knowledge and service are distinguishing factors of success
- Customer acquisition through conversion of assigned leads
- Work on growing the managed book by deepening customer relationships

Education

Fresh graduates

Skills Required:

- Should have an ability to build relationships and understand banking requirements
- Orientation to learn about various products and financial offerings
- Orientation to build and develop customer relationships
- Ability to work in cross-functional teams
- Strong communication (both oral and written) and negotiation skills
- Attention to detail
- Should have an orientation to learn

