



INDIAN INSTITUTE OF BANKING & FINANCE
Professional Development Centre – Eastern Zone (PDC-EZ), Kolkata

2 Days VIRTUAL TRAINING PROGRAMME ON
***PROFIT PLANNING & TURNAROUND STRATEGIES FOR
BRANCHES*** (from 01st to 02nd August 2025)



IIBF has emerged as a premier institute on banking and finance education. It is the largest institute of its kind in the world and is working with a Mission to “develop professionally qualified & competent bankers and finance professionals primarily through a process of education, training, examination, consultancy/ counselling and continuing professional development programmes”. Indian Institute of Banking & Finance has been awarded the ISO 21001:2018 Standard. This standard is for Educational Institutes who have achieved the required level of excellence in their academic offerings. IIBF is among the few institutes to have been conferred upon this standard

For More Detail & Nominations Please Contact:

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BACKGROUND OF THE PROGRAMME: Profit Planning is the process of creating a financial plan that outlines the expected revenues and expenses of a business for a given period, typically a year. Bank profitability is an indicator of bank performance. It is a reflection of how banks are run given the environment in which they operate. Healthy and sustainable profitability plays a vital role in maintaining stability in the banking sector. Every branch needs to contribute as a profit centre. The branches are categorized as Loss making, no profit no loss and profit making branches. The objective should be to convert the first two categories into the third one.

In summary, profit planning brings focus and alignment. It guides financial and operational decisions. To achieve this a robust Profit planning is the need of the hour for all banks.

OBJECTIVES

To impart skills related to -

- ✚ Assessment of Branch Business Potential
- ✚ Optimization of Branch Profitability
- ✚ Efficient use of Technology for marketing, customer profiling
- ✚ Building up a Credit Portfolio for sustainable profitability

CONTENT OVERVIEW:

- Profit Planning : Understanding branch profile
- Key Revenue and expenditure heads
- Strategy for raising sustainable resource: deposit for business growth
- Strategy for consistent growth in quality assets
- Fee based income of a branch- the new dimension
- Present banking scenario: focus on branch banking and practices in regulatory environment in country

TARGET GROUP FOR THE PROGRAMME: Bank Officers – Scale I to IV, first time Branch Managers, Officials given charge of Large Branches. Programme is suitable for existing as well as newly appointed branch heads of Rural/SU/Urban and Metro branches (General and Specialized Branches). *(Open to both Members & Non Members of IIBF/Individuals may also register for this programme at their own cost/Banks may send their nominations in bulk)*

<u>Date & Time:</u> <u>01st to 02nd</u> <u>August, 2025</u> <u>(10.00AM to</u> <u>5.30PM)</u>	<u>METHODOLOGY:</u> Virtual (Online) interactive lectures, Case Studies, presentations and sharing of experiences <u>on ZOOM</u> . Programme can be attended from anywhere by using devices with Internet like PC, Laptop, Tablet or Mobile. Internet connection with good speed is required to stream live Virtual sessions.	<u>FEE:</u> Rs.5000/- per participant plus GST@18% aggregating to Rs.5900/- (In case of TDS deduction, please send us TDS certificate)
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CORRESPONDENCE ADDRESS: Indian Institute of Banking & Finance, PDC-EZ, Avani Heights, 2nd Floor, 59A, Jawaharlal Nehru Road, Near Ravindra Sadan Metro Station, Kolkata – 700020.

Last Date to Apply 28.07.2025



INDIAN INSTITUTE OF BANKING & FINANCE
Professional Development Centre – Eastern Zone, Kolkata
NOMINATION FORM

Programme Title: Profit Planning & Turnaround Strategies for Branches

Mode of Programme: Virtual Mode Date: 01st to 02nd August 2025

Details of Nomination (to be filled by the Banks/FIs/Other Organizations):

Sl. No.	Name of Participant	Designation	Branch/ Office	Contact No.	E-mail Id.
1					
2					
3					
4					
5					

Fees Paid Rs. _____ UTR/Transaction No. _____ Date of Payment: _____

Name of Sponsoring Bank / FI: _____ **GSTN of Bank/FI:** _____

Address of the Bank/FI: _____

Phone/Mob. No. _____ E-mail id.: _____

FEE: Rs.5000/- per participant plus GST@18% aggregating to Rs.5900/- (In case of TDS deduction, please send us the TDS certificate). (Kindly provide your GST Number in the nomination letter to facilitate the raising of Invoice)

Programme fees may be remitted to the credit of Institute's Bank Account as below:

- ✓ **Name of Account Holder:** Indian Institute of Banking & Finance
- ✓ **Name of the Bank Branch:** State Bank of India, Vidya Vihar (West), Mumbai.
- ✓ **Savings Account No.** 37067835940 **IFSC:** SBIN0011710
- ✓ **PAN No.** AAATT3309D; **GST No.** 19AAATT3309D2ZO, **State - West Bengal**

CONTACT DETAILS:

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Professional Development Centre – Eastern Zone, Kolkata

NOMINATION FORM FOR SELF-SPONSORED CANDIDATES

Programme Title Profit Planning & Turnaround Strategies for Branches

Mode of Programme: Virtual Mode Date: 01st to 02nd August 2025

Sl. No	Name (Mr/Mrs/Ms)	Designation	Contact No. (Mobile)	E-mail (PERSONAL)	Address (PERSONAL)	UTR NUMBER
1						

Name of Bank/ FI employed with: _____

Address of Bank/ FI employed with: _____

FEE: Rs.5000/- per participant plus GST@18% aggregating to Rs.5900/- *Self- sponsored participants are requested to kindly contact the numbers given below before making the payment*

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- ✓ **Name of the Bank Branch:** State Bank of India, Vidya Vihar (West), Mumbai.
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