INDIAN INSTITUTE OF BANKING & FINANCE

Professional Development Centre – Eastern Zone (PDC-EZ), Kolkata

02 DAYS' VIRTUAL TRAINING PROGRAMME ON

PROFIT PLANNING & TURNAROUND STRATEGIES FOR BRANCHES

(26th -27th November 2026) (Thursday-Friday)

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 througha process of education, training, examination, consultancy/ counselling andcontinuing 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 Nomination, Please Contact:

Mr. Tusharendra Barpanda Zonal Head, PDC-EZ, IIBF Email : head-pdcez@iibf.org.in	Ms. Samriddhi Guha Jr. Executive, PDC-EZ, IIBF Email : je.pdcez2@iibf.org.in	Ms. Sneha Datta Jr. Executive, PDC-EZ, IIBF Email : je.pdcez3@iibf.org.in
CONTACT NO.- 033 3539 2660, 6290336252, 9903848920, 9717005551		

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 reflects 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

- **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 resources: 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).

REGISTRATION START DATE: 21.09.26 **REGISTRATION END DATE: 24.11.26**	**TRAINING START DATE: 26.11.26** **TRAINING END DATE: 27.11.26**

DATE & TIME: 26th -27th November 2026 (10.00AM to 5.30PM)	**METHODOLOGY:** Virtual (Online) interactive lectures, Case Studies, presentations and sharing of experiences through Zoom based IIBF LMS. 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.	**FEE:** Rs.5000/- per participant plus GST@18% aggregating to Rs.5900/-

CORRESPONDENCE ADDRESS: Indian Institute of Banking & Finance, PDC-EZ, Avani Heights, 2nd Floor, 59A, Jawaharlal Nehru Road, Near Ravindra Sadan Metro Station, Kolkata – 700020.

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