



MINT MEDIA MARKETING INITIATIVE

BANKING SOLUTIONS

Banking today has become synonymous with technology, and this has emerged as the biggest focus area for banks and financial institutions, especially after demonetisation.

A combination of regulatory and competitive reasons has led to increasing importance of digital transformation. Information technology enables sophisticated product development, better market infrastructure and implementation of reliable techniques for control of risks for the financial sector. It also helps the financial intermediaries to reach geographically distant and diverse markets. Banks are therefore deploying technology-intensive solutions to increase revenue, enhance customer experience, optimize cost structure and manage enterprise risk.

In this scenario it is imperative that banks adapt to emerging technology trends around the world, be it Fintech, Augmented Reality or Robotics. Banks are therefore constantly evaluating newer, tailor made ways to make a customer's banking experience more convenient, efficient, and effective.

Fast changing technological developments pose challenges unique to each organisation. Every Bank's key concern today is to find reliable technology partner(s) who understand the changing banking and technology landscape, while demonstrating deep domain expertise and capabilities to deliver projects in an Affordable, Agile and Responsive manner. Further, banks will use a new software solution for at least 5 years. They, therefore need an IT partner who is reliable and dependable in the long run. It is here that Nelito is able to provide value add, with good quality product and people, responsive services and dependability for a long-term relationship.

Over the last two decades Nelito has built deep domain expertise in Banking & delivery capabilities, which are ingrained in our core value proposition "*Affordable Excellence through Technology Consulting and Solutions*". This coupled with our physical presence covering entire India, from Gujarat to Manipur, and Kashmir to Kerala, helps us support our customers in a personalised

Information Technology is the backbone of all systems and processes today. Consequently, it is becoming increasingly complicated. Projects take time and usually become extremely expensive.

Clients are often forced to choose between affordability and excellence.

Our vision is to offer Affordable Excellence to all our clients.



Mr. Punit Jain
CEO, Nelito Systems Ltd.

way. Nelito's solutions and services have helped banks in more than 15 countries. With a team of over 1100 professionals serving more than 300 satisfied customers, Nelito is an ideal technology partner of trust.

Nelito's competency lies in in-depth understanding of a Bank's technology requirements. Our focus is always on "how" the solution will enable a Bank move closer to customer delight. Our solutions are customisable so that they can easily blend in the process flow of the banks, with a promise of timely delivery keeping long-term partnership in mind.

Over the years, Nelito has developed its own Intellectual Properties for banking solutions under the FinCraft™ brand covering the following areas:

- **Digital Banking:** FinCraft™ Banking platform is an enterprise banking solution that enables Banks to provide full range of banking services and content to customers with different user profiles, efficiently and reliably. FinCraft CBS offers flexible feature configuration strategy. The Bank may select and configure any combination of features. Every FinCraft deployment targets best balance in functions, performance, stability, integration and usability, on the highest security level.
- **Microfinance:** FinCraft™ Microfinance solution offers a proven solution built using the Android-based mobility platform, tailor-made to suit Micro Finance operations on-the-field.
- **Payments:** Nelito offers a full range of digital payment solutions that help banks meet every customer's expectations.
- **Regulatory & Risk Reporting:** FinCraft™ offers a Data Warehousing based Regulatory & Risk Reporting solution, being successfully used in multiple banks across India.
- **Mobility:** FinCraft™ Mobility solutions for Banking, Microfinance and NBFCs focus on improving their customer experience, reducing risk and achieving productivity improvements.
- **Enterprise Data Management:** FinCraft™ has solutions to effectively create, integrate, manage, store and analyse data for all enterprise applications, processes and entities.

In future, banking will look to offer more sophisticated services to the customers through continuous product and process innovations. With this in focus, Nelito is committed to bring innovative solutions to meet the technology requirements of the Banks, in an affordable, agile and responsive manner.

In conversation with Mr. Mukesh Sharma, Chairman & CEO, The Nainital Bank

OPPORTUNITIES AND CHALLENGES FACING YOUR BANK

As application of information technology and e banking has become order of the day with the banking system directing towards virtual banking, the mounting expectation of the high level of customer service is another challenge to upgrade the technology, product and services and increase business level. The requirement of "cash less banking" in Indian Economy after demonetization is another challenge.

Third generation customers with an emotional connect is one of the strongest opportunity available to us, a big hold on agri business clientele in our niche area covering rice & flour mills, seed production units, oil refineries, paper mills etc. is another opportunity available to the bank.

ROLE OF TECHNOLOGY IN THE GROWTH OF YOUR BUSINESS

Upgraded technology is the only vehicle for the growth of the business of our bank since various alternate delivery channels like Naini-Connect, Naini-Mobile, Naini-Debit Card etc. at one end will attract the new generation customers and increase revenue generation on other hand. Bank plans to invest appropriately in secure and agile systems that can enhance digital and mobile banking with an eye towards no risk of cyber-attacks to serve the mass and huge market of India with reduced cost of services and increasing profits.

VARIOUS TECHNOLOGIES ADOPTED BY NTB SO FAR AND FUTURE INITIATIVES

To meet out the on-going banking challenges besides CBS we are offering various technological business portals to our customers. A robust MIS will help us to analyse and interpret the data for strategic decision making for available business opportunities. The next visionary plan for bank is Digital Banking in order to support digital India and we are promoting our



cashless products speedily.

NAINITAL BANK'S ASSOCIATION WITH NELITO SYSTEMS AND NELITO'S VARIOUS RECENT TECHNOLOGY INITIATIVES

Nainital Bank has always found Nelito systems not only as a "fair weather friend" but a "friend in need" also during over a decade old relationship. We have always worked in a relationship of partners and not under a vendor customer relationship. A very good comfort level has always been made available to us by Nelito Systems.

EXPECTATIONS FROM A TECHNOLOGY PARTNER

In order to meet very high expectations of our ever demanding customers, the technology partner should be well aware of changing banking environment to make the banking services technology intensive and customer friendly and it must be acquainted with the latest technology to leverage the business to highest efficiency level to revolutionise working style of the bank to become more customer centric for its best contribution to the growing economy of the country and to provide best return to stakeholders.

The Nainital Bank Ltd. has engaged Nelito Systems since 2007 for its FinCraft™ Core Banking, Enterprise Reporting and Payment Systems.