

Great Talent Deserves a Great Start

Join the Axis Bank Priority Banking Programme



Programme Association with



Banking the HNI Way

The world is witnessing rapid growth in wealth of high net-worth investors; this upsurge in wealth is further characterized by the increase in global net investable assets (NIA), as pertains to HNWI, estimated to reach USD 70Tn in 2021. This flood of money has created a sharper focus within the Wealth Management industry on protecting existing client relations through superior advice and bespoke relationship management services.

- The High Net Worth Individuals (HNI's) contribute to a large percentage of a Bank Revenue and are their Key Customers.
- Their Wealth and Investments needs to be managed.
- A Priority Banker Nurtures the HNI relationship and helps them manage their money/ investments and grows the banks revenue.

Industry Outlook



Global net investable
assets of HNWI to reach
USD 70Tn in 2021



Banks globally are focusing
on Relationship Aspect of
Wealth Manage

Source : https://www.eri.ch/_include/WhitePapers/White_Paper_IBS_ERI.pdf





Presenting the Priority Banking Programme by Axis Bank and NIIT IFBI

“A Programme that gives prime talent an assured head start in their Banking Career and nurtures them into next-generation bankers for the Priority Banking Division of Axis Bank”

- The Priority Banking programme is an initiative by Axis Bank, in collaboration with NIIT IFBI, focusing on the relationship aspect of wealth management and aims to create a next-generation talent pool of Priority Banking Relationship Managers for Axis Bank.
- This programme is an exclusive co-branded platform, driven by industry experts & practitioners, enabled by technology & domain partners. The programme implements the unique learning pedagogy of NIIT to develop confident and skilled professionals.



Assured Job*
with Axis Bank



Start your Career as
a Deputy Manager



Starting Salary
@INR 5 Lacs p.a.**



Paid Internship
with Axis Bank



Start with minimum
down payment and
Pay after the Job



Earn PG Diploma in Banking
and Relationship Management
from NIIT University

* Provisional offer letter by Axis Bank on admission and final offer on successful program completion.

**Gross CTC. This is inclusive of non-encashable loan benefits, indicative performance bonus.



Extraordinary Talent Deserves a Cut above the Rest

- **Assured Job*:** Being a Prime Talent you deserve an access to prime opportunities and what better than getting an assured Job* on selection into the Programme. Once selected you start your journey to a rewarding career by getting a Provisional Letter of Appointment from Axis Bank towards your future employment on admission
- **Salary of 5 Lacs p.a.**:** Do not wait to start earning the salary your talent deserves, Get a starting salary of 5 Lac (CTC p.a.)** upon successful Programme completion and stay ahead of your peers.
- **Live the Extraordinary Life:** Get Privileged Staff Services and get upgraded to Priority Staff after joining the Bank with upgraded Debit Cards and Airport Lounge Access

* Provisional offer letter by Axis Bank on admission and final offer on successful program completion.

**Gross CTC. This is inclusive of non-encashable loan benefits, indicative performance bonus.



Great Talent deserves a Great Career

Your Role at Axis Bank

- 1 **ROLE: Priority Banking Relationship Manager**
- 2 **GRADE: Deputy Manager**
- 3 **LOCATION: At any Axis Bank Branch across India**

Get a head-start into entering the industry at two levels above the entry level position and **Start as a Deputy Manager in Axis Bank Priority Banking Division**

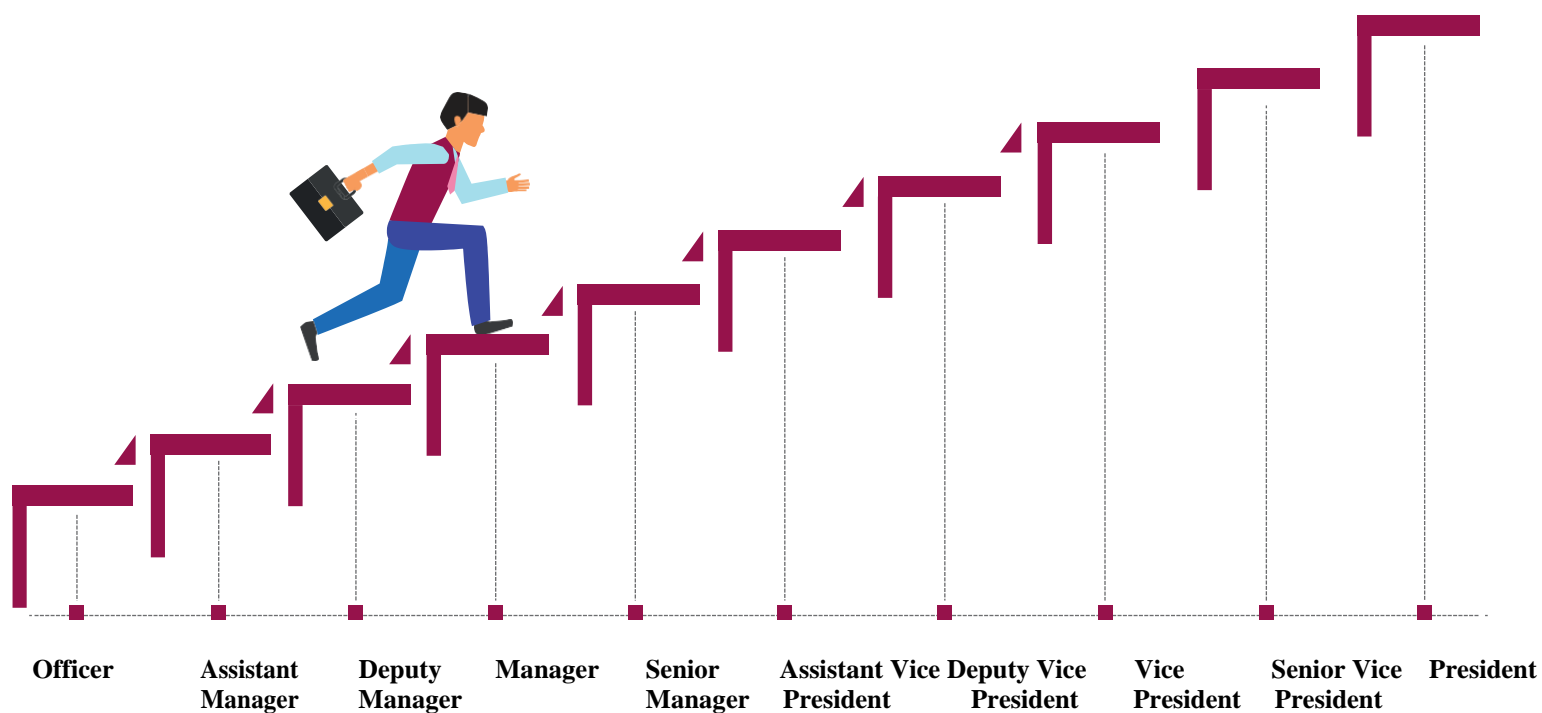
Priority Banking Relationship Managers are the key initiators of business for the bank and function as consultants to their clients.

They contribute to:

- Increased market share
- Enhanced Bank's profitability
- Building up long-term relationships in a highly competitive environment



Career Progression





Achieve the Extra-Ordinary

➤ **Fast Track Post Graduate Diploma from NIIT University**

Get a UGC recognized Post Graduate Diploma in Banking and Relationship Management from NIIT University on successful programme completion and edge ahead of your peers by achieving this feat in just one year.

➤ **Become hands-on Banker**

Get Hands-on exposure to Axis Bank's modern CRM and Analytics tools.

➤ **Be Business ready from Day 1**

Understand the business environment through best performing MFs, bonds, stocks, business reports and other instruments.



Future Privileged Bankers Deserve a Privileged Learning Environment

- **Award Winning Green Campus:** NIIT University at Neemrana is an award-winning green campus on the Delhi-Jaipur highway. The campus is spread across 75 acres and is a walled campus with a single entry and 24-hour security.
- **Mentored Environment:** During the ABPB programme at the campus, programme faculty will be available full time at the campus for query resolution; further Learners can also utilize the University lab for self-study and research.
- **Active Learning:** Become a well-rounded professional by engaging in various activities such as sports, Community connect activities and nature walks

State of the Art Student Accommodation:

- Well-furnished, single and twin sharing hostels, separate for boys and girls.
- Earth-air cooled hostel rooms, with laundry facility and free of charge housekeeping services for the room.
- Each room provides a beautiful view of the surrounding Aravali Hills.
- 24-hour Internet connection in the rooms with access to the University's On-line Library and Learning Systems.
- Two common rooms on each floor, equipped with an LCD TV.
- One case-study room on each floor equipped with whiteboard, Internet connection, and access to the University's Online Library and Learning Systems.
- One pantry with a microwave oven, on each floor.
- On-campus sports facilities in the campus including volleyball, basketball, cricket, football, an athletics track, tennis, badminton, gymnasium, table tennis and a golf driving range and putting green.



A Well Rounded Programme for the Next-Gen Bankers:

Post Graduate Diploma in Banking and Relationship Management

This one year Post Graduate Diploma Programme (PGDBRM) involves a blend of immersive classroom training, branch internship, a role readiness programme and On-the-Job Training as a part of the programme. It transforms fresh graduates into confident, next-gen banking professionals through extensive exposure to real work challenges.



Selection

- Academic Qualification
- Online Assessment
- Interview



Education

- 6 months at NIIT University
- Immersive Programme
- 2 weeks of role readiness Programme



Internship

- 3 months at Axis Bank branch
- Paid internship



On-the-Job Training

- 2.5 months of OJT With Paid Salary



PG Diploma

- **Campus Learning:** Students will get an immersive learning experience at the campus, which means that the learners will perform tasks of the similar complexity, as they would face in the PBRM role.
- **Guided Internship:** To solidify the learnings, students will undergo a 3 months guided internship for application of the campus learning in the real working environment.
- **On-the-Job Training:** Student will start 2.5 on-months on the job training in a bank branch to take on the real roles and responsibilities required of a Priority Banking relationship Manager for being Job ready from the Day 1 and becoming a well-rounded banking professional.



Learning Outcomes

This programme will help learners:

- Acquire Strong foundational knowledge of Finance, Accounting, and Economics
- Gain knowledge of the Indian banking environment, regulatory controls, and their impact on banking operations
- Gain in-depth knowledge about financial markets and products
- Acquire a customer-centric mindset and the skills to probe customers to understand their need
- Build lasting relationships with a variety of customers
- Get hands-on exposure to Axis Bank's modern CRM and Analytics tools

The Curriculum

The curriculum is immersive, which means that the learners will perform tasks of similar complexity, as they would face in the PBRM role. Learners will study the business environment through business newspapers, best performing MFs, bonds, stocks, and other instruments to prepare a report. Learners will be working on agile projects and will undergo extensive practice to get the experience and confidence to perform the role.

Term 1 (12 weeks)

Banking Processes & Products I
Management Accounting & Control
Marketing
Economics
Managerial Communication
Business Statistics
Commercial Banking I
Indian Financial System (IFS)

Term 2 (12 weeks)

Financial Planning & Wealth Management
Customer Relationship Management
Financial management
Banking Processes & Products II
Commercial Banking II
Digital Banking
Selling Skills and Relationship Management
Investment Analysis & Portfolio Management

Term 3 (12 weeks)

Guided Internship

Term 4 (12 weeks)

On-the-Job Training, Refresher and Performance Coaching



Eligibility for the programme

- EDUCATION: Graduation / Post Graduation: Any stream
- ACADEMIC ELIGIBILITY: 50% in X, XII/Diploma and Graduation
- EXPERIENCE: 0-3 years of experience
- AGE CRITERIA: The applicant should be between 20-30 years of age at the time of admission

Selection Process

- 1 The selection process will have two stages
 - Online Assessment
 - Interview by Axis Bank
- 2 Candidates who clear the Online Assessment will get coaching for Interview preparation
- 3 The selected applicants will be issued Provisional Letter of Appointment from Axis Bank

Checklist of Documents required during selection:

- PAN card
- Aadhar Card
- Address Proof (Passport / Driving License/Voter's Id)
- Birth Date Proof (Passport / Driving License / Birth Certificate, School Leaving Certificate)
- Academic Certificates (X, XII, Graduation all documents)



Admission Process

- Candidates who are selected for the programme will have to submit the duly filled Admission Form along with the Programme Fee of INR 2,25,000 + applicable taxes. **Students can also opt for Education Loan from Axis Bank.**
- Post the admission, students will have to complete a 6-month training at the NIIT University in Neemrana, which is followed by a 3-month paid internship at any of the Axis Bank Branch Locations followed by 2 weeks of role readiness training at NIIT University after which student commences his 2.5 months of On-the-Job training at Axis Bank.

Programme Fee

- **Admission Fee:** The admission fee for the Programme is Rs. 10,000 and is payable at the time of selection for confirming the admission into the Programme. Students will be eligible for admission on a first-cum-first serve basis considering there are limited seats for the programme.
- **First Installment:** 50% of total fee –minus the admission fee that is Rs. 102500/- (Rupees One Lakh two thousand and Five hundred only) within 15 days of receipt of the admission letter from Axis Bank post selection.
- **Second Installment:** The balance amount that is Rs. 112500/- (Rupees One Lakh twelve thousand and Five hundred only) within has to be paid as a second installment At the beginning of 4th month
- **Total Fees for the programme which includes above components stands at** Rs.2,25,000/- (Rupees Two lakh twenty five thousand only) + applicable Service tax or Goods and Services Tax, cess and levies



Start Your Career Now and Pay After the Job

There is education Loan available from Axis Bank at a 13% rate of interest where the EMI starts 6 months after you start working and will get deducted from the salary.

Further, during the Programme you earn a stipend of Rs. 12,000/month during your internship and get paid a salary during the On-the-Job training at the Axis Bank and a great salary of 5 LPA**post the successful completion of the programme giving you a superior return on your time and money investment into the Programme.

**Gross CTC. This is inclusive of non-encashable loan benefits, indicative performance bonus

Hear from our
Relationship Managers

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