

THERE ARE SOME WHO SEARCH FOR OPPORTUNITY
AND THERE ARE SOME WHO OPPORTUNITY SEARCHES FOR

Are You the One?



your advantage

BANKEDGE[®]
academy for banking and finance



India

**A Nation poised on
the brink of making
that vital transition,
from a regional
to a truly
Global Player**

Yes!
**India is today truly evolving as the land
of opportunities**



India

A destination that is transforming itself into a hotspot for a new breed of visionaries, a new flock of smart risk takers, a new generation of Entrepreneurs.

Individuals with ambition, passion, fresh ideas and the drive to succeed.
Individuals who long to be the masters of their own destiny.

INDIVIDUALS WHO OPPORTUNITY SEEKS OUT!

Are **You** One Of Them



**THERE NEVER WAS
A BETTER OPPORTUNITY
TO BELIEVE IN YOUR DREAMS**

Are you ready to invest in a knowledge enterprise that will influence the quality of an entire Nation's Banking and Financial operations?

Do you believe that you can make a difference?

It will demand passion.
It will take vision.
It will ask for planning.

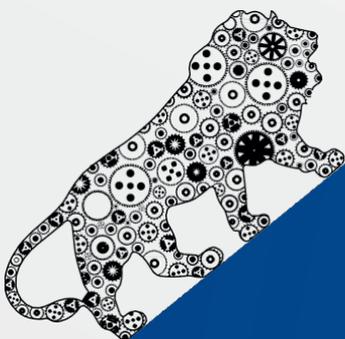
**BUT IN RETURN, IT WILL
GIFT YOU SUCCESS**

A feeling of immense satisfaction that you have shaped and influenced young minds.

A sense of deep pride that you are in some way responsible for India's financial operations.

Are you going to stand up and be counted?

**Are You
One Of Them?**



India

INDIA'S BANKING AND FINANCIAL SERVICES SECTOR A WINDOW OF EXCITING OPPORTUNITIES

India's economy, true to its tag of an emerging powerhouse, has made its banking and financial services sector an irresistible investment destination to global financial institutions and investors.

Positive market sentiments, encouraging government policies and the RBI driving regulations that will release operating licenses to more private banking players, all mean that growth promises to be nothing less than exponential.

Little wonder then, that India's BFSI services sector is poised for a quantum growth.

The government's recent financial inclusion initiative Jan Dhan Yojana which envisages a "A Bank Account for Every Indian" is another pointer towards the added momentum building up in this sector.

Traditional bank offerings have also now given way to innovative products and services.

**And this is where
the real opportunity lies!**

PRIVATE BANKS EXPECTED TO HIRE ABOUT **5,00,000** BFSI
PROFESSIONALS IN **2025 -27**

OPPORTUNITIES ACROSS **31** PRIVATE BANKS & **38** FOREIGN BANKS

32 INSURANCE COMPANIES WITH **12,000+** BRANCHES & **265** BACK
OFFICES OFFER GREAT OPENINGS

More account holders' and more service or product offerings means more banking operations. This in turn means an added demand for qualified & quality banking and finance professionals.

A study has placed the demand to touch anything between 5.5 to 6 lacs entry level personnel in the next 3 years



Can you see the immense business potential the sector offers?

This is truly your chance to start a business, that is a real Game changer!

With the escalating human resources need of the Indian Banking and Financial sector, there is a growing demand for professionals who can operate, perform and deliver in a challenging environment.

Our research, our experience and even experts indicate a sizeable shortfall in this much needed resource. **THIS IS WHERE YOU STEP IN!**

You have the opportunity to act as a bridge, that fills the gap between the demand and supply of trained personnel to the banking sector in India.

This is a unique opportunity to add value to India's fastest growing and most important economic facet through modern curriculum, technology, training, processes and methodologies.

Do you see yourself playing a decisive role in the knowledge industry?



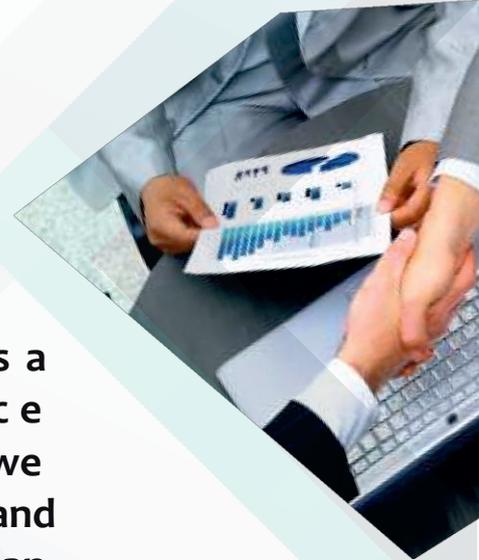
THIS IS HOW YOU CAN DO IT!

At **BANKEDGE** we call ourselves a **Human Capital Resource Enterprise**. This is because we primarily focus on the training and placement of competent human resources in the **Banking, Financial Services and Insurance sector across India**.

Headquartered in the financial capital of India-Mumbai, we are a professionally managed team consisting of a blend of financial education, training, operation, branding and marketing specialists.

We have carved a distinct niche in the financial training vertical and built up strong competencies and a diverse knowledge base through extensive research and in-depth experience.

We understand what this particular industry needs and we are agile and smart enough to deliver.



OUR VISION

Establish a national benchmark, a knowledge hub, with a nationwide chain of like-minded entrepreneurs and create destinations that deliver powerful, contemporary and highly relevant, training to every aspiring banking professional.

Get onto the fast track of growth our business proposition

We at - **BANKEDGE** - have identified the banking and financial training business vertical as a high growth, high revenue generating business opportunity.

We understand the business of training. We have a finger on the pulse of the banking sector. We have explored and researched extensively and have conservatively pegged the industry to be worth USD 7000 Billion in the coming 3 years.

Imagine owning a share of such stupendous growth and at the same time experiencing that deep satisfaction of being responsible for shaping careers, that will possibly influence and control the quality of India's Banking and Financial operations.



Isn't that something that appeals to the entrepreneur in you?

We have a first mover advantage, a great knowledge base plus a highly motivated, well informed and professional business team. What we are doing is extending our hand. Offering you the chance of a relationship with us.



In the BANKEDGE Partnership Model there are 3 key facets

1. You as a Authorized Training Partner will be the owner of the knowledge centre
2. It is you the authorized Licensee who will retain the maximum profits
3. You will get complete operating freedom for expanding the business

A BANKEDGE TRAINING CENTRE CAN EXPECT BUSINESS FROM 3 CHANNELS

- The B2C Channel - by acquiring learners directly through marketing inputs
- The B2B Channel - by training and certifying existing employees of a Bank
- The B2G Channel - by getting training contracts from Government bodies

Starting out with entry level Programs, we aim to provide multiple level of qualifications at entry, supervisory and managerial levels, thus opening up opportunities for life long learning and growth.



**A Business Relationship
In The Form Of A
BANKEDGE Partnership**

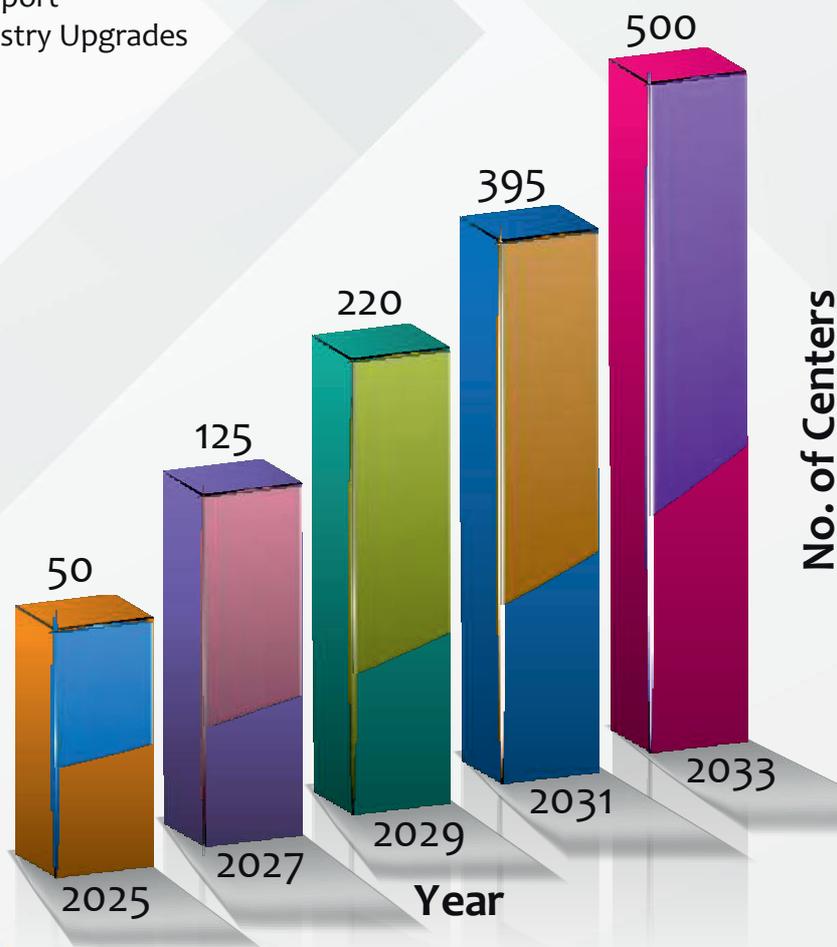
Our core competency in a nutshell

At BANKEDGE we provide a broad range of Banking Training to both individual learners and banking professionals, as well as programs in Industry Certification and Professional Development. BANKEDGE offers a compelling business opportunity to both entrepreneurs and to companies; especially Banking training businesses or Finance-related training businesses.

It is the opportunity to own and operate a business that provides much more than a service. It is a truly rewarding business.

The Bankedge Support

- a) Project Set-Up Know-How
- b) On-going Business Guidance
- c) Launch Kit
- d) Centre Automation System
- e) Educational Delivery Mechanism and Quality Control (EDMQC)
- d) Centre Set-up Know-How
- e) Logistics Support
- f) Academic Support
- g) Marketing Support
- h) Access to Industry Upgrades



**Ambitious
Yet Achievable**



Identify
skill gaps
in each
sector



Develop
Industry
accredited
curriculum



Acquire
Learners



Deliver
through
vocationa
l training
centres



placement
assistance
through
industry
partners



1 million
learners
certified
by 2030



PROJECT SET UP SUPPORT

The first thing that meets the eye is the centre infrastructure and hence a well set up centre is the key to a good beginning. A through guidance will be provided on:

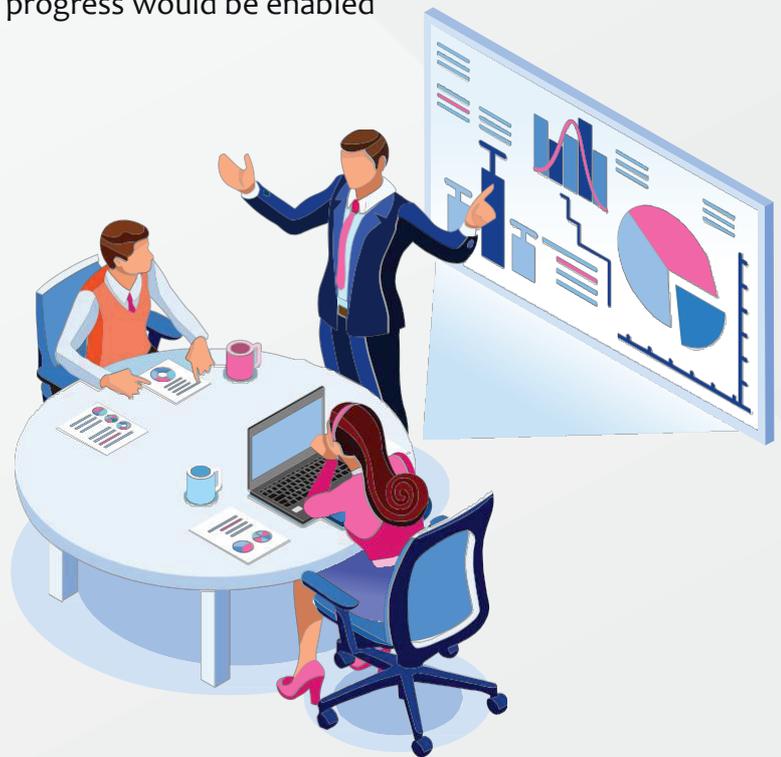
- ❖ Norms to be followed for the physical infrastructure
- ❖ Layout Planning of the Education Centre
- ❖ Standardized look and feel of the centre as set by company norms
- ❖ Furniture and interior decor standards
- ❖ Centre staff selection, recruitment and training
- ❖ General troubleshooting support



ON-GOING BUSINESS GUIDANCE (ON DEMAND)

A project well set-up would need on-going guidance to get the business up and running. This business commencement and progress would be enabled through proper guidance and advice on:

- Cash flow planning.
- Capacity/ Batch optimisation through appropriate scheduling.
- Store Management.
- Student Counseling.
- Fulfillment of Marketing Sales strategies/ reviews.

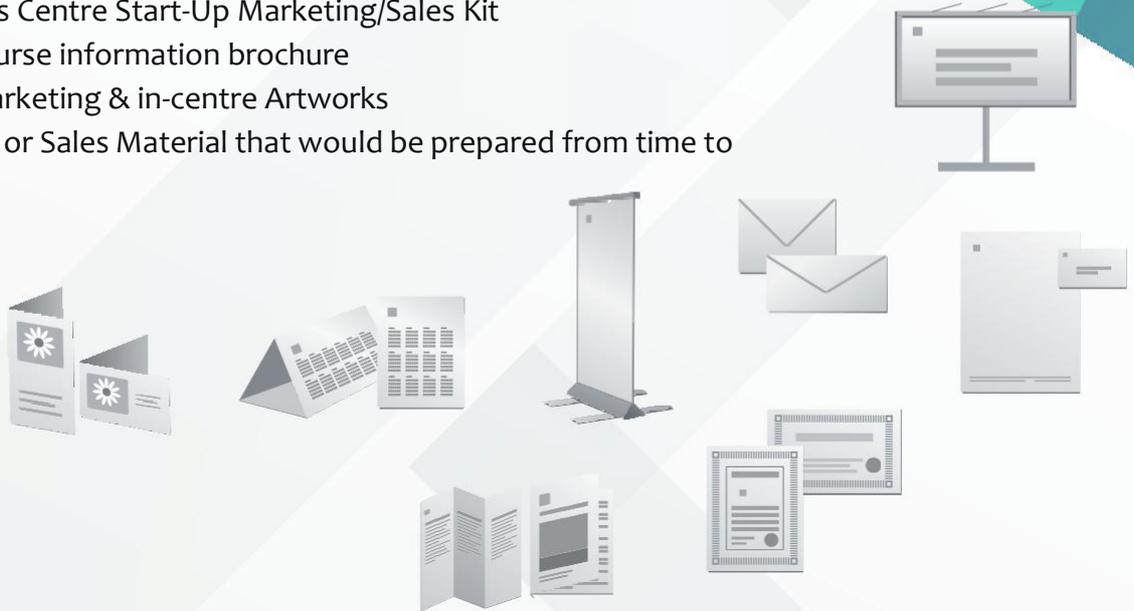


PROJECT SET UP SUPPORT

LAUNCH KIT

A well-defined launch kit is the most important tool or aide that helps translate an enquiry to a sale. It also helps communicate the brand message effectively which helps develop the overall imagery of a brand and people associated with it. As a BANKEDGE Authorized Training Partner you would have access to the following Sales/Marketing aides:

- First Month's Centre Start-Up Marketing/Sales Kit
- Standard course information brochure
- Standard Marketing & in-centre Artworks
- All Creatives or Sales Material that would be prepared from time to time

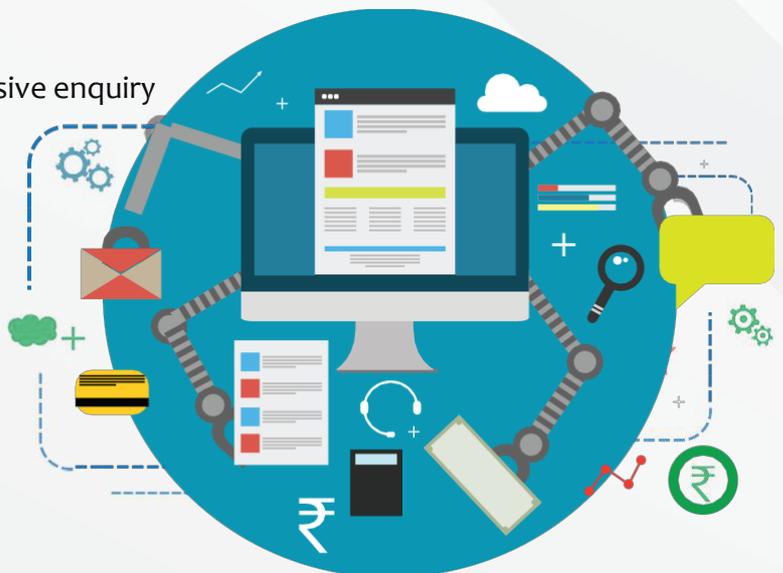


CENTRE AUTOMATION SYSTEM

With BANKEDGE as Authorized Training Partner, you will have access to a user friendly automation system that will help you to reduce paper work and dependency on people.

Some features of the same are:

- Enquiry and Enrollment Profiling Receipts and Invoice generation
- Examination result of students & faculties
- Placement Details.
- Customer Responses E-mail Facility Extensive enquiry follow-up tracking system
- New reports on target tracking and defaulter tracking.
- Faculty certification tracking linked with OES [Online Examination System).
- Receivable Management [Fee Collection)
- Staff performance monitoring.



PROJECT SET UP SUPPORT

CENTRE SET-UP KNOW-HOW

An important component of the business relationship, BANKEDGE offers total Centre Set-up knowledge and expertise in conducting Banking Training. This entails sharing of processes, practices, techniques, procedures relating to site evaluation, selection, architectural plans, drawing, equipment specification, scheduling, administering education, methods and procedures of examining the standards attained by students.



LOGISTICS (ON DEMAND)
BANKEDGE has its in-house logistics department, which takes care of Quality standards of the courseware and other marketing and support materials. As a BANKEDGE Authorized Training Partner you will have access to standardized courseware and other marketing materials, which help as a powerful sales tool.



ACADEMIC SUPPORT

Complete academic support, examination as well as certification would be provided on a continuous basis. Academic support would comprise complete training material:

- Detailed Session Plan for faculties
- Computer-based training services
- Module Tests
- Projects
- Final student evaluation instrument
- Examination data packet availability
- Examination support through Online Examination System (OES) facility



PROJECT SET UP SUPPORT

The **MARKETING SUPPORT**

As brand custodians, the marketing team at BANKEDGE constantly researches and surveys to understand the psyche of the student community. These researches throw insights into the customer buying behavior. These are then incorporated into the marketing strategy and shared with the Authorized Training Partners.

ON DEMAND MARKETING SUPPORT IS PROVIDED IN THE FORM OF:

- Marketing guidelines for conduct of marketing activities as reflected in the marketing manuals.
- Standardized press advertisement/ campaign design in line with the communication objective.
- Television (as and where applicable).
- Outdoor and Below the Line marketing collateral designs.
- Brochures, Posters and Prospectus.



ACCESS TO INDUSTRY UPGRADES

To keep abreast with the latest, BANKEDGE constantly monitors industry trends and a recruiter's skill set requirements. This helps to keep the course content updated and fresh and adds value. BANKEDGE will offer you the following benefits:

- Exposure to the instructional R & D base
- Access to new training products
- Access to new training technology
- Availability of upgrades to existing course range



THE **BANKEDGE**
SUPPORT

WHY BANKEDGE?



We are a highly professional, long term player with extensive exposure and experience in this particular business vertical. We have strategically positioned our brand BANKEDGE as a Professional Human Capital Resource Manager.

We operate in a very niche and clearly defined business vertical - professional Banking and Financial Services Training. We are the bridge between every aspiring banker and the bank that needs to fill up roles across diverse functions with high quality human assets.

We are like a catalyst and perform as a one point source to both interested parties by providing genuine answers to Career, Placement and Employment queries.

WHY PARTNERSHIP MODEL ?

The main reason behind operating an Authorized Training Partner is that, as opposed to starting a fresh new business independently, it minimises risk, while simultaneously maximising the chances of success.

There never was an optimum and promising time than now, to invest in and build a banking training business!

The Banking Training industry is closely linked to the BFSI Industry. This means all Banks, FIs and Individuals who seek a rewarding career in the BFSI Sector are your clients.

Being an Authorized Training Partner will allow you to focus on managing, rather than looking for and delivering solutions to customers.

The Authorized Partnership Business model works because of critical mass and economies of scale that allow the business owner to enjoy lower operating costs.

So, if you want to expand your current business, venture into a new business vertical, or become an entrepreneur; it will be with a tried and market tested model.

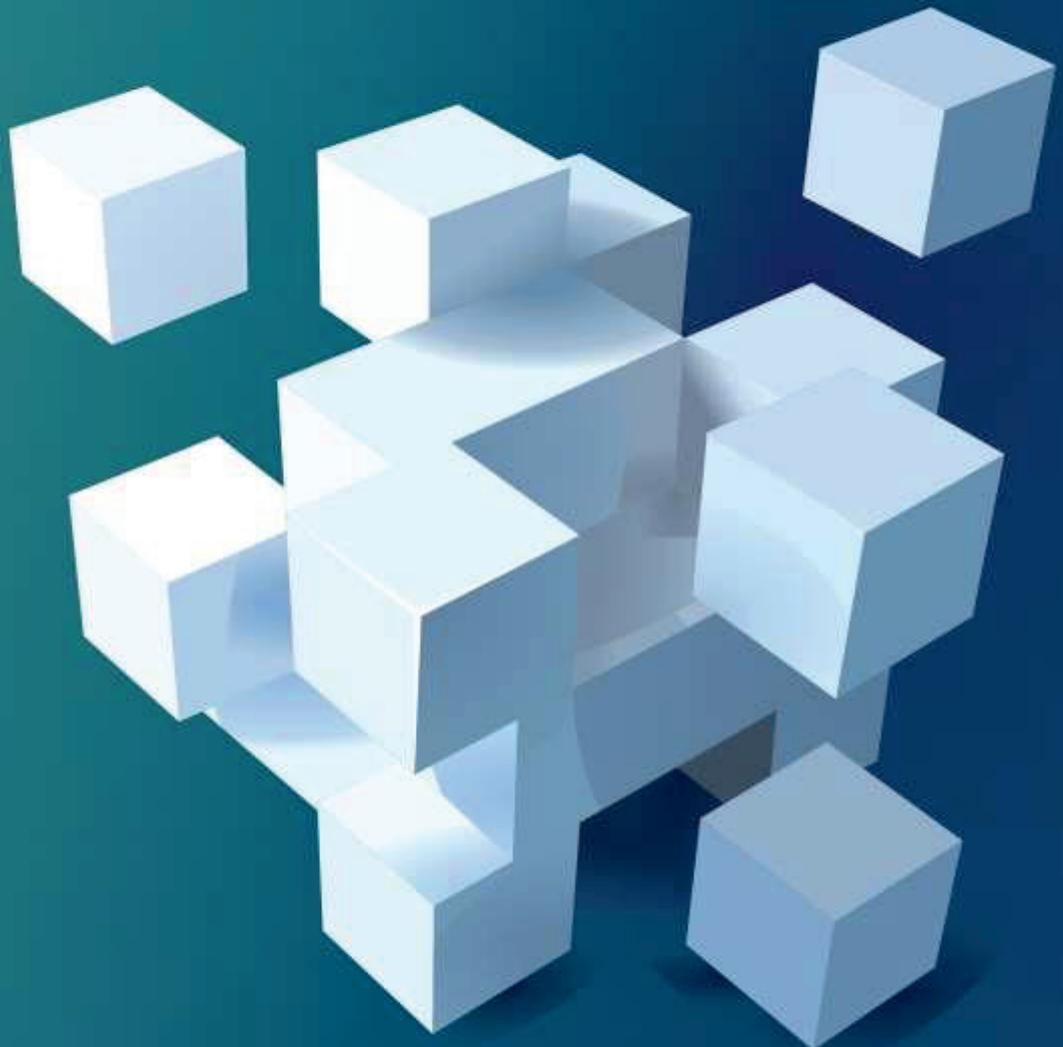
BANKEDGE PARTNERSHIP MODEL

OUR SUCCESS IS BUILT ON THREE STRATEGIES:

1. Maintain an Aggressive Sales System
2. Offer Innovative, High Quality Training Solutions
3. Deliver Complete Partnership Training and Support

KEY ADVANTAGES

Proven Partnership Model
Low Franchisee Fee
Wide Range of Certification Programs
Latest Content Delivery System
Quick ROI
Best Support System



OUR PARTNERSHIP SUPPORT

ON BOARDING

Launch Support.

Induction training will be provided for the sales and marketing team.

Access to AGAM – ERP of BANKEDGE

Access to iqbq – Learning Management System of BANKEDGE

Post Sales Support

SALES AND DELIVERY SUPPORT

HO will support in training the Marketing & Frontline Schemes.

HO will support to identify trainer and provide TTT to the trainer.

Trainer to get Trainer Manual & access to online delivery platform.

Each Student gets a unique user id and Password to access academic material.

OUR PRODUCT PORTFOLIO

Professional Certificate Program in Banking & Finance – PCPBF : For Freshers (Graduates & Post Graduates) - Duration 4 months.

Post Graduate Program in Banking & Finance Plus - PGP+ : For Freshers & Experienced - Duration 6 months.

MBA in Banking & Finance : Duration 24 months.

Post Graduate Diploma in Management (Specialisation in Banking & Finance) - PGDM: Duration 24 months

Source Hire Train Deploy – SHTD : For Any Graduates or Post Graduates (Fresher or Experienced)



OUR PLACEMENT PROCESS

At BANKEDGE we understand and appreciate the importance of the "**START WITH TRAINING FINISH WITH A JOB**" expectation of every student who enrolls with us. Towards this objective, we have set up a full-fledged Placement Cell aptly called **PICKUP**.

PICKUP assists us in fulfilling our commitment to every Banking Career, and once a student successfully completes the program, we give them the opportunity to appear for interviews with leading Private Banks and Financial Institutions.

BANKEDGE has its Career Portal on which all job postings are done. The student needs to apply through this portal. After which the student's name will be nominated by HO for the drive. In case time permits, HO placement staff will take skype interviews of the candidate before the drive.

OUR PARTNERSHIP SUCCESS JOURNEY

We are sure with our joint efforts and our proven methodology, every student will be the preferred choice for any Bank, NBFC or a Financial Institution.

You may feel encouraged to know that our placement cell has successfully placed more than 50,000 candidates at responsible positions in banks like HDFC Bank, AXIS Bank, YES Bank, Kotak Mahindra Bank, IndusInd Bank, IIFL & Muthoot Group etc. to name a few.

PICKUP BANKEDGE PLACEMENT CELL

A program widely appreciated, approved & accepted by industry leaders
The placement advantage



PLACEMENTS DONE AT



OUR ACHIEVEMENTS...!!

Professional Excellence in Creating Employability Through Skill Development in BFSI Sector

@ Dr. APJ Abdul Kalam Research Centre Award 2019

Excellence in Banking Sector Training and Placement 2019 - 20

@ Mid-Day Excellence Education

Best Academy for Banking and Finance

@ India Education Awards 2018

Best Placement Academy in Banking (2017)

@ Estrade Singapore – Education Conclave and Awards 2017

Best Vocational Education Institute of the Year Award for BFSI Sector

@ India Education Awards 2016

Innovative Teaching Practices Award

@ ECONS – National Education Summit 2016

Best Learning & Development Program - PROBE (2016) Award

@ Global Knowledge Management Congress 2016

MANPOWER REQUIRED

A typical centre would have a minimum of 6-7 employees to operate the centre.



SUPPORT FROM BANKEDGE

PRE LAUNCH SUPPORT

- Selection of the Place Centre Layout Plan Staff Selection and Training
- Launching Plan of the Centre Inputs on suppliers/vendors

ON-DEMAND SUPPORT

- Digital Marketing Support through Centralised LMS (Lead Management System)
- Providing Expert Faculties for Classroom Sessions
- Bringing in the certification vendors and best of the content for the students
- Centrally created advertising campaigns
- Placement tie-ups and assistance
- Centralised Examination and Certification support
- Centre Management Software support



INVESTMENT REQUIRED

Capital requirement varies, based on the location of the territory, the development plan, centre size and local market economics. For an overview of the project plan please refer to the Partnership Investment Working Sheet. Centre also needs to invest in interiors and furnishings, office equipment, library books, tables and chairs, electric fittings, air-conditioners, required manpower.

WHAT WILL BANKEDGE OFFER

- Right to use of Brand Name
 - Technical Know-How to set-up the centre
 - Curriculum and Academic delivery methodology
 - Online Courseware and Student Study Material designed by our technical experts
 - Faculty Support for effective and result-oriented Course Delivery
 - Marketing and Advertising Collaterals
 - Centre Launch Support
 - AGAM - Centre Automation System
 - Industry Endorsed Certification
 - Online Examination System

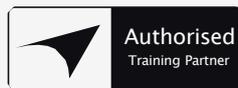


WHAT WILL PARTNER OFFER

- a) Centrally and conveniently located premises for students. Near a college, railway/ bus station, working or residential area or a commercial place. Ground floor with road frontage is preferred. Leased premises should be on a long-term lease of 3-5 years and have proper water and electricity supply.
- b) Marketing Manpower
- c) Necessary statutory licenses to operate in the city/ town

your advantage

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academy for banking and finance



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