



**Guru Gobind Singh Indraprastha University**  
“A State University established by the Govt. Of NCT Delhi”  
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2023/PN/ 910

11<sup>th</sup> March 2024

**Sub. Placement opportunity for MBA students of batch passing out in year 2024 of GGSIP University in the “IDFC FIRST Bank Limited”.**

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for MBA students of batch passing out in year 2024 of GGSIP University in the “IDFC FIRST Bank Limited” for your reference and circulation to students to apply on given link by **12<sup>th</sup> March 2024**:

**Registration link:** <https://forms.gle/C7co7jzfcPRwWjW8>

**Name of Company** – IDFC FIRST Bank Limited

**DATE OF PLACEMENT DRIVE** – **14<sup>th</sup> March 2024** (Offline only, venue details will be shared on 13<sup>th</sup> March 24 with registered students)

**Role/ Job Title:** Associate Manager-Acquisition (CASA)

**Function/ Department:** Branch Banking

**Job Purpose:** The role entails acquiring new customers for the bank's current and savings accounts. The role involves identifying potential customers, contacting them through various channels, explaining the benefits and features of the current and savings products, and closing the sales. Also, to ensure that the customers are satisfied with the bank's services and maintains a long-term relationship with them.

**Education Qualification:** MBA of 2024 passing out batch.

**Experience:** 0 to 2 years of relevant experience

**CTC** – The salary would be INR 3.0 L AGC (Annual Guaranteed Cash) + 1 Lac Annual Service Award.

Also, after completion of 1 year, they will be eligible for a one-time 'Annual Service Award', of INR 1,00,000/- (Rupees One Lakh Only) (Pre-Tax) on completion of 12 (Twelve Months) of continuous service in the Bank. The Annual Service Award will be payable along with the 13th month salary. The amount is payable only if they remain an active employee of the Bank on the pay-out date, irrespective of their annual service completion date and is subject to the compliance of the terms and conditions of the bank.

**LAST DATE FOR REGISTRATION IS 12<sup>th</sup> March 2024.**

(Dr. Nisha Singh)  
Training and Placement Officer,  
CCGPC, GGSIPU

**Roles & Responsibilities:**

- Acquisition of current and savings account in the identified segment and reference generation from the specified catchment area
- Ensuring high quality of customer acquisition in terms of constitution, product and segment mix
- On-boarding and activating customers on digital platforms
- Assist Senior Sales Manager in catchment mapping and branch scoping exercises.
- Provide regular feedback to Senior Sales Manager and Branch Manager on customer requirements and potential opportunities.
- Ensuring adherence to sales compliance and SOPs defined by the organization.
- Quality sourcing and ensuring strict compliance on internal and external guidelines and regulations.
- Regularly conducting activities in the catchment to acquire good quality, HNI customers and build a strong visibility for IDFC First Bank
- Working on key central Initiatives and seeking regular referrals from existing customers
- Collaborating with other team members and support functions to provide products and service offerings to customers.