



DEPARTMENT OF COMMERCE AND BUSINESS MANAGEMENT
INTEGRAL UNIVERSITY, LUCKNOW

Date- 05/11/19

NOTICE

Ref. No. 10/Dean/2019/027

All Faculty members, Research Scholars and Students are hereby informed that **Department of Commerce & Business Management** is organizing a Guest Lecture on the topic "**Marketing of Financial Products and Services**" by **Mr Karamveer Singh Regional Sales Manager – Key Accounts** at Dewan Housing Finance Limited, on **06/11/19 (Wednesday) at 09:30AM**, in **Departmental Seminar Hall, 3rd floor, BNLT Block, Integral University, Lucknow.**

* An enthusiastic, dynamic and motivated professional with 12 years plus of hands-on experience in Sales & Customer Service, Financial Products viz Services in Mutual Funds & Insurance Industry, seeking a challenging assignment at a Managerial position in **SALES AND BUSINESS DEVELOPMENT In BANKING & FINANCE** Good experience of Sales & Marketing of Financial Products, Strong Interpersonal, Team Building & proven Communication and Negotiating Skills. Mr Singh is also responsible to Introduce new HNI's & Trusts to the company. Mobilized good numbers approx. 22 crs. in a newly launched product i.e. Corporate Deposits. Associated and activated new distributors with good deals for the company.

Aulav
Dean 05/11/2019

F.C.M

EL

Head

D.C.B.M

11/11/19
Department of Commerce & Business Management
Integral University, Lucknow



Department of Commerce & Business Management
Faculty of Commerce and Management
Integral University

Attendance Sheet

GUEST LECTURE ON THE TOPIC "MARKETING OF FINANCIAL
PRODUCT & SERVICES

Date: 6/11/2019

S. No.	Name of Participants	Affiliation	Signature
1	Ayesha Kidwai	Integral University	Ayesha Kidwai
2	Akash Kumar	CSJM	Akash
3	Jiten Singh	STF-HDTI	Jiten
4	Rohan Ahmad	Integral University	Rohan
5	Faisal Siddiqui	Lucknow University	Faisal Siddiqui
6	Naseer Ahmad	Amity University	Naseer
7	Afzal Ahmad	G.O. Coenka	Afzal
8	Ahad Khan	Maharishi University	Ahad Khan
9	Ahad Misra	IU	Ahad Misra
10	Ahazala Sohad	G.G.S.I.P.U	Ahazala
11	Naseem Sultan	Integral University	Naseem
12	Falak Khan	NIOS, Noida	Falak Khan
13	Rizag Khan	Integral University	Rizag Khan
14	Fareya Iqbal	Allahabad Univer.	Fareya
15	Ayesha Khan	Dayal group of Inst.	Ayesha
16	Inaya Khan	Integral University	Inaya Khan
17	Mikail Khan	Amity Noida	Mikail Khan
18	Bismal Umal	CHTS, IIM Lucknow	Bismal
19	Huma Iqbal	Integral University	Huma
20	Saba Khan	Integral University	Saba Khan
21	Falak Ahmad	Integral University	Falak Ahmad
22	Prityanka Bappal	Lucknow University	Prityanka Bappal
23	Qazi Miyan	Integral University	Qazi Miyan
24	Mariam Wasim	Integral University	Mariam Wasim
25	Shaista Umal	Sacred Heart College	Shaista
26	Zakia Ali	Alqadh Muslim Uni	Zakia
27	Halima Khan	Integral University	Halima
28	Shabeen Islam	Integral University	Shabeen
29	Aysha Mahmood	Amity University	Aysha
30	Mahmood Alam	Integral University	Mahmood Alam
31	Hamza Ahmad	Integral University	Hamza Ahmad
32	Charida Kumari	Integral University	Charida Kumari
33	Akhilesh Kumar	CSJM	Akhilesh Kumar



A Report on Guest Lecture on Marketing of Financial Products and Services

A Guest Lecture was organized by Faculty of Commerce & Management and Faculty of Law, Integral University Lucknow on 16 November, 2019 on Marketing of Financial Products and Services

Learning Objective of the session-:

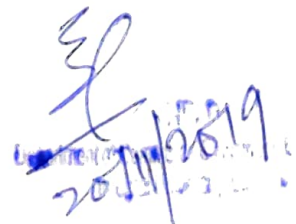
- Understand the scope and effective marketing strategies and programs for financial services.
- Lecture will enable students the benefits of using an analytical approach to marketing in the financial services industry.
- It helps students to understand several marketing concepts such as segmentation, targeting, and positioning in perspective of service industry.

Brief of speaker and Guest of Honor: Mr. Karamveer Singh an enthusiastic, dynamic and motivated professional with 12 years plus of hands-on experience in Sales & Customer Service, Financial Products and Services in Mutual Funds & Insurance Industry, seeking a challenging assignment at a Managerial position in SALES AND BUSINESS DEVELOPMENT In BANKING & FINANCE Good experience of Sales & Marketing of Financial Products, Strong Interpersonal, Team Building & proven Communication and Negotiating Skills.

Summary of lecture debriefs and experiential learning activities:

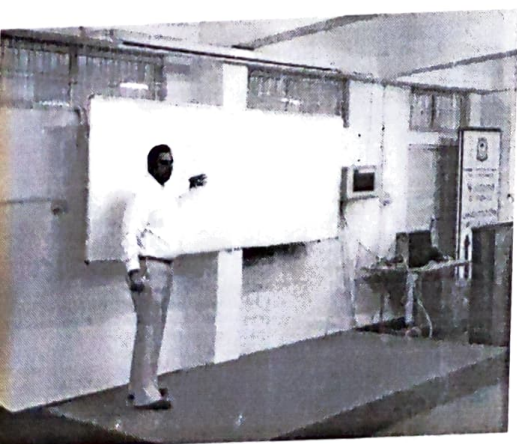
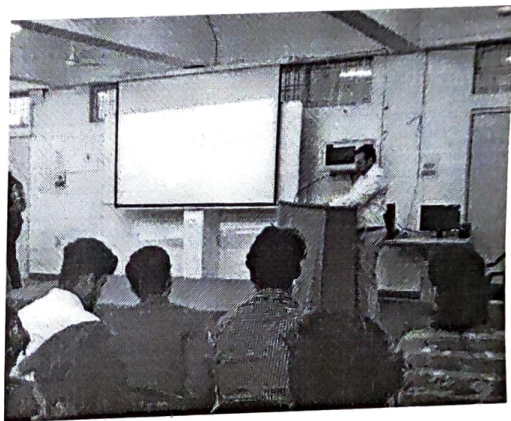
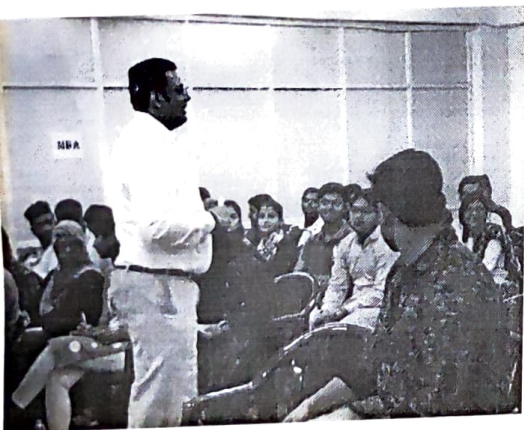
- Mr. Karamveer Singh discussed on scope and effective marketing strategies and programs for financial services.
- He also discussed on benefits of using an analytical approach to marketing in the financial services industry.
- He discussed on several marketing concepts such as segmentation, targeting, and positioning in perspective of service industry.
- He also delivered the lecture about different rates like bank rates, repo rate, reverse repo rate, CRR and SLR.
- He discussed about the equity and debt fund in details.


Learning Outcome of the session-:

Handwritten signature and date: 20/11/2019

- Understand how marketing theory underpins the marketing of financial services.
- Understand recent thinking in marketing and services marketing applies to financial services.
- Comprehend the key external influences in the marketing of financial services.
- Appreciate the role of relationships in financial services marketing.
- Understand the nature of the financial services product and the difficulties of achieving differentiation.
- Outline key aspects of financial services marketing strategy and planning

Dr Syed Shahid Mazhar welcome the Guest in his introductory remarks and Mr Saurabh Bajpaye gave away vote of thanks.




 20/11/2019



FACULTY OF COMMERCE AND MANAGEMENT

Certificate of Participation

Dr./Mr./Ms. Dr. Syed Adeel Maqbool
from..... Integral University.....

Participated in One Day Guest Lecture on
“Marketing of Financial Products and Services”

on
06 Nov, 2019

Prof. A.K. Saxena
Dean, FCM

Dr. Syed Shahid Mazhar
COORDINATOR