

# **BANKING, FINANCIAL SERVICES AND INSURANCE SECTOR**



# Overview of the Industry

- BFSI stands for the Banking, Financial Services, and Insurance sector. Fundamentally, it represents a major portion of the multi-billion dollar Indian economy comprising all Banking, Insurance, and Non-Banking Financial Institutions. The latter is known as the NBFCs. Also, the BFSI industry largely refers to financial service firms such as Broking, and Asset Management.
- India, as a business destination, fosters all the positives for the BFSI sector to flourish at an appreciable pace. Inter-dependent factors of government policy, active public/private involvement, robust regulatory measures, and technological evolution have spurred the BFSI sector to register strong numbers in recent years.
- A career in banking and finance can be rewarding, intrinsically and monetarily. It is one of the most lucrative and stable prospects for individuals who are enthusiastic about the field of commerce and finance.
- Banking and allied services are the cornerstones of the modern economic structures. With multiple private and public sector banks mushrooming in the country, there is huge demand of talented professionals in this domain.
- Today the role of finance professionals varies from helping corporates and individuals make financial planning decisions to helping businesses raise capital for expansion and running business operations.
- A degree in finance opens a wide domain for employment in areas such as banks, finance companies & financial institutions, insurance companies, mutual funds, large MNCs, private equity firms, consulting companies and investment companies. Successful financial professionals also earn good salaries, as a reward for solving complex problems.

# Careers Opportunities



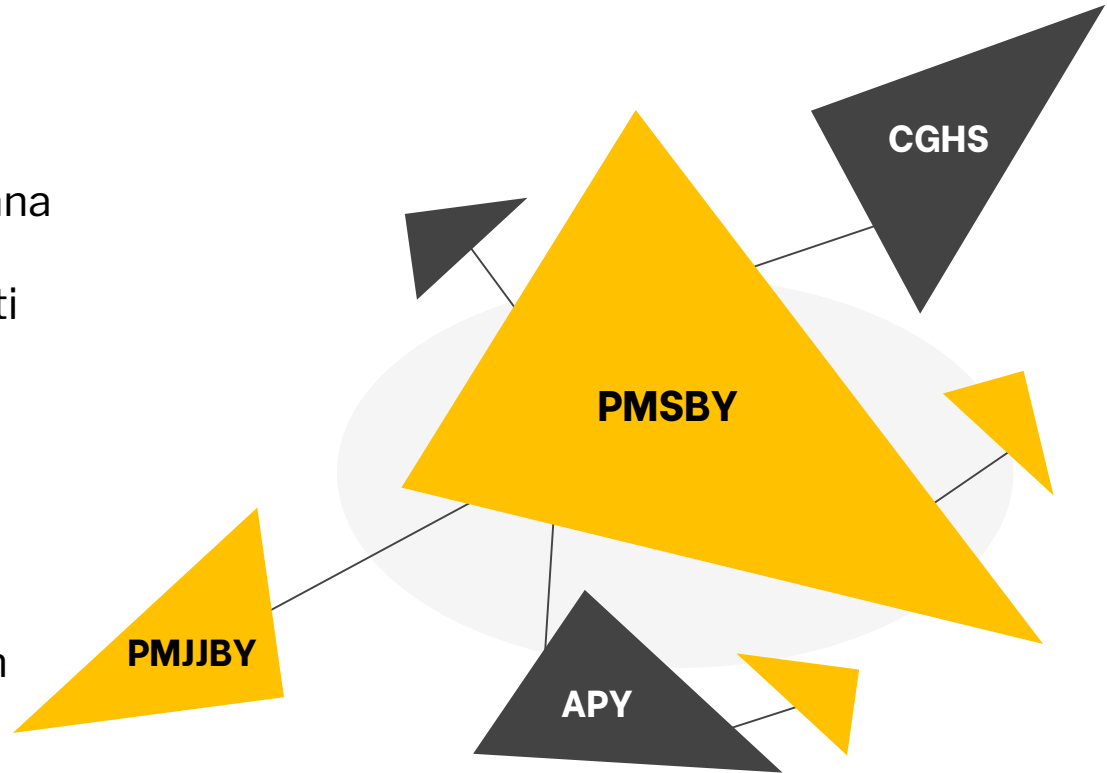
- Public/Private Sector Banks
- Investment Banking/  
Merchant Banking
  - Credit Analyst
- Insurance Companies
  - Financial Planner/  
Financial Analyst.  
Financial Consultant
- Relationship Manager/  
Agent Broker
  - Corporate Finance
  - Private Equity and  
Venture Capital
    - Investment  
Management

# Business Opportunities Available

- Start an Auditing Firm
- Develop and Sell Accounting and Banking Software
  - Retail Finance Related Books/E-books
    - Blog About Finance
  - Start Publishing a Finance Magazine
- Start a Mortgage/Debt-Reduction Service
  - Tax Consultant
- Manage Investment Portfolios
  - Budget Consultant
- Risk Management Consultant
  - Credit Repair Business
    - Financial Planner
- Credit and Thrift Business
  - Forex Trading

# Government Schemes

- Pradhan Mantri Jan Dhan Yojana (PMJDY)
- From Jan Dhan to Jan Suraksha
- Pradhan Mantri Mudra Yojana
- Stand Up India Scheme
- Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)
- Pradhan Mantri Suraksha Bima Yojana (PMSBY)
- Atal Pension Yojana (APY)
- Aam Aadmi Bima Yojana
- Ayushman Bharat Scheme
- Central Government Health Scheme (CGHS)
- Pradhan Mantri Suraksha Bima Yojana



# Best Start-ups In India



- People Lend
- QuickRupee
- Rightfunds
- Kissht
- Mudra Home
- Invest Guru
- Flock
- Zeguro
- Funds Tiger
- Art Affordable Housing Finance
- Insta Capital

# License And Minimum Investment Required

**01**

## Finance

Getting a license for finance company registration in India is one of the most difficult tasks. This is because with finance word added with your company name, every person will see you suspiciously as in you are doing some fraud or fooling people with unwanted schemes. Further even the government looks at you suspiciously and hence does not grant the finance license so easily.

- Non-Banking Finance Companies License(NBFC)
- Trust and Societies (Credit cooperative)
- Nidhi Companies – BEST AVAILABLE OPTION
- Micro Finance via Section 8 route
- Producer companies
- Local Finance License

**02**

## Insurance

- IRDAI grants the IRDA License for starting an insurance business. It also provides the IRDA agent license for the business. When businesses secure the IRDA license, they are permitted to start the business of selling insurance products. Evidence of Capital for an Insurance Business- that is equity capital of 100 crores.
- Evidence of Capital for a Reinsurance Business- that is the equity capital of 200 crores.

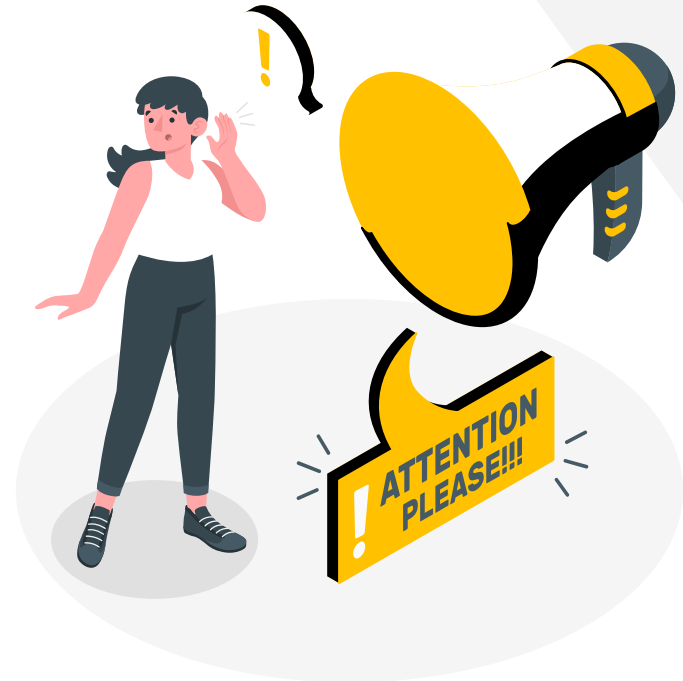
**03**

## Bank

The Reserve Bank of India (RBI) had issued guidelines for licensing of new banks in the private sector on February 22, 2013. Two main guidelines to open the bank are; the aspirant entity / group should have total assets of Rs.50 billion or more and the initial minimum paid-up voting equity capital for a bank shall be Rs.5 billion. In the other words; the bank shall have a minimum net worth of Rs.5 billion at all times.

# Marketing In BFSI Sector

- Embracing Insight-Driven Marketing
- Integration of Mobile
- Increasing Focus on ROI
- Awareness of the Customer Journey
- Customization and Personalization
- Omnichannel Marketing
- Expanding Use of Content Marketing
- Continuing Battle with Ad Blocking
- Moving Social Media Mainstream
- Introduction of New Channels





# Future of BFSI SECTOR

- Studies suggest the top 5 cities have reached their saturation point in terms of banking opportunities. Therefore, the effect would now seep out to the peripheral semi-urban and subsequently to the rural regions of the country. Unsurprisingly, that makes Tier I and Tier II cities the low hanging fruit the banking industry would go after. This effect is also being driven by the penetration of technology with cheaper smartphones that have led to the broadening of the average financial know-how of a citizen in such areas. Government directives are gravitating in the same direction, with the Reserve Bank of India mandating in the past all domestic scheduled commercial banks to open a minimum percentage of new branches in semi-urban and rural areas.
- The past few years, the Insurance sector in India has experienced significant development. With the advent of technology, internet, several new products and customized plans, the insurance sector has contributed towards the country's economy as well as provided financial protection to the people by offering insurance coverage amount. The overall insurance sector in India remains low; however, the insurance industry has been expected to reach US\$ 280 billion by 2020.

# Drivers of the transformation of the BFSI industry

Payments  
banks-fintech  
partnerships

AI and cognitive  
analytics

Blockchain

Robotic  
process  
automation

Cyber  
security



# Top Colleges

- Indian institute of management (IIM) - Multiple Locations
- FMS - Delhi
- Management Development Institute - Gurgaon
- Indian Institute of Technology (IIT) - Multiple Locations
- National Institute of Technology (NIT) - Multiple Locations
- Vinod Gupta School of Management - Kharagpur
- Xavier's Institute of Management - Jamshedpur
- Banaras Hindu University - Varanasi
- University of Mumbai
- Jamia Milia Islamia - Delhi
- Savitribai Phule Pune University
- Loyola College - Tamil Nadu
- The Institute of Chartered Accountants of India - Multiple Locations
- The Institute of Company Secretaries of India - Multiple Locations
- Institute of Cost and Works Accountants of India - Multiple Locations
- Indian Institute of Financial Planning -New Delhi
- NIILM Centre for Management Studies -Greater Noida
- Department of Financial Studies (University of Delhi)
- Shaheed Sukhdev college of Business Studies, Delhi University - New Delhi



# Associations in BFSI Sector

- Indian Banks Association - Mumbai
- Confederation of Indian Industry - New Delhi
- Indian Private Equity and Venture Capital Association - New Delhi
- National Federation of State Cooperative Banks Ltd. - Mumbai
- Association of Mutual Funds in India - Mumbai
- Aditya Birla Management Corporation Pvt. Ltd - Mumbai
- General Insurance Council - Mumbai



# Thanks

