Non-Residential
Training Programme

2 Days

April 17 – 18, 2026

Banking Needs and Preferences of the Gen Z Customers

Programme Director

Prof Anjan Roy



ARTHA MANTHAN
NIBM Learning Centre,
Churchgate,
Mumbai

National Institute of Bank Management

Introduction

The banking and financial services industry is witnessing a surge in the younger generation of customers. Typically referred as the Generation Z (Gen Z), this age group have behaviours and preferences which are very different from previous generations. Their education, socio-economic background and early connect with technology through mobile, internet and social media, have led to unalike beliefs, feelings and attitudes towards life, relationship, career and the need for money and financial services.

Banks have great opportunity for increasing and enriching their business and customer base by attracting the Gen Z. However, fulfilling Gen Z's financial needs and wants requires deeper understanding of their behaviours and preferences. More particularly, banks must offer digital products and services and financial advice that relate with the Gen Z.

This programme is to enable banks and financial service organizations to realize the business potential as well as the challenges for developing new customer relationships with Gen Z customers and clients.



Contents



- Demographic and psychographic profiling of Gen Z customers
- Gen Z's spending, saving, investment behaviours
- Credit needs, borrowing and indebtedness of Gen Z
- Financial literacy and underlying vulnerabilities
- Banking products and personalization needs of Gen Z
- Branding of financial services for attracting Gen Z
- Digital banking and UI/UX design challenges

Methodology

The sessions in the programme will be mostly based on faculty-led discussions and interactions with participants. Both academic and industry leaders would conduct the sessions with vivid descriptions and illustrations of the topics covered in the sessions.

Completion Certificate

A completion / participation certificate will be given to the participant at the end of the programme provided he / she attends the programme for the mandated Period of engagement.



Who Should Attend?

Executives and managers working in the Marketing and Customer Relationship, Business Development, Wealth Management, Digital and Retail Banking verticals of banks and financial services.

When?

April 17 – 18, 2026

The programme will commence at 10:00 AM and conclude at 04:30 PM each day, accordingly the participants are requested to make the necessary stay and travel arrangements.

Where?

ARTHA MANTHAN NIBM Learning Center, Kasturi Building 3rd Floor, J. Tata Road, Churchgate, Mumbai, 400020.






Nominations and Enquiries

Nominations are invited from both institutions and individuals from India Executives working in banks / financial institutions / consulting firms / technology firms in the banking and financial services domain can also apply for the programme in their individual capacity.

Please address your enquiries regarding nominations and programme content to:

Programme Director

Prof Anjan Roy

Prof Anjan Roy is a Fellow in Management from the Management Development Institute (MDI) Gurgaon, and an engineering graduate from the Indian Institute of Technology (Indian School of Mines), Dhanbad. His area of teaching and research includes strategic and operations management of banks and financial institutions.

Email: aroy@nibmindia.org; Tel: +91-20-6904 6122 (D); Mobile: +91-9860834850

Enquiries related to programme registration, accommodation, etc. may kindly be addressed to:

Programme Office
National Institute of Bank Management
NIBM Post Office, Kondhwe Khurd,
Pune 411048 (India)
Email: trainings@nibmindia.org / progofficer@nibmindia.org
Tel: +91-20-69046000 (Board) / 69046214 / 6166 / 6210 / 6211
WhatsApp: 7887884083 (Messages Only)
Website: www.nibmindia.org

REGISTER NOW

(In case of difficulty in accessing the link, kindly advise your IT department to whitelist nibmindia.org domain in the firewall)

Last date for receiving nominations : April 07, 2026

Last date to avail 'Early Bird Discount' : April 02, 2026

Discounts for bulk nominations:
10% for 6 nominations and above

5% 'Early Bird' discount for nominations received at least 15 days before the start date.

Fees and Modes of Payment



FEE (Per Participant)

Fee for Indian Participants :
Rs 17000 plus GST @ 18%.

Fee for Foreign Participants : USD 800

The fee includes the cost of tuition, teaching material, Lunch, Tea and Snacks, etc.

As per the resolution of NIBM's 86th Finance Committee meeting held on January 31, 2023, all organisations / banks are required to make the full payment for all their nominations for the NIBM 'Executive Training Programmes / Workshops', prior to the commencement of the respective programmes / workshops. The Reserve Bank of India has given its consent for the same.

Note: The Foreign Bank Charges/SWIFT charges/ Commission is to be borne by the remitter. The fees mentioned in the brochure is to be paid to NIBM, net of all bank charges.

Modes of Payment

For Indian Participants

The fee may be transferred by RTGS/NEFT/ECS to our A/c No 20002400021 with Bank of Maharashtra, NIBM Branch, Pune (IFSC Code MAHB0001124). NIBM PAN No. AAATN0040P and GST No. 27AAATN0040P1ZJ.

For Foreign Participants (Mode of Remittance: SWIFT)

1.	Name & Address of our Bankers	: Punjab National Bank C-2, Shop No. 4-5, Bramha Estate Kondhwe Khurd, Pune 411 048 Maharashtra, India
2.	Name of the Beneficiary	: National Institute of Bank Management
3.	NIBM's Bank Account No. with Punjab National Bank	: 11281131004402
4.	Bank's Swift Code	: PUNBINBBDIB
5.	Preferred Currency	: USD
6.	Correspondent Bank of Punjab National Bank	: WELLS FARGO BANK NA
7.	Punjab National Bank A/c No. with Correspondent Bank	: 2000193007918
8.	Swift Code with Wells Fargo Bank	: PNBPUS3NNYC
9.	IFSC	: PUNB0108810

For all electronic/digital remittances, kindly send a confirmatory email to accounts@ nibmindia.org giving details of the remitter, participant, workshop dates, title of workshop, etc.

Payments will be accepted ONLY through electronic mode. Cheques / DDs / Pay Orders will not be accepted.