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Any brand's attractiveness depends primarily on the kind of recall value it has among its target customers and the kind of attachment the customers feel towards the brand. A successful marketing campaign can generate tremendous recall value for a brand, but generating attachment towards the brand requires years of hard work, more so for the brands in the service sector. We have put in decades of hard work to ensure that our customers associate the brand IDBI with traits such as being trustworthy, innovative, customer-centric and transparent. Even our brand campaign positions us as a friend on whom our customers can bank upon for all their financial needs.

The key advantage that IDBI provides to its customers is that they get the best of both the worlds. IDBI provides best-in-class services, products and technology, but with a touch of care and compassion for the customers. IDBI is renowned for being the youngest, new generation, public sector universal bank. This is the key differentiator, which allows IDBI to shine in an industry that is considered to be filled with look-alikes.

For us the key stakeholders are our customers, our employees, our shareholders and, of course, society at large. We strive to deliver the best in every customer interaction to live up to their expectations giving absolute clarity in our deliverables. Happy customers always take pride in their brand and endorse the brand to others. Also a positive experience leads to engagement and sustained engagement results in a strong brand recall.

IDBI has always taken care of the bank's internal stakeholders, i.e. our employees. We make sure that the employees are able to clearly state their needs and aspirations related to their work profile, career progression and skill enhancement and then they get suitable opportunities to realize their dreams. Eventually, this plays a role in delivering on the promise of transparency in each and every transaction with customers.

The bank recognizes its duties as a responsible corporate and has taken various important initiatives, not only in the banking domain but also for the benefit of the society and the nation at large. In fact, IDBI has been working on various noteworthy humanitarian projects well before the time that CSR became an industry-wide practice.

In today's time and age, it is a challenge for any brand not only to be visible, but also to generate curiosity and connect with the target customers. If the attractiveness quotient is high, customers engage with the brand. It is extremely important that the message that is being sent out to the customers is visually attractive, is useful for them and is able to form an emotional bond with them. Thus attractiveness can provide you with visibility, but you will be able to hold your customers' attention only if that attractive message is integrated in everything you do for the customers. Thus the kind of care you provide to the customers, the kind of products you develop for them, the kind of technologies you adopt to make life easier for your customers, will ultimately decide the kind of recall and attachment your brand is able to form with the customers.

We have always focused on making banking as customer-friendly as possible. Our aim is to provide our customers with the kind of care and warmth that they expect from a friend. Building on this foundation of trust, our brand campaigns state that IDBI is a friend on which our customers can bank upon at every stage in their lives.