



Awarded to
Abhilash V

for successfully completing the Training on

Retail Trade, Branch Forex, Key Concepts in Finance,
Currency Markets: Trading and Operations

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*No FLIP Certification exam has been conducted.

In association with
Finitives Learning India Pvt. Ltd.
www.learnwithflip.com



Retail Trade and Forex Training – Sales Team

A Case Study



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About FLIP/ Einitatives Learning India Pvt. Ltd.

FLIP's promoters are senior IIM alumni, with experience across banking & financial markets.

India's largest range of e-learning, exclusively in financial services



65K+

Learners have trusted us
and grown in their careers



84%

FLIP's learner completion;
Global maximum: 40%



100%

FLIP learners say: **"FLIP
helped me in my job"**



FLIP FACT: FLIP programs have had excellent feedback, across audiences & roles - From CASA Officers to Treasury

HDFC Bank – Retail Trade & Forex : Requirement



- 2nd largest private sector bank
- Pan India presence
- Aggressive growth plans

To train Sales team on Retail Trade & Forex pan India.

CONCERNS

- ? Will e-learning work, for employees used to the classroom model?
- ? Given the nature of the role – employees are on the move attending sales calls . How to ensure completion?
- ? Cost & effort to train employees, across India

FLIP's structured solution

FLIP's Solution Structured for HDFC Bank



? Will elearning work

? How to ensure completion?

? Cost & effort

✓ Customised, interactive and practical elearning program

✓ FLIP's Learning Success Framework:



✓ Extremely effective per user pricing

Program coverage

Training Highlights @ HDFC Bank



410+
Participants



60 days
Average
Training Period



90%
Average Program
Completion



4.6
Average Program
Feedback

Program Coverage



Module 1 – Retail Trade: This course provides an introduction to trade finance and covers all the trade products.



Module 2 – Branch Forex: This course covers the key terms and concepts related to Forex and also explains the sales and operations process, including documentation, in detail



Module 3 – Key concepts in Finance: This course aims at providing grounding in concepts related to money and risk.



Module 4 - Currency Markets - Trading and Operations: This course explains the spot and forward markets, and the arithmetic related to it. It also provides an introduction to derivatives.

FLIP learning success ...

Client Speaks...

"Our organization selected FLIP as a learning partner for **its qualitative & focused professional approach**. Throughout the program, it delivered & stood to our expectation.

Quality of the learning content is **excellent**. We are very much sure that **participants** who had participated are **benefiting from it**.

It helped them to understand the concepts very well. Training was effective on subject matter & material was **'easy to understand'**.

Overall, the whole training phase was excellent. **We will surely recommend FLIP if reference asked for."**

Sagar Shah (Program coordinator at HDFC) Assistant Manager - Business Planning and Channel Management - Retail Trade and Forex

Participants Speaks...

"It covers most of the topics that come across in day to day matters , also **helps in discussion and increase customer engagement** as we can decide the client's business in terms of risk , accordingly **which all products can be recommended** "

Prarit Gupta | Assistant Vice President | Central Delhi

"I liked the **precise way of explaining the difficult topics** of Trade finance. The illustrations given are very **practical** and the material is excellent. I will recommend it to my colleagues."

Shakil Haque | Trade Sales Manager | Kamrup, Assam

"FLIP course is very **useful for understanding the Day to Day requirements** in Trade and forex"

Rahul Ravi | Trade Sales Manager | Ranchi, Jharkhand

"Concepts discussed in the program that have helped you **to enhance your performance.** "

Sumit Mishra | Trade Sales Manager | Gondia, Maharashtra

It was a great experience, all the subject are very useful. **Comparing classroom training vs FLIP**, I would prefer FLIP much better and elaborate. **Sathishkumar Sekar** | Trade Sales Manager

FLIP Programs: The Choice of Corporate India

Institutions



Banks: Pvt, Public, NBFCs,



NBFCs , HFCs AMC's



IT



“Our RMs have shown significant improvement in revenue, after FLIP’s Wealth Advisor course” V.P L&D, IIFL