

## Annexure A – ICICI Value Banker Job Description

### Job Responsibilities:

- Identify and understand financial needs of the customers and provide suitable solutions from the array of products and services.
- Contribute to branch profitability by meeting sales targets.
- Acquire new customers and cross selling of liability, assets and third party products to existing customers.
- Enhance existing relationship value of managed customer portfolio by engaging regularly with them in branch as well as on field visits.
- Service customer's banking requirements and enhance overall customer experience.
- Adhere to regulatory/statutory requirements and ensure compliance.

### Key Skills:

- Ability to understand customer needs and provide appropriate and timely solutions.
- Ability to proactively generate leads and follow up with prospective clients.
- Ability to build and manage relationships with peers and customers.

### Competencies:

- **Customer First:** Leverages every customer interaction as an opportunity to make an impact, consistently seeks to understand customer needs and is accessible and responsive.
- **Passion:** Constantly raises the bar for self & team, has a strong execution bias, takes initiatives even in the face of significant difficulties.
- **Compliance with Conscience:** Own norms are aligned with Organizational code of conduct & regulatory norms, consistently sets example by own conduct, always checks on grey areas with relevant authority.