

Role: Product Manager - Retail Banking Group

Overview

The Retail Banking Group of ICICI Bank serves customer segments such as individuals, business banking, government, and retail institutions. Our customer relationship teams are present across the country through a wide distribution of over 5,200 branches. Further, our Digital Banking services offer the full spectrum of banking solutions to our customers. In our endeavor to offer 360-degree banking, we have adopted a unique customer centric approach of ICICI Stack. ICICI Stack covers the full spectrum of banking services consisting of bank account, payments, banking transaction, credit card, personal loan, mortgage loans, vehicle loans, business & institutional banking solutions etc.

In our effort to be the Bank of Choice amongst our customers, we continuously refine our product and service offerings. The process includes:

- Designing solutions which are Fair to the Customer and Fair to the Bank
- Exploring new opportunities in the customer ecosystems and build suitable solutions
- Embed products and processes with the right technology enablement
- Continuously studying of the evolving needs of customers and built it in our product offerings

The retail product team anchors the above responsibility to build and manage the portfolio of products for the above defined customer segments. In doing so, the product team works collaboratively with the relationship teams and other internal stakeholders to gather key customer insights, spot market opportunities, understand evolving customer preferences, and develop the suitable product offerings.

Role of a Product Manager

At ICICI Bank, you as a product manager are responsible to manage the life cycle of a product portfolio, measured in terms of customer feedback and defined business outcomes. You are constantly engaged in studying customer insights, and undertake competitor and market analysis. You are responsible to create the roadmap to nurture a product from conception through design and into usage and adoption amongst the defined customer segment. You as a product manager work collaborative across various internal stakeholders involved in successfully bringing your product to market, including technology, data analytics, risk, compliance,

service, marketing, operations and the sales and relationship teams. Your ultimate goal is to create and launch products that meet consumers' needs - growing market share and success.

At ICICI Bank, we offer innovative products and services that meet the needs and wants of our different customer segments. To help us continue to grow our offerings, we're in search of an experienced product manager to lead our multi-functional Retail Product teams. As an ideal candidate, you will have a keen eye for gaps in our current offerings and innovative mindset to fill them. You're a highly skilled market analyst with a proven ability to think through and strategize the full lifecycle of product portfolio - from conception through implementation.

Key Deliverables

- Drive the product and business-planning process across cross-functional teams of the company
- Analyze consumer needs, current market trends, and potential partnerships to co-create products and unique service offerings
- Assess current competitor offerings, seeking opportunities for differentiation
- Analyze product requirements and develop appropriate programs to ensure they're successfully achieved
- Develop, implement, and maintain implementation timelines across multiple departments
- Appraise new product ideas and strategize appropriate go-to market plans

Few of your daily activities may include

- Drive the execution of all product lifecycle processes for products, including product research, market research, competitive analysis, planning, positioning, roadmap development, requirements development, and product launch
- Translate product strategy into detailed requirements
- Work closely with cross functional teams to create the product offerings
- Create product strategy documents that describe business cases, high-level use cases, technical requirements, operating profit, and ROI
- Analyze market data to develop sales strategies, and define product objectives for effective marketing communications plans

- Work closely with the distribution team for on-ground support and deliver enablers as required
- Develop product positioning and messaging that differentiates ICICI Bank's offerings and our product features in the customer segments

Educational Qualifications

Candidate should have a Post-Graduate degree from a leading institution preferably in Economics / Commerce / Business Administration or Finance; Or a Graduate degree with professional qualification of Chartered Accountancy

Experience

- Product Manager shall have an overall experience of 0-8 years. Experience in Product Management function in any industry will be preferred
- Should have a conceptual understanding of consumer behavior, market research, go-to-market strategy
- Orientation for business, technical and analytical acumen
- Orientation to build and develop product portfolio
- Ability to assess impact of policies on product portfolio
- Ability to work in cross functional teams
- Conceptual thinking ability
- Strong communication (both oral and written) and negotiation skills
- Attention to detail
- Exposure to analytics and technology would be an added advantage
- Ability to articulate own point of view