



Koneru Lakshmaiah Education Foundation

(Category -1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

❖ Approved by AICTE ❖ ISO 21001:2018 Certified

Campus: Green Fields, Vaddeswaram - 522 302, Guntur District, Andhra Pradesh, INDIA.

Phone No. +91 8645 - 350 200; www.klef.ac.in; www.klef.edu.in; www.kluniversity.in

Admin Off: 29-36-38, Museum Road, Governorpet, Vijayawada - 520 002. Ph: +91 - 866 - 3500122, 2576129

A Report on Lecture Series Professor of Practice session on Banking Service Operations

Title of the POP Session	: Banking Service Operations
Date & Time	: 11.08.2025 to 18.09-2025 11:10 a.m. to 12:50 p.m.
Name of the Resource Person	: Mr. RAJASEKHAR CHEEMAKURTI Managing Director & Chief Operating Officer for PEAC Poland.
Target Audience	: Final Year MBA Banking Sectorial specialization Students.
No. of Students	: 94

Programme Summary:

The Department of MBA, KLEF, Vaddeswaram campus, is organizing a Professor of Practice (POP) lecture series conducted by Mr. Rajasekhar Cheemakurti, Managing Director & Chief Operating Officer, PEAC Poland. He will deliver sessions focusing on Banking Service Operations through 15 case study discussions.

About the Speaker:

Mr. Rajasekhar Cheemakurti is an alumnus of K L University with a B.Tech in Mechanical Engineering. He holds an MS in Finance from IITM India, an MS in Marketing from Poland, and PLD certification from Harvard Business School. He has held senior leadership roles in various organizations, currently serving as MD & COO of PEAC Poland, and acts as an advisor to multiple prominent companies.

The program provides a comprehensive understanding of banking operations, covering services for individuals (Retail Banking) and companies (Corporate Banking), as well as Investment Banking, Wealth Management, and Private Banking for high-net-worth individuals. Retail banking products include savings and current accounts, debit and credit cards, unsecured and secured loans, mortgages, and various insurance products.



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Revenue streams are explained through deposit fees and credit lending interest, along with regulatory requirements such as deposit guarantees, non-performing asset (NPA) monitoring, and compliance. The customer journey is detailed, beginning with onboarding and KYC, risk scoring, and anti-money laundering (AML) measures.

Service delivery channels include ATMs, call centers, branches, websites/apps, chat, and letters, supported by an operational model focusing on cross-selling, upselling, and customer engagement. Key performance indicators (KPIs) like cost-to-income ratio, cost of risk, funding costs, margins, and pricing strategies are highlighted.

Core operational areas include collections, reconciliation, regulatory reporting to RBI, IT, and partnerships. Payment systems (UPI, SWIFT, VISA, MasterCard), currency operations (INR, USD/EUR), taxation, and income recognition are covered.

The marketing division focuses on customer acquisition, branding, engagement, retention, and performance marketing, aiming for long-term customer value, loyalty, and sustainable banking growth.



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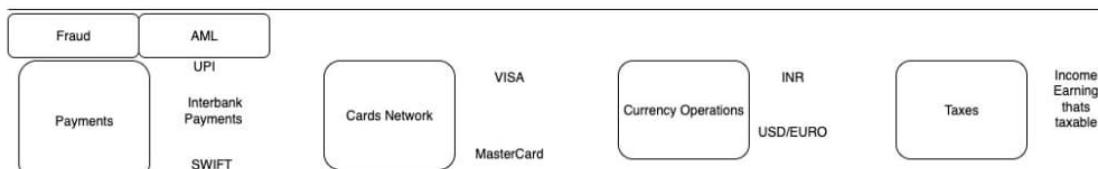
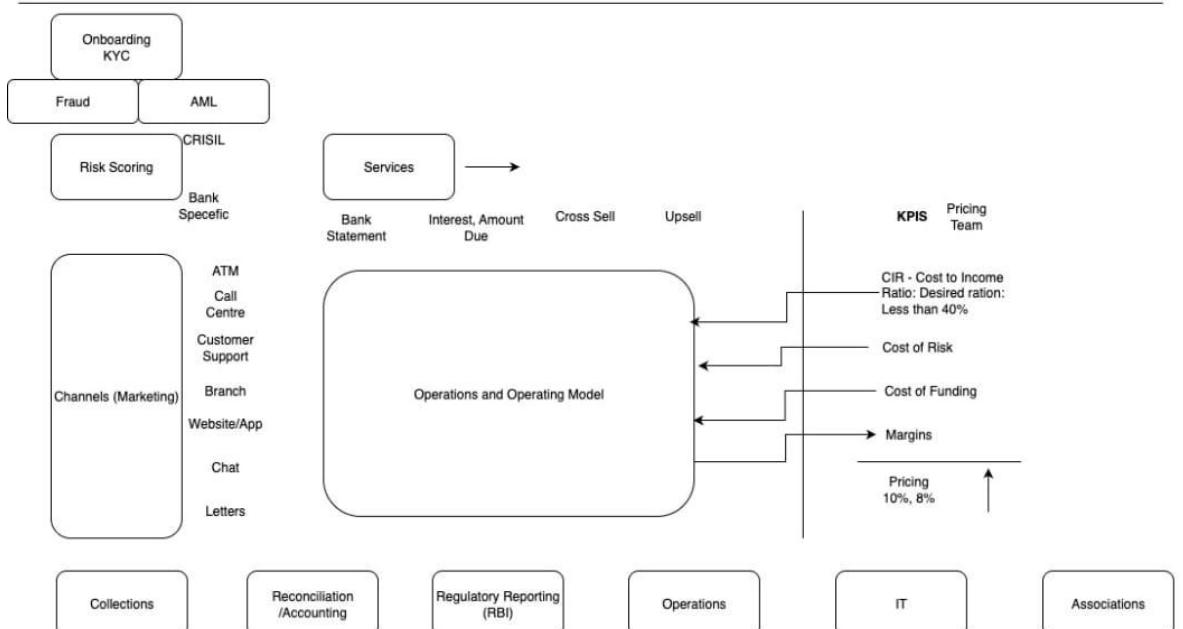
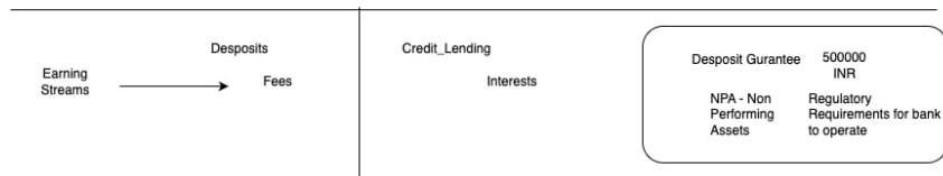
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Banking





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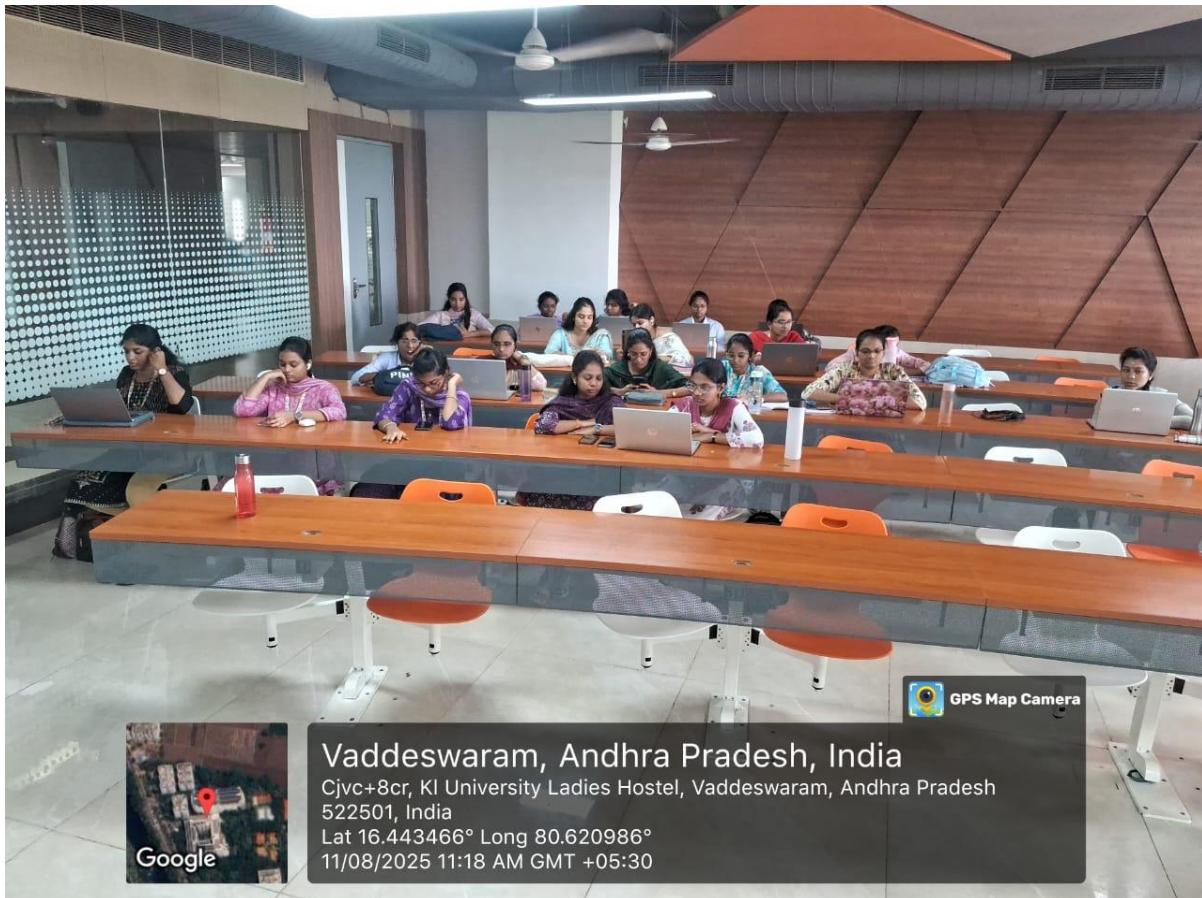
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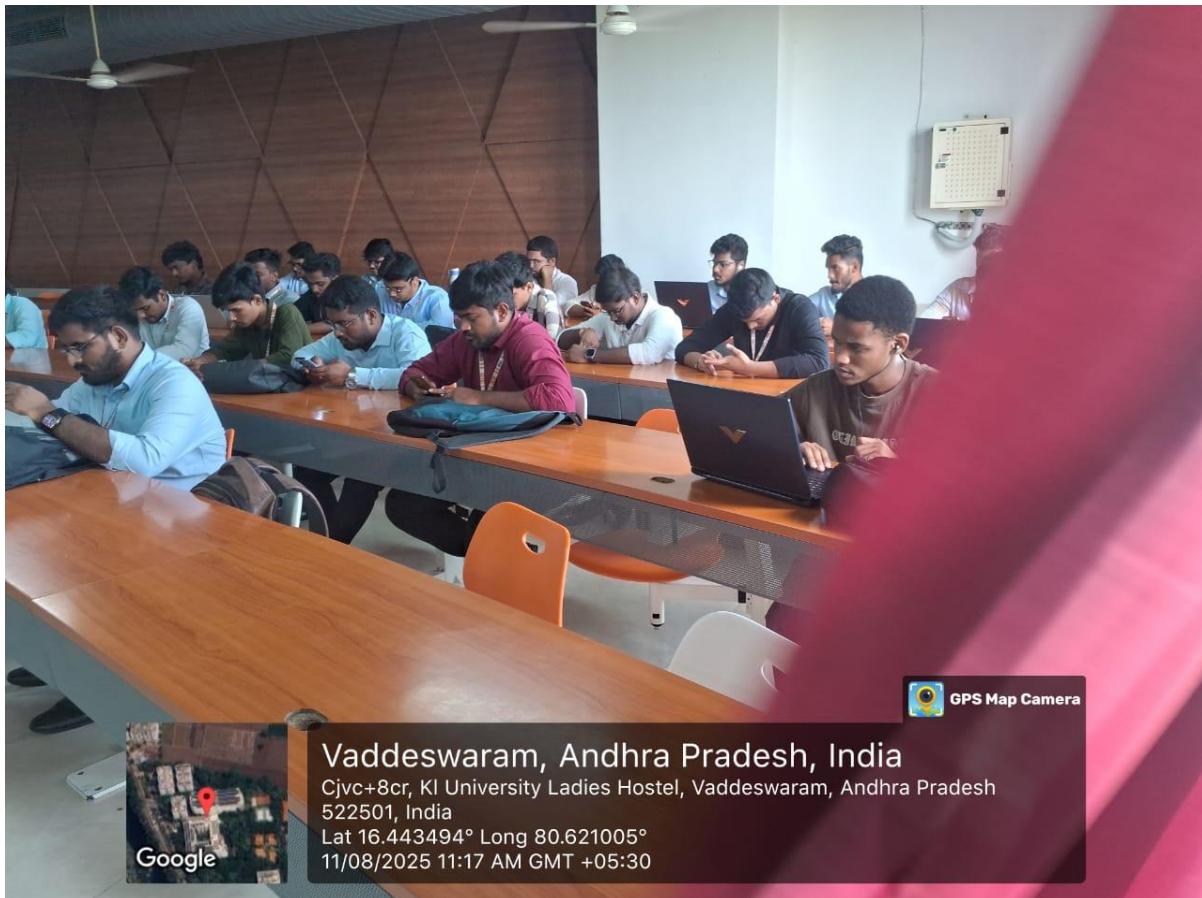
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PoP session on Banking Service Operations

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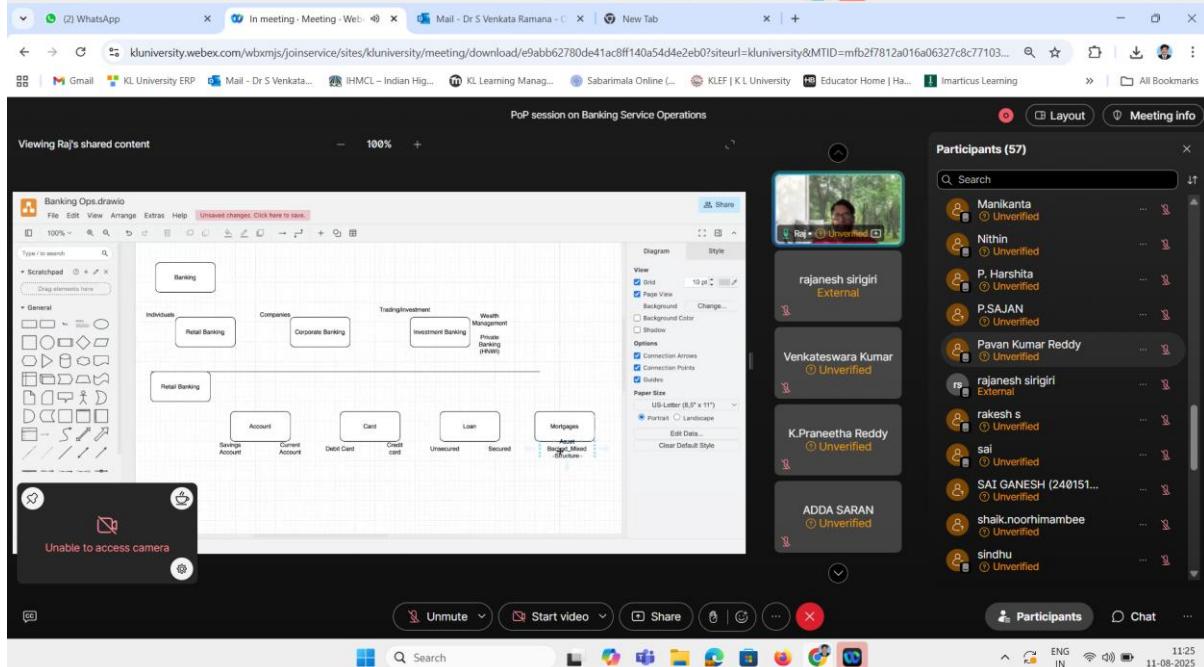
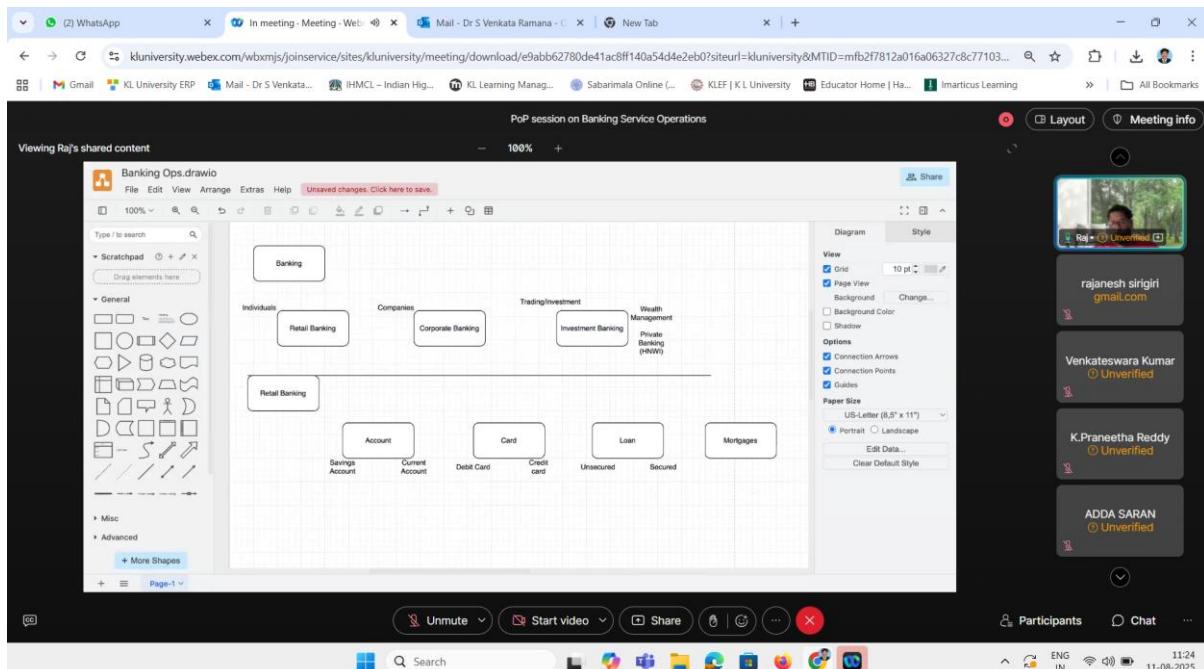
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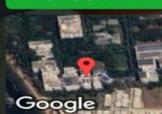
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