



(A Government of India undertaking)
Corporate Office, 254-260, Avvai Shanmugam Salai, Royapettah, Chennai – 600014.

ENGAGEMENT OF PRODUCT OWNER ON CONTRACTUAL BASIS

INDIAN BANK, a leading Public Sector Bank, with headquarters in Chennai having geographical presence all over India and abroad invites applications from Indian Citizens for engagement as **Product Owner on contractual basis**.

Product wise distribution of vacancies is as follows:

S No	Vertical	Role	Vacancy
1	Retail	Personal loans	1
2		Home loan and other mortgage loans	1
3		Vehicle loans	1
4	Agri	Investment credit (farm mechanization, warehouses etc.)	1
5	MSME	Value Chain Finance	1
6	Digital Assets	Mobile Banking / Internet Banking for omni channel revamp	3
7	Digital Marketing	Head of Digital Marketing	1
8	Analytics	Data Analyst	1
9		Data Scientist	1
Total			11

The eligibility and terms of service is furnished here under:

Age	Minimum Age – 30 years and Maximum Age 50 years as on 01.07.2022 (for all post)
Nature of Engagement	On a fixed contractual term of 3 years, renewable every year, subject to a maximum term of five years. The performance will be reviewed on annual basis.
Termination	One month's notice or one month's compensation in lieu thereof.

Remuneration & Perquisites	Negotiable, will not be limiting factor for suitable candidate. Also will be eligible for Performance Linked Variable Pay which will be over and above the Fixed Salary but linked to the achievement of specific targets.
Place of work	Chennai or as decided by the Bank.
Selection procedure	The applications received from the candidates will be screened and shortlisted on the basis of eligibility and relevant experience. 1. The requisite number of shortlisted candidates will be called for interview for final selection. If more number of Applications received a preliminary scrutiny process (Group Discussion, Interview etc.) may be conducted. 2. The final selection will be made on the basis of eligibility, experience, qualification and performance during interaction / interview. 3. The interaction / interview will be conducted by a committee constituted for the purpose. 4. Mere satisfying the eligibility norms do not entitle a candidate to be called for interview. 5. The Bank reserves the right to reject any application not suiting the Bank's requirements without assigning any reason whatsoever and call only the requisite number of candidates out of those who fulfill the eligibility criteria as may be required for the post.
Leave	12 days Casual Leave (out of which not more than 4 days leave can be availed at a stretch).
Application Fees	Rs 1000/- as application fee (Inclusive of taxes)

The mandatory educational qualification, Experience, Skills and Responsibilities & accountabilities required for the Product areas is as follows:

1. Product Owner: Personal Loans	
Educational Qualification	• Masters or equivalent in management, Bachelors or equivalent in IT, technology fields • Product Management certifications desirable
Mandatory Experience	• 5+ years of product management experience in PSBs, private sector banks or NBFCs • Experience in personal loans, pension loans, loans to self-employed individuals
Desired Skills	• Collaborate with multiple stakeholders across departments like on-ground branch teams, collections, digital teams • Communicate effectively with developer talents and vendors • Ability to prioritize tasks basis business understanding • Strong analytical skills, comfortable reviewing and analyzing business performance metrics, ability to pivot based on data insights • Strong knowledge of product management tools and best practices - workflow management tools like JIRA, Asana or Slack, Root cause analysis, retrospectives, etc. • Understanding of MS Excel, Access, Word and PowerPoint • Understanding of risk management
Key Responsibility Area (KRAs)	• Own and drive the vision, strategy, value proposition and priorities of a personal loan portfolio (e.g. personal loan, pension loan etc.) • Manage product lifecycle from ideation to launch and beyond • Understand market, customers, conduct competitive analysis and build business cases for new product opportunities • Drive initiatives to improve the success metrics (growth, adoption, portfolio health, customer engagement etc.) • End to end execution of the product roadmap including consumer facing product /feature changes, drive adoption of products, feature prioritization, user acquisition, and retention, monitor portfolio, policy changes, incorporating on ground feedback • Collaborate with multiple stakeholders like field teams, digital team, recovery, legal, operations etc.

	• Use quantitative and qualitative data, creativity and experimentation to constantly improve product experience and discover product insights • Manage regulatory requirements of products • Create user stories, define customer and product requirements • Orchestrate and drive all product related internal processes and approvals e.g., NPPAC, ORMC etc. • Any other work in the scope of functioning of the Parent Department.
2. Product Owner: Home loan and other mortgage loans	
Educational Qualification	• Masters or equivalent in management, Bachelors or equivalent in IT, technology fields • Product Management certifications desirable
Mandatory Experience	• 5+ years of product management experience in PSBs, private sector banks or NBFCs • Experience in home loans / assets
Desired Skills	• Collaborate with multiple stakeholders across departments like on-ground branch teams, collections, digital teams • Communicate effectively with developer talents and vendors • Ability to prioritize tasks basis business understanding • Strong analytical skills, comfortable reviewing and analyzing business performance metrics, ability to pivot based on data insights • Strong knowledge of product management tools and best practices -workflow management tools like JIRA, Asana or Slack, Root cause analysis, retrospectives, etc. • Understanding of MS Excel, Access, Word and PowerPoint • Understanding of risk management
Key Responsibility Area (KRAs)	• Own and drive the vision, strategy, value proposition and priorities of home loans and other mortgage loans • Manage product lifecycle from ideation to launch and beyond • Understand market, customers, conduct competitive analysis and build business cases for new product opportunities • Drive initiatives to improve the success metrics (growth, adoption, portfolio health, customer engagement etc.) • End to end execution of the product roadmap including consumer facing product /feature changes, drive adoption of products, feature prioritization, user acquisition, and retention, monitor portfolio, policy changes, incorporating on ground

	feedback • Collaborate with multiple stakeholders like field teams, digital team, recovery, legal, operations etc. • Use quantitative and qualitative data, creativity and experimentation to constantly improve product experience and discover product insights • Manage regulatory requirements of products • Create user stories, define customer and product requirements • Orchestrate and drive all product related internal processes and approvals e.g., NPPAC, ORMC etc. • Any other work in the scope of functioning of the Parent Department.
3. Product Owner: Vehicle loans	
Educational Qualification	• Masters or equivalent in management, Bachelors or equivalent in IT, technology fields • Product Management certifications desirable
Mandatory Experience	• 5+ years of product management experience in PSBs, private sector banks or NBFCs • Experience in secured retail loans / assets with hypothecation
Desired Skills	• Collaborate with multiple stakeholders across departments like on-ground branch teams, collections, digital teams • Communicate effectively with developer talents and vendors • Ability to prioritize tasks basis business understanding • Strong analytical skills, comfortable reviewing and analyzing business performance metrics, ability to pivot based on data insights • Strong knowledge of product management tools and best practices - workflow management tools like JIRA, Asana or Slack, Root cause analysis, retrospectives, etc. • Understanding of MS Excel, Access, Word and PowerPoint • Understanding of risk management
Key Responsibility Area (KRAs)	• Own and drive the vision, strategy, value proposition and priorities of vehicle loan product portfolio (e.g. new car, used car etc.) • Manage product lifecycle from ideation to launch and beyond • Understand market, customers, conduct competitive analysis and build business cases for new product opportunities • Drive initiatives to improve the success metrics (growth, adoption, portfolio health, customer engagement etc.) • End to end execution of the product roadmap including

	consumer facing product /feature changes, drive adoption of products, feature prioritization, user acquisition, and retention, monitor portfolio, policy changes, incorporating on ground feedback • Collaborate with multiple stakeholders like field teams, digital team, recovery, legal, operations etc. • Use quantitative and qualitative data, creativity and experimentation to constantly improve product experience and discover product insights • Manage regulatory requirements of products • Create user stories, define customer and product requirements • Orchestrate and drive all product related internal processes and approvals e.g., NPPAC, ORMC etc. • Any other work in the scope of functioning of the Parent Department.
4. Product Owner: Investment credit (farm mechanization, warehouses etc.)	
Educational Qualification	• Mandatory qualification of either graduate in Agriculture or related sciences or postgraduate in Agri Business Management or similar fields • Optional qualification of Masters or equivalent in management, Bachelors or equivalent in IT, technology fields, Product Management certifications
Mandatory Experience	• 5+ years of product management experience in PSBs, private sector banks or NBFCs • Experience in Agri loans / assets in agri investment credit and agri infrastructure
Desired Skills	• Collaborate with multiple stakeholders across departments like on-ground branch teams, collections, digital teams • Communicate effectively with developer talents and vendors • Ability to prioritize tasks basis business understanding • Strong analytical skills, comfortable reviewing and analyzing business performance metrics, ability to pivot based on data insights • Strong knowledge of product management tools and best practices -workflow management tools like JIRA, Asana or Slack, Root cause analysis, retrospectives, etc. • Understanding of MS Excel, Access, Word and PowerPoint • Understanding of risk management

Key Responsibility Area (KRAs)	• Own and drive the vision, strategy, value proposition and priorities of an Agri investment and infrastructure product (e.g. farm machineries loan, cold storage loans etc.) • Manage product lifecycle from ideation to launch and beyond • Understand market, customers, conduct competitive analysis and build business cases for new product opportunities • Drive initiatives to improve the success metrics (growth, adoption, portfolio health, customer engagement etc.) • End to end execution of the product roadmap including consumer facing product /feature changes, drive adoption of products, feature prioritization, user acquisition, and retention, monitor portfolio, policy changes, incorporating on ground feedback • Collaborate with multiple stakeholders like field teams, digital team, recovery, legal, operations etc. • Use quantitative and qualitative data, creativity and experimentation to constantly improve product experience and discover product insights • Manage regulatory requirements of products • Create user stories, define customer and product requirements • Orchestrate and drive all product related internal processes and approvals e.g., NPPAC, ORMC etc. • Any other work in the scope of functioning of the Parent Department.
5. Product Owner: Value Chain Finance	
Educational Qualification	• Masters or equivalent in management, Bachelors or equivalent in IT, technology fields • Product Management certifications desirable
Mandatory Experience	• 5+ years of product management experience in PSBs, private sector banks or NBFCs
Desired Skills	• Collaborate with multiple stakeholders across departments like on-ground branch teams, collections, digital teams • Ability to communicate effectively with developer talents and vendors • Significant expertise in financial services, banking sector • Ability to prioritize tasks basis business understanding • Strong analytical skills, comfortable reviewing and analyzing business performance metrics, KPIs, ability to pivot based on data insights • Strong knowledge of product management tools and best

	practices - workflow management tools like JIRA, Asana or Slack, Root cause analysis, retrospectives, etc. • Understanding of MS Excel, Access, Word and PowerPoint • Understanding of risk management
Key Responsibility Area (KRAs)	• Manage product lifecycle from ideation to launch and beyond • Understand market, customers, conduct competitive analysis and build business cases for new product opportunities • Drive initiatives to improve the success metrics (growth, adoption, portfolio health, customer engagement etc.) • End to end execution of the product roadmap including consumer facing product /feature changes, drive adoption of products, feature prioritization, user acquisition, and retention, monitor portfolio, policy changes, incorporating on ground feedback • Collaborate with multiple stakeholders like field teams, digital team, recovery, legal, operations etc. • Use quantitative and qualitative data, creativity and experimentation to constantly improve product experience and discover product insights • Manage regulatory requirements for your products • Create user stories, define customer and product requirements • Orchestrate and drive all product related internal processes and approvals e.g., NPPAC, ORMC etc. • Any other work in the scope of functioning of the Parent Department.
6. Product Owner: Mobile banking / internet banking for omnichannel revamp	
Educational Qualification	• Masters or equivalent in management, Bachelors or equivalent in IT, technology fields • Product Management certifications desirable
Mandatory Experience	• 5+ years of product management experience in PSBs, private sector banks or NBFCs • Experience of working on transaction banking on digital channels • Experience of mobile/ internet/ tab/ Whatsapp banking, payments, personal finance management, digital customer experience
Desired Skills	• Collaborate with multiple stakeholders across departments like on-ground branch teams, collections, digital teams • Communicate effectively with developer talents and vendors • Significant expertise in financial services, banking sector

	• Ability to prioritize tasks basis business understanding • Strong analytical skills, comfortable reviewing and analyzing business performance metrics, KPIs, ability to pivot based on data insights • Strong knowledge of product management tools and best practices - workflow management tools like JIRA, Asana or Slack, Root cause analysis, retrospectives, etc. • Understanding of MS Excel, Access, Word and PowerPoint
Key Responsibility Area (KRAs)	• Own and drive the vision, strategy, value proposition and priorities of a digital asset (e.g., mobile banking, tab banking etc.) or process (payments, personal finance management etc.) • Manage product lifecycle from ideation to launch and beyond • Understand market, customers, conduct competitive analysis and build business cases for new product opportunities • Drive initiatives to improve the success metrics (growth, adoption, portfolio health, customer engagement etc.) • End to end execution of the product roadmap including consumer facing product / feature changes, drive adoption of products, feature prioritization, user acquisition, and retention, monitor portfolio, policy changes, incorporating on ground feedback • Collaborate with multiple stakeholders like field teams, digital team, recovery, legal, operations etc. • Use quantitative and qualitative data, creativity and experimentation to constantly improve product experience and discover product insights • Manage regulatory requirements of products • Create user stories, define customer and product requirements • Drive all product related internal processes and approvals e.g., NPPAC etc. • Work with Omni-channel vendor to share requirements for digital asset design • Any other work in the scope of functioning of the Parent Department.
7. Product Owner: Head of Digital Marketing	
Educational Qualification	• Masters degree or equivalent in Management, Marketing, IT, Media, technology fields
Mandatory Experience	• 15+ of marketing experience (with 10+ years of digital marketing experience) • 7+ years of team management experience • Knowledge of digital marketing tools available in the market

Desired Skills	• Timely execution of digital marketing campaigns • Adoption of digital marketing campaigns across Bank products • Bank's presence and reach across Social Media • Optimize cost per lead/ RoI of digital marketing campaigns • Internal peer feedback
Key Responsibility Area (KRAs)	• Ensure best-in-class digital marketing function for the Bank • Create Bank's digital marketing strategy and roadmap in line with Bank's overall strategy • Lead Bank's digital marketing team and all related activities including but not limited to performance marketing campaigns, SEO, Social Media, etc. and setup robust processes where required • Coordinate with and advise business teams on digital marketing campaigns and prioritize campaigns basis Bank's business need • Coordinate with all relevant stakeholders to ensure successful digital marketing campaigns for the Bank • Manage overall digital marketing budget • Leverage data and analytics across all digital marketing activities to achieve best possible RoI for the Bank • Ensure Bank has empaneled sufficient number of high performing digital marketing agencies • Oversee performance inspection of empaneled digital marketing agencies on a regular basis and go for fresh empanelment as and when required • Manage communication with both internal and external stakeholders and set up required processes for the same • Ensure delivery of key results of any digital marketing campaigns within timelines • Plan for digital enablement of the Bank from a digital marketing standpoint basis current trends, business requirements and upcoming new channels and methods • Identify required trainings for digital marketing team members for upskilling, whenever required • Any other work in the scope of functioning of the Parent Department.
8. Product Owner: Data Analyst	
Educational Qualification	• Bachelor's degree in Computer/System Science, Mathematics, Econometrics, Statistics, Data Analytics or other engineering field

Mandatory Experience	• 2+ years of experience working with data analytics and visualization • Core Experience in the following tools - Data tooling, Tableau 10, Alteryx, additional - QlikSense, QlikView, R, Python, SAS, SQL, R Shiny • Experience in Digital/Web Analytics, customer segment analytics, personalization, portfolio analysis, cross-sell analytics, risk analytics, financial analytics, funnel analysis etc. • Working knowledge of Hadoop, SQL, Oracle
Desired Skills	• Collaborate with business / owner departments for use cases • Ability to communicate effectively with advanced analytics talents, HR, other stakeholders • Banking industry understanding (Finance / FinTech Experience) • Strong analytical (numeric and logical) skills • Ability to analyse problems, apply quantitative analytical approaches
Key Responsibility Area (KRAs)	• Understand the business, gather business requirements, develop data-driven solutions to address business problems like lead identification/credit policies/pricing strategies/portfolio management strategies • Prepare, extract, report and analyze complex data to draw insights to solve business problems / use case • Design and development of dashboards, MIS, data management and reports at defined frequency • Perform analysis on business use cases e.g., digital marketing analysis, credit risk analysis, customer segment analysis etc. • Drive automation wherever possible and reduce human calculations by use of more coding tools • Develop best practices for analytics (models, standards, tools) and share learnings with peers • Provide input during use case definition phase to ensure feasibility and value potential • Use statistical tools to interpret data sets, identifying trends and patterns to generate insights for developing business strategies • Any other work in the scope of functioning of the Parent Department.
9. Product Owner: Data Scientist	
Educational Qualification	• Bachelor's degree in Computer/System Science, Mathematics,

	Econometrics, Statistics, Data Analytics or other engineering field
Mandatory Experience	2+ years of experience in advanced analytics, data science - Experience in core analytic methods such as predictive modeling, customer segmentation/clustering, fraud detection analysis, Artificial Neural Network (Deep Learning), SVM, Random Forest etc. - Exposure to risk evaluation, credit risk modeling - Experience with software tools and technologies (e.g. Python, R, - Tensorflow, Scikit, SAS, C/C++, Perl, Spark, PySpark, Scala) - Working knowledge of Hadoop, SQL, Oracle - Good applied statistics skills, such as distributions, statistical testing, regression, Google analytics, Machine learning, predictive analytics etc.
Desired Skills	- Collaborate with business / owner departments for use cases - Ability to communicate effectively with Advanced Analytics talents, HR, other stakeholders
Key Responsibility Area (KRAs)	- Deliver robust statistical machine learning models that use latest methods & algorithm while generating tangible business value - Build models to test hypothesis, forecast/predict future events, isolate key business drivers and arrive at insights - Identify and prioritize use cases with business e.g., scorecards, next best product identification etc. - Apply strong expertise in advanced analytics techniques (e.g., machine-learning) to design, build and implement solutions to use cases - Collaborate with technology/data/optimization partners to train and implement solutions e.g., "next best action" models - Create and strengthen the business scorecards for decision making - Ensure robustness and quality of analytics tools & methods used in projects - Standardize the usage of latest data processing methods for faster development and implementation of models - Develop best practices for analytics (models, standards, tools) and share learnings with peers - Contribute to build the advanced analytics capabilities of the bank - Any other work in the scope of functioning of the Parent Department.

Procedure for applying:-

1. Application complete in all respects as per the prescribed format (Annexure A) along with copies of all the credentials as enumerated in Clause 2 below should be sent in a closed envelope super scribed "Application for Engagement as Product Owner on Contract Basis" to the following address:

**General Manager (CDO), Indian Bank
Corporate Office, HRM Department, Recruitment Section
254-260, Avvai Shanmugham Salai, Royapettah, Chennai, Tamil Nadu – 600 014**

All eligible and interested candidates should apply in the prescribed application format to reach the address cited above on or before 03.09.2022. Any application received after the due date will be summarily rejected.

Application fees:

Rs. 1000 /- (inclusive of taxes).

Candidates shall pay the fees/charges in the below mentioned account through Internet Banking / NEFT/RTGS. The Reference number/UTR Number shall be specified in the Application form.

Account Name	: Engagement as Product Owner on Contract Basis - 2022
Account No	: 7261065878
Bank & Branch	: Indian Bank, Royapettah
Account Type	: Current Account
IFSC Code	: IDIB000R021

2. The following credentials (photocopies only) are to be enclosed along with the application Form

- a. Proof of date of Birth
- b. Mark sheet and Passing certificate of all Educational, Technical / Professional qualifications
- c. Experience certificate(s) specifying designation / job profile, period of service (with specific dates), emoluments, activity profile of previous and present employers, etc.
- d. Photo Identity proof and Address proof

3. Candidates are required to have a valid personal email ID and Mobile number for contact. It should be kept active during the currency of this project. Bank may send call letters for interview through the registered email ID.

4. Candidates are advised to apply well in advance and Bank will not be responsible if candidates are not able to submit before the due date for any reason beyond the control of the Bank.

GENERAL INSTRUCTIONS

a. Before applying for the post, candidate should satisfy himself/herself that he/she fulfils the eligibility and other norms mentioned in this notice. Bank would be free to reject any application at any stage of the recruitment process, if the candidate is found ineligible. The decision of the Bank shall be final in deciding about qualification, experience and other eligibility norms.

b. The terms & conditions of engagement is whole and simple governed by the provisions of the contract and the engagement shall not be construed as an employment in the Bank and the provisions of PF / Gratuity / Pension, etc. shall not apply in this case.

c. His / Her engagement on contract is for a specific period as stated above, and as such should not be construed as an offer of employment or a regular employment in the Bank.

d. Unless the Bank extends the contract for further period, on completion of the contractual period of three years, his / her engagement shall automatically come to an end. There will not be a need for issuance of communication by the Bank for termination of the contract after the above said period.

e. The Bank takes no responsibility for any delay in receipt or loss in postal transit of any Application or Communication.

f. The Bank reserves the right to alter, modify or change the eligibility criteria and / or any of the other terms and conditions spelt out in this notice, including criteria for qualifying/method and procedure for selection.

g. Only those candidates who fulfil the eligibility criteria will be called for interview and intimated by email.

h. Candidates will have to produce original certificates for educational qualifications, experience, age, category etc. at the time of interview, in support of his/her eligibility, as per the details furnished in the application, failing which the candidate will not be allowed for interview and their candidature will be cancelled.

i. Decision of the Bank in all matters regarding eligibility of the candidate, the stages at which such scrutiny of eligibility is to be undertaken, the documents to be produced for the purpose of interview, selection and any other matter relating to recruitment will be final and binding on the candidates. No correspondence or personal enquiries shall be entertained by the Bank in this regard.

j. No Travelling Allowance is payable to candidates who are called for interview

k. Any dispute arising out of and/or pertaining to the process of recruitment under this Advertisement shall be subject to the sole jurisdiction of the Courts situated at Chennai.

l. Request for change of contact no./address/ email ID/interview centre will not be entertained.

m. In case any dispute arises on account of interpretation of version other than English, English version will prevail.

n. Engagement of selected candidates is subject to their being declared medically fit as per the requirements of the Bank. Such engagement will also be subject to the Rules & Policies of the Bank.

o. Canvassing in any form will be a disqualification.

Dated : 18.08.2022

Chennai

General Manager (CDO)