

#BFSITransformation

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SAHARA STAR HOTEL, MUMBAI



TEAM **MARKSMEN**

**BFSI**

**TRANSFORMATION  
LEADERS** **CONCLAVE 2024**

TRANSFORMING  
the **FUTURE**  
*Igniting Tech Innovation, Driving Change*

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# TECHNOLOGY: A FLYWHEEL FOR GROWTH

2023 has been a testing year for the global banking ecosystem, with the sector roiled by much change, some of it wrought by interest rate movements. However, amid muted global sentiments, India's banking industry seems to have favourable winds in its sails, withstanding volatility even after being tested on multiple fronts, such as operational, reputational, and technological.

As the winds of change have swept across India's financial landscape, it has taken the entire ecosystem and the Indian diaspora to greater heights than ever. Where the banking network once focused predominantly on key urban areas with sizeable deposits, the push for greater financial inclusion has been a catalyst for economic transformation across the country. Regulatory adaptations have facilitated the incorporation of technological advancements and innovative business models in the pursuit of financial inclusion.

The rise of Fintech companies, the implementation of strategies like Banking as a Service, and the adoption of open banking practices have streamlined financial accessibility for underserved segments. According to the 2023 Economic Survey, India boasts an **87% fintech** adoption rate, ranking third globally after the USA and China. Much credit is attributed to India's Digital Public Infrastructure (DPI), encompassing Aadhaar, UPI, and DigiLocker.

Undoubtedly, technology has been a transformative force, bridging gaps and empowering the underserved. However, sustained progress in financial inclusion requires collaborative efforts among regulatory bodies, banking institutions, and fintech firms. The sector is currently accelerating its digital transformation journey, leveraging cloud computing, artificial intelligence, machine learning, and data analytics to meet evolving customer expectations.

On the other hand, adopting new technologies presents challenges for banks and financial institutions. Concerns related to data privacy and security are paramount, given the sensitivity of financial data, necessitating stringent measures and compliance with evolving regulations. Additionally, the integration of cutting-edge solutions is impeded by legacy systems and infrastructure, leading to complex and costly transitions.



# A TRANSFORMATIVE ERA IN THE OFFING

Considering the significance of the subject, Team Marksmen Network is organising the inaugural edition of **BFSI Transformation Leaders Conclave 2024** taking place on 22nd March in Mumbai that aims to bring together technology leaders from banks, NBFCs, Fintech, and insurance that shape the trajectory of digital innovation in the BFSI sector, creating a roadmap for a more connected, efficient, and customer-centric financial future.







# KEY HIGHLIGHTS

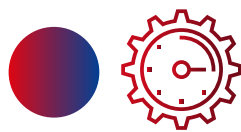
**15+**  
Insightful Sessions



**30+**  
Industry Speakers



**150+**  
Delegates across  
BFSI sector



**6+**  
Hrs of Business  
Networking

# FOCUS AREAS

-  Digital Disruption & Transformation
-  Blockchain in BFSI
-  Digital Identity Management
-  Data Analytics & Predictive Modeling
-  Evolving Payment Systems
-  Cybersecurity Trends
-  RegTech & Compliance Automation
-  InsurTech
-  AI & Automation in BFSI
-  Upskilling for the Digital Future





# WHY **ATTEND**



## **LEARNING & INSIGHTS**

Inspiring sessions, case studies, thought-provoking panel discussions and engaging Q&A session all via remarkable virtual platform. Connect and network with industry stalwarts, regulators, and experts as they share their perspectives on the latest trends, innovations, and regulatory developments shaping the BFSI sector.



## **THOUGHT LEADERSHIP (SPEAKING SLOT)**

Participate in interactive panel discussions that bring together diverse perspectives on critical topics such as digital transformation, cybersecurity, fintech disruptions, regulatory frameworks, customer experience, and sustainable finance.



## **COLLABORATION OPPORTUNITIES**

Discover new ways to build your brand name and generate leads. Invigorate existing client relationship and connect with the prospects.



## **TECHNOLOGY PRESENTATIONS**

Explore new doors of opportunity to enhance your market visibility by getting an access to the interaction between peer leaders about their best practices and philosophies.

# INDUSTRY REPRESENTATION



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**MUTUAL FUNDS**



**REGIONAL BANKS**



**FINTECH'S**



**POLICY MAKERS &  
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.....and more



# WHO SHOULD **ATTEND?**



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**CHIEF DATA OFFICER**



**CHIEF INFORMATION SECURITY OFFICER**



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**CHIEF OPERATING OFFICER**



**CHIEF DIGITAL OFFICER**



**MD & CEO**



**CHIEF CUSTOMER EXPERIENCE OFFICER**



**HEAD, PRESIDENT, VICE PRESIDENT, DIRECTOR, GM**

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OPERATIONS, ANALYTICS, CUSTOMER EXPERIENCE



# ABOUT TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

**Team Marksmen** has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 20 events with 300+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



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+91 99607 30059



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