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International Research Conference &

April 20th, 2025

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Prof. Dr. J.D. Agarwal Founder Chairman & Distinguished Professor of Finance, Indian Institute of Finance (IIF), INDIA Founder Editor-in-Chief, Finance India, INDIA

This is to certify that

Dr. L. Ramanjaneva

(Associate Professor, CMR College of Engineering and Technology, The Department of MBA, Telangana, INDIA)

has presented the Research Paper titled

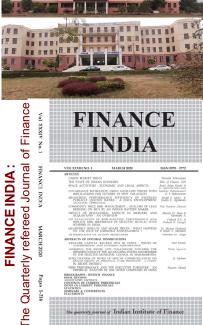
"Role of CRM in Customer Acquisition and Retention with Reference to Select Private Sector Banks in Hyderabad District"

co-authored with Mr. M. Raju (Assistant Professor, CMR College of Engineering & Technology, The Department of MBA, Telangana, INDIA)

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IIF-IRCAS April 2025 Conference Program (10 AM to 6:30 PM)

https://www.iif.edu/Seminar%20and%20conference/IIF%20Research%20Conference.pdf

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IIF, founded in Delhi in 1987, as a Non-profit (Not-for-Profit) Equal opportunity; Research based educational institution to promote Education, Research, Training and Consultancy in finance, has made distinguished scholarly contributions which have been acclaimed nationally & internationally. IIF has signed MOUs with over 85+ Universities, Associations, Research Institutions, International Agencies and MNCs Worldwide in last 39 years. IIF is unique and is the only organisation of its kind in India and laid the foundation of Business Finance education in India under the leadership of Prof. Dr. hab. J.D. Agarwal (Founder Chairman & Director).

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