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Service of

International Research Conference &

April 20th, 2025

Award Summit 2025

Certificate Issued on 21st April 2025



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

Mr. M. Raju

(Assistant 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 Dr. L. Ramanjaneya (Associate Professor, CMR College of Engineering & Technology, The Department of MBA, Telangana, INDIA)

bearing Paper Code FI-3128 in Technical Session 2 at International Research Conference hosted by IIF.







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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

IIF thanks Research Scholars from 21+ Countries; 48+ Universities; 39+ Cities; 36+ Research Papers; 53+ Authors & Speakers sharing Wealth of Knowledge based on their research works at IIF-IRCAS April 2025. In the past 75+ Countries (Australia, Austria, Bangladesh, Bahrain, Belgium, Bhutan, Brazil. Cambodia, Canada, Chile, China, Ethiopia, Finland, France, Germany, Guinea-Bissau, Greece, Hungary, Hong Kong (PRC), India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Japan, Jordon, Lesotho, Macau(PRC) Malaysia, Maldives, Monaco, Nepal, Nigeria, Netherland, Norway, Oman, Papua New Guinea, Poland Portugal, Palestine, Qatar, Romania, Russia, Sweden, Saudi Arabia, Syria Arab Republic, Scotland, Singapore Slovak Republic, South Africa, South Korea, South Sudan, Sudan, Spain, Sri Lanka, Taiwan(PRC) Thailand, Trinidad & Tobago, Tunisia, Turkeyi, UAE, Ukraine, UK, USA, Uzbekistan, Vietnam, Zambia Zimbabwe and others); have had presence of research scholars from over, 175+ Universities, 163+ Cities, 321+ Research Papers; 516+ Authors & Speakers with over 3,851+ Participants on Zoom Platform & 31,167+ views of LIVE telecast on FaceBook FREE of Charge.

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