

Best Use of Technology Implementation		
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Banks• Insurance• NBFC/HFC/MFI• AMC/Mutual Funds/Wealth Management• Fintech / Aggregators	Technology Investment (30%)	1. Total investment in technology as a percentage of total expenses
		2. Summary of the initiative
	Impact of the initiative (40%)	3. Benefits derived from the initiative
		4. % Growth in revenue due to implementation of initiative (FY 23-24)
	Customer centricity (30%)	5. % Improvement in NPS /CSAT score post implementation of the initiative
		6. % Increase in customer base post implementation of the initiative
Best Use of Mobile Technology in Financial Services		
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Banks• Insurance	Effectiveness of the initiative (60%)	1. Summary of the initiative
		2. Percentage of Digital Transactions: % of all transactions (e.g., payments, transfers) performed digitally compared to total transactions
		3. Differentiating/Unique features of the Mobile Technology implemented
		4. No. of Banking product and services offered
	Impact of the Initiative (40%)	5. Return on Investment (ROI): Calculate the financial return on investment from the mobile technology initiative. (FY 23-24)
	Best Use of Technology & Initiatives to Combat Fraud	
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Banks• Insurance	Impact of the initiative (30%)	1. Summary of the initiative
		2. Innovative approach behind the solution (technology used)
		3. Benefit derived from the initiative
		4. ROI for FY 23-24
	Effectiveness of the initiative (40%)	5. Average time taken to detect security incidents or breaches (Mean Time to Detect (MTTD))
		6. % Accuracy to correctly identify fraudulent activities post implementation of initiative
		7. Percentage reduction in fraud post usage of tool/technology
		8. % Improvement in resolution post implementation of initiative
	Regulatory & compliance (30%)	9. % Adherence to regulatory guidelines post implementation of initiative
		10. % Improvement in fraud risk assessment score post implementation of the initiative
Leveraging Data for Growth		
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Banks• Insurance• NBFC/HFC/MFI• AMC/Mutual Funds/Wealth Management• Fintech / Aggregators• Technology vendors	Initiative Summary (40%)	1. Summary of the initiative
		2. Data Analytics Capabilities: Name of Tech Solution for analytical capabilities, including the use of advanced analytics, machine learning, and artificial intelligence to gain insights from data.
	Uniqueness of the solution (20%)	3. Unique Use Cases adopted leveraging data
	Impact of the Initiative (40%)	4. Return on Investment (ROI): Calculate the financial returns achieved from data-driven initiatives.
		5. % Improvement in operation efficiency post initiative implementation
	Innovative Payments Solutions Provider of the Year	
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Fintech / Aggregators• Technology vendors	Initiative Summary (35%)	1. Summary of the initiative
		2. Technology used for this initiative
		3. Revenue Growth (%) (FY 23-24) as an impact of this solution
	Delivery Excellence (30%)	4. Transaction Speed: Time taken for a payment transaction to complete, from initiation to confirmation. Faster transactions generally lead to improved user experience and higher customer satisfaction.
		5. Details of the transaction fee for the digital payment solution provided. Lower fees can make the solution more attractive to users and businesses.
	Client Satisfaction (35%)	6. Average time taken to resolve customer queries
		7. Adoption by BFSI clientele: Total no. of clients adopted the solution
Best Initiative in Digital Lending Platform		
Domain	L1 Parameter	L2 Parameter

• Technology vendors	Initiative Summary (30%)	1.Summary of the initiative/application/solution 2. Business Model Innovation
	Customer Centricity (30%)	3. % Improvement in customer service 4. No. of Total Clientele in BFSI (adopted the solution)
	Impact of the Initiative/Solution (40%)	5. Impact % in Cost Reduction and from the solution for BFSI
		6. % Reduction TAT Business Model Innovation
7. % Improvement in Service 8. ROI due to addition of any new functionality/features (FY23-24)		
Best Initiative in Analytics Solution of the Year		
Domain	L1 Parameter	L2 Parameter
• Technology vendors	Initiative Summary (30%)	1. Summary of the initiative/application/solution 2. Business Model Innovation
	Customer Centricity (30%)	3. No. of Total Clientele in BFSI (adopted the solution) 4. % Improvement in customer Service
	Impact of the solution (40%)	5. Impact % in Cost Reduction and from the solution for BFSI
		6. % Reduction TAT 7. ROI due to addition of any new functionality/features (FY23-24)
Best Use of Generative AI		
Domain	L1 Parameter	L2 Parameter
• Banks • Insurance • NBFC/HFC/MFI • AMC/Mutual Funds/Wealth Management • Fintech / Aggregators	Initiative Summary (30%)	1. Summary of the initiative 2. Differentiating factors and innovative use cases
	Operational Efficiency (30%)	3. Benefits Derived: Reduction in TAT, Increase in customer growth (%), 4. % Accuracy in processes post implementation of the use cases
	Impact of the initiative (40%)	5. % Growth in revenue (FY 23-24)
		6. Increase in customer growth (%), 7. Reduction in cost(%) (FY23-24)
Best Sustainable Banking Process		
Domain	L1 Parameter	L2 Parameter
• Banks • NBFC/HFC/MFI	Initiative Summary (20%)	1. Long term sustainability objectives and goals for the institution 2. Summary of initiatives taken
	Impact of the initiatives (20%)	3. Sustainable initiatives implemented within the organization 4. % cost reduction post implementation of the initiative
	Products & services (20%)	5. Type of offering of financial products such as green bonds, ESG focused investments or sustainable loans 6. %YoY growth in the offerings to promote the initiative (FY 23-24)
	Recognition and rewards (10%)	7. Number of recognition and rewards received under sustainable category
	Impact of sustainable offerings (30%)	8. Case studies comprising of detailed metrics displaying the ESG impact of the initiative such as %cost reduction.
Best Initiative in Collections Platform		
Domain	L1 Parameter	L2 Parameter
• Technology vendors	Initiative Summary(30%)	1. Summary of the initiative 2. List of automated features present in the platform
	Customer Centricity (25%)	3. No. of BFSI clients that have adopted the solution
	Impact of the solution (35%)	4. % of decrease in cost post adoption of the platform by clients 5. % Improvement in Collection efficiency index(CEI) for the clients
		6. List of rewards and recognition received for the solution
	Rewards & Recognition (10%)	
Best Use of Emerging Technology for Business Growth		
Domain	L1 Parameter	L2 Parameter
• Insurance • NBFC/HFC/MFI • Fintech / Aggregators	Initiative Summary (25%)	1. Summary of the initiative 2. Market differentiating points to substantiate how the FI stand out in the competitive market (Unique selling proposition)
	Impact of the initiative (40%)	3. % growth in revenue due to implementation of the initiative (FY23-24)
		4. % improvement in risk management post implementation of the initiative
		5.% reduction in TAT post implementation of the initiative
	Customer Centricity (35%)	6.% reduction in operational cost post implementation of the initiative 7. % increase in market share post implementation of the initiative 8. % Improvement in NPS /CSAT score post implementation of the initiative 9. % increase in customers or accounts
Best FinTech Initiative of the Year Award		

Domain	L1 Parameter	L2 Parameter
• Fintech / Aggregators	Business Innovation (20%)	1. Innovation: Innovation in terms of products, services and technology
	Customer Centricity (20%)	2. Customer Growth & Retention: % of growth in FY22-23 compared to previous (Provide No. of Both Years)
	Partnership & Collaboration (20%)	3. Partnership & Collaboration: No. of Active partnerships with Banks and Financial institutions & Impact
	Impact of the Solution/Initiative (20%)	4. Market Impact: User Base, Transaction Volume, Market Share %
	Regulatory Compliance (20%)	5. PCI DSS and ISO 27001 Certified
Best Lending Tech Initiative of the Year		
Domain	L1 Parameter	L2 Parameter
• Fintech / Aggregators	Initiative Summary (20%)	1. Initiative Summary
	Customer Centricity (30%)	2. Impact in Customer outreach and modes
	Impact of the initiative (25%)	3. Growth in Revenue (in %)
	Operational Efficiency (25%)	4. Impact % in Cost Reduction and from the solution for BFSI 5. % Improvement in Service
Best Cloud Initiative Of The Year		
Domain	L1 Parameter	L2 Parameter
• Technology vendors	Customer Centricity (20%)	1. No. of Total Clientele in BFSI (adopted the solution)
	Innovation (25%)	2. Business Model Innovation
	Certifications (25%)	3. Total no global standard certification
	Regulatory Compliance (30%)	4. Rewards/Recognition received 5. Compliant with standards like the ISO 27000 series and others
Best Initiative in IT Software Solution Provider of the Year		
Domain	L1 Parameter	L2 Parameter
• Technology vendors	Customer Centricity (20%)	1. No. of Total Clientele in BFSI (adopted the solution)
	Innovation (25%)	2. Business Model Innovation
	Certifications (25%)	3. Total no global standard certification
	Regulatory Compliance (30%)	4. Rewards/Recognition received 5. Compliant with standards like the ISO 27000 series and others
Best Initiative in IT Cyber Security & Innovative Security of the Year		
Domain	L1 Parameter	L2 Parameter
• Technology vendors	Innovation (20%)	1. Innovation of the Initiative
	Customer Centricity (35%)	2. Total No. of Clientele in BFSI (adopted the solution)
	Impact of the solution (30%)	3. ROI and Operational efficiency
	Other Reward and Recognitions (15%)	4. Rewards/Recognition received by the Software Solution
Best Digital Initiative In Quick Loan Disbursement		
Domain	L1 Parameter	L2 Parameter
• NBFC/HFC/MFI	Initiative Summary (30%)	1. Summary of the initiative
	Customer Centricity (20%)	2. Innovative features launched for the process
	Operational Efficiency (30%)	3. No. of customers served in FY 23-24 4. No. of loans disbursed in FY 23-24
	Impact of the initiative (20%)	5. Rate of Application approval 6. % Improvement in TAT for Loan application
		7. % Cost Reduction from implementing this initiative
Best Operations Excellence Initiative of the Year		
Domain	L1 Parameter	L2 Parameter
• Banks • NBFC/HFC/MFI • AMC/Mutual Funds/Wealth Management	Initiative Summary (30%)	1. Summary of the initiative 2. Innovations introduced as part of this initiative
	Effectiveness of the initiative (40%)	3. % Improvement in key processes post implementing this initiative 4. Average Handling Time: Average time taken to address customer queries or resolve issues, reflecting the effectiveness of the initiative in providing timely responses.
		5. Automation Percentage: % of processes that have been automated, leading to increased operational efficiency and reduced manual intervention out of total processes in Operations
	Impact of initiative (30%)	6. % Reduction in TAT 7. % Growth in revenue post implementing the initiative 8. % Reduction in cost post implementing the initiative
Best Claims Management		
Domain	L1 Parameter	L2 Parameter
		1. Summary of the initiative

• Insurance	Delivery Excellence (40%)	2. Claim Settlement Ratio: This parameter measures the percentage of claims successfully settled by the insurance company compared to the total number of claims received in a specific period. A higher claim settlement ratio indicates better performance in resolving claims promptly 3. Average Claim Processing Time: This metric evaluates the average time taken by the insurance company to process and settle claims. A lower average processing time is indicative of efficient and responsive claims service. 4. Loss Ratio: This metric calculates the ratio of claims paid out by the insurance company to the premiums collected. A lower loss ratio signifies efficient claims management and underwriting practices	
	Customer Satisfaction (30%)	5. Net Promoter Score (NPS): NPS is a measure of customer loyalty and satisfaction. It asks customers how likely they are to recommend the insurance company's claims service to others. A higher NPS indicates higher customer loyalty and satisfaction. 6. Customer Retention Rate: This parameter measures the percentage of customers who renew their policies after making a claim. A higher retention rate indicates customer satisfaction and confidence in the insurance company's claims service.	
	Customer Service (30%)	7. Complaint Resolution Rate: This parameter measures the percentage of customer complaints related to claims that have been successfully resolved. A lower complaint resolution rate suggests effective handling of customer grievances. 8. Number of modes provided to customer for queries and other insurance related services	
	Best Product/Service Innovation of the Year		
Domain	L1 Parameter	L2 Parameter	
• Banks • Insurance • NBFC/HFC/MFI • AMC/Mutual Funds/Wealth Management	Business Growth (40%)	1. Summary of the initiative 2. Loan Portfolio Growth: Assess the growth rate of the bank's loan portfolio, which demonstrates its ability to provide credit and meet customers' financing needs in FY 23-24 3. Deposit Growth Rate: Evaluate the rate at which the bank is attracting new deposits, indicating its ability to retain and expand its customer base in FY 23-24	
	Customer Centricity (30%)	4. Digital Banking Penetration: Measure the percentage of customers actively using digital banking channels (e.g., mobile app, online banking) to access services	
	Technology Investment (30%)	5. Technology Investment-to-Revenue Ratio: Measure the bank's technology investment as a proportion of its total revenue, indicating its commitment to adopting leading-edge solutions	
	Best Lifestyle Banking Product of the Year		
Domain	L1 Parameter	L2 Parameter	
• Banks • Fintech / Aggregators	Innovation (40%)	1. Summary of the initiative 2. Initiatives taken to increase customer engagements 3. Percentage of operational processes executed by automation/robots/ML 4. Number of strategic partnerships till date to maximize product offerings	
	Customer Centricity (20%)	5. Customer satisfaction Scores (CSAT/NPS) from innovative campaigns and product offerings in FY 23-24 6. Total no. of Customer Acquisition, Monthly Active Users (MAUs), % growth in number of customers in FY 23-24 7. Average Time to first financial transaction	
	Financial Impact (20%)	8. % Revenue generated from lifestyle banking product in FY 23-24 9. % Reduction in average cost per transaction in FY 23-24 10. % Increase in CASA Balance in FY 23-24	
	Accessibility (20%)	11. Market Penetration Metrics: Adoption rate measured from no. of app-downloads, digital footfall, etc. 12. App rating received from customers on application play stores, and google rating of the app, etc.	
	Best CASA Performance in Banking		
	Domain	L1 Parameter	L2 Parameter
	• Banks	Innovation and Strategy (25%)	1. Summary of Initiative for enhancements in CASA product or services 2. % of CASA Accounts opened from new strategies in FY 23-24
		Growth (25%)	3. Net new CASA Accounts opened in FY 23-24 4. % Growth in CASA Deposits YoY in FY 23-24
		5. % Increase in the average balance maintained in FY 23-24	

	Customer Metrics (25%)	6. % of new customers acquired in FY 23-24 7. CSAT scores for CASA account holders FY 23-24
	Operational and Financial (25%)	8. % Change in dormant CASA Accounts in FY 23-24 9. Increase % of fee income from CASA related services
	Best Innovation in Digital Lending	
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Banks• Fintech / Aggregators• NBFC/HFC/MFI	Innovation (30%)	1. Summary of the initiative 2. Product Innovation (Unique loan products or features (count of new products/features in the past year)
	Customer Experience (25%)	3. Support Channels (Number and types of support channels available (e.g., app, web, phone, email, chat) 4. Average response time for customer inquiries, servicing (e.g., within 24 hours)
	Funding Process (25%)	5. Average time to complete an credit/loan application (e.g., 10 minutes) 6. Funding Time: Average time from approval to disbursement of funds (e.g., 1-2 business days)
	Revenue and Impact (20%)	7. % of NPA from the product 8. Measures for Consumer Protection (Measures in place to protect consumers from predatory lending practices and to ensure fair treatment)
	Best Innovative Product in Insurance of The Year	
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Insurance	Innovation (40%)	1. Summary of the initiative 2. Percentage reduction in underwriting speed in FY 23-24 as speed of approval is important for customer satisfaction, and for agent and agency success 3. Innovations for improvement in responsive service for personalized and emphatic experience for customers 4. Digital innovation for self-service by customers
	Customer Centricity (20%)	5. Average time to settle a claim from this initiative in FY 23-24 6. Policy Renewal Rate (percentage of policyholders who renew their policies at the end of their term) for FY 23-24
	Financial Impact (20%)	7. Expense ratio (expenses before interest to total amount of premiums earned) in FY 23-24 8. % increase in revenue growth in FY 23-24 9. % reduction in operating costs from the initiative in FY 23-24
	Accessibility (20%)	10. Increase in strike rate (the quality of new business that agents or brokers bring to the company reflecting the underwriting acceptance rate) to measure the effectiveness of new business production efforts in FY 23-24 11. % increase in referrals by existing clients in FY 23-24
	Best Marketing Initiative of the Year	
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Banks• Insurance• NBFC/HFC/MFI• AMC/Mutual Funds/Wealth Management	Impact of the Initiative (30%)	1. Summary of the initiative 2. Increase in Sales or Revenue from the initiative
	Customer Centricity (40%)	3. Lead Generation for the initiative 4. Conversion Rate from the initiative 5. Customer Lifetime Value (CLV)
	Cost (30%)	6. Customer Acquisition Cost (CAC) 7. Budget of the initiative
Best Banking for Society Empowerment		
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Banks	Initiative Summary (20%)	1. Summary of the initiative
	Cost Benefit Analysis of the Initiative (30%)	2. Corporate Social Responsibility (CSR) Expenditure: Measuring the total amount spent by the bank on its CSR initiatives as a percentage of its profits 3. Number and impact on beneficiaries 4. Tangible benefits of the initiative 5. Budget of the initiative
	Uniqueness of the initiative (20%)	6. Innovative aspect of initiative: Uniqueness and Sustainability: The initiative shall be innovative, scalable, cost-effective and replicable.

	Impact on ESG (30%)	7. Community Engagement Metrics: Analyzing the number of hours or financial resources the institution's employees contribute to volunteering and community development projects. 8. Sustainable Financing Percentage: This parameter measures the proportion of a institution's total lending or investment portfolio that is dedicated to projects or initiatives with clear environmental and social benefits. These could include funding for renewable energy projects, green infrastructure, affordable housing, education, healthcare, and other sustainable development goals
Best Initiative in Digital Customer Experience & Engagement		
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Banks• Insurance• NBFC/HFC/MFI• AMC/Mutual Funds/Wealth Management• Fintech / Aggregators	Initiative Summary (20%)	1. Summary of the initiative
	Operational Efficiency (15%)	2. Time-to-Resolution for Digital Services: Evaluate the average time it takes for the institution to resolve issues related to digital services reported by customers (Lower the time is best) 3. % reduction in customer complaints in FY 23-24 from FY22-23
	Impact of the Initiative (15%)	4. Percentage impact on Revenue from the initiative implemented
	Customer Journey Innovation (20%)	5. Digital Onboarding Rate: % of new customers who complete their account opening process digitally 6. Digital Adoption Rate: % increase in the adoption of digital services in last FY 23-24 (e.g., mobile app usage, online banking) after the implementation of the initiative.
	Customer Engagement and Satisfaction (30%)	7. Time Spent on Platform: Average time customers spend using the institution's digital platforms, indicating their engagement level. 8. Customer Satisfaction Score 9. Percentage increase in Customer Acquisition as a result of initiative implemented 10. Customer Retention Rate
Best Digital Marketing Campaign of the Year		
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Banks• Insurance• NBFC/HFC/MFI• AMC/Mutual Funds/Wealth Management	Innovation (30%)	1. Summary of the initiative
		2. Uniqueness of the digital marketing strategy implemented in the campaign
		3. Use of emerging technology as a part of the marketing strategy
		4. Improvement in SEO and websites metrics from the initiative in FY 23-24
	Outreach (30%)	5. Click-Through Rate (CTR) from the initiative across channels
		6. Conversion Rate (CVR) from the initiative across channels
		7. % Reduction in Churn Rate from the initiative in FY 23-24
	Cost benefit analysis (20%)	8. Increase in Share of Market to assess the company's market presence relative to competitors from the initiative in FY23-24
		9. % improvement in revenue from the initiative in FY 23-24
Customer Centricity (20%)	10. % improvement in Return on Ad Spend (ROAS) from the initiative in FY 23-24	
	11. Customer Acquisition Cost (CAC) in FY 23-24	
Best Integrated Marketing Campaign of the Year		
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none">• Banks• Insurance• NBFC/HFC/MFI• AMC/Mutual Funds/Wealth Management	Innovation and Approach (20%)	1. Summary of Initiative 2. Innovative Approach for the execution
	Impact (20%)	3. % change in Conversion Rate from the initiative 4.Count of leads generated from the initiative 5. Cost of Customer Acquisition (CAC) in FY 23-24
	Customer Experience & Benefits (60%)	6. NPS 7. Return on Investment (ROI): (Revenue generated - Cost of campaign) / Cost of campaign 8. Brand Lift (Increase in brand awareness and perception, measured through surveys before and after the campaign) 9. Market Share Growth (Change in market share attributed to the campaign)
Best Customer Loyalty Program of the Year		
Domain	L1 Parameter	L2 Parameter
	Innovation and Approach (20%)	1. Summary of Initiative 2. Innovative Approach for the execution

• Banks	Engagement and Participation (20%)	3. Enrollment Rate (% of customers enrolled in the loyalty program) 4. Active Participation Rate (% of enrolled members who actively participate in the program (e.g., points earned, rewards redeemed) 5. Engagement Rate (Frequency of member interactions with the program (e.g., monthly active users)
	Customer Experience(20%)	6. Net Promoter Score 7. Customer Satisfaction Score
	Impact on Revenue (20%)	8. Incremental Sales (Additional revenue generated from loyalty program members compared to non-members) 9. Average Order Value (Average transaction size for loyalty program members vs. non-members in FY 23)
	Cost (20%)	10. Program Cost (Total cost of running the loyalty program) 11. Return on Investment (Additional revenue generated - Program cost)
Best Radio Marketing Campaign Of The Year		
Domain	L1 Parameter	L2 Parameter
• Insurance	Innovation (25%)	1. Summary of the initiative 2. Innovative Approach for the execution
	Outreach(35%)	3. Target Audience 4. Call to Action Response Rate- Number of listeners who respond to the CTA (contact/call/visit website to avail products/services) 5. % Conversion Rate (% of listeners who take an action such as making a purchase, signing up a newsletter) after hearing the radio campaign
	Impact of the Initiative (25%)	6. Benefits achieved as part of radio marketing campaign 7. % growth in Revenue due to the radio marketing campaign
	Cost Benefit Analysis (15%)	8. ROI- The financial return generated from the radio marketing campaign relative to its cost.
Best Financial Inclusion Initiative of the Year		
Domain	L1 Parameter	L2 Parameter
• Banks • NBFC/HFC/MFI	Accessibility (30%)	1. Summary of the Initiative 2. Branch/Agent Coverage: Assess the number of physical branches and banking agents in remote or underbanked areas, providing access to financial services. 3. Loan Disbursement: The total value in INR of loans disbursed to low-income individuals or micro, small, and medium enterprises (MSMEs) 4. Financial Literacy Programs: Assess the number of beneficiaries and the effectiveness of financial literacy programs conducted by the bank to enhance customers' financial knowledge
	Partnership (30%)	5. Partnerships and Collaborations: Evaluate the number of partnerships with government agencies, NGOs, and other institutions to further financial inclusion objectives.
	Business Growth (40%)	6. Number of New Customers: Track the total number of new customers onboarded during the year FY 23 compared FY 22 7. Loan Repayment Rate: Evaluate the percentage of loans repaid on time to determine the effectiveness of the bank's lending programs
Best Learning & Development Program of the Year		
Domain	L1 Parameter	L2 Parameter
• Banks • Insurance • NBFC/HFC/MFI • AMC/Mutual Funds/Wealth Management	L & D Budget (30%)	1. Summary of the Initiative 2. % Revenue allocated to L & D initiatives
	Impact of the Initiative (40%)	3. Total number of employees enrolled under program(% Employee Engagement) 4. Cumulative Learning Hours FY 23-24 5. Average Feedback Score Received for initiative implemented (eNPS score)
	Effectiveness of the Initiative (30%)	6. Benefits Derived from the program
		7. Application Rate of Learning at Workplace (%)
Best CSR Campaign of the Year		
Domain	L1 Parameter	L2 Parameter
	Customer Centricity (25%)	1. Summary of the Initiative 2. Quantification of the Outreach 3. Target Segment

<ul style="list-style-type: none"> • Banks • Insurance • NBFC/HFC/MFI • AMC/Mutual Funds/Wealth Management 	Cost Benefit Analysis of the Initiative (25%)	4. Associated cost with the initiative
		5. Benefits recognized by the target segment
	ESG Impact (30%)	6. Impact of the initiative on Social, environmental or governance components such as % Reduction in carbon footprint, % improvement in literacy, energy and water savings etc.
	Partnership Effectiveness (20%)	7. Number and quality of partnerships with NGOs, government bodies and other organizations for the CSR Initiative
Best HR Practice for D & I in BFSI		
Domain	L1 Parameter	L2 Parameter
<ul style="list-style-type: none"> • Banks • Insurance • NBFC/HFC/MFI 	Employee Centricity (40%)	1. Diverse Employee Retention Rate: In last three Financial Year
		2. Diversity Recruiting Rate: Diverse candidates hired in last FY 22-23, compared to the total number of new hires during that time
	D&I Budget(30%)	3. Diversity and Inclusion Budget Allocation: % of Budget to the total revenue
	Diversity In Leadership (30%)	4. Leadership Diversity Percentage: % representation of diverse groups in leadership positions, including the board of directors, executive management, and senior management.