

Webinar on Selling of Financial Products by Banks and NBFCs

20th February, 2026 | 4 - 6 pm | Virtual

Why this Workshop?

RBI has issued draft Directions for Advertising, Marketing and Sales of Financial Products and Services, proposed to be effective from 1st July, 2026. Lot of existing practices, cross-selling or third-party product sales by banks and NBFCs may come under challenge. Some of the proposals in the draft Amendments are already there in scattered regulations or supervisory feedback, and therefore, it is incumbent upon regulated entities to take urgent action.

The Directions focus around mis-selling, requiring suitability assessment before marketing a loan or other product. Mis-sold product may require lenders to compensate the borrower. Forced bundling, such as loan with specific insurance policies, loans with other offerings of either the same entity or another also bring issues. The requirements apply at all levels - sale of products by bank/ NBFC's employees or DSAs/ DMAs. In addition, where a bank sells a third party product (say, mutual fund), it will do a due diligence on such a product provider, so as to entail reputational risk.

Once these requirements, seemingly all built on rules of fair play, become a part of regulation, the supervisory mechanism gets in to ensure compliance. Therefore, the holy rules of fair play are no more a corner to cut, but a part of survival strategy.

This interactive webinar is designed to navigate through these changes, understand the actionables and practical nuances that follow.

Course Outline

- ❖ Overview of the draft Directions
- ❖ Global principles on mis-selling
- ❖ Mis-selling of products or services
 - ✓ What constitutes mis-selling?
 - ✓ Determination of affordability and suitability of products
 - ✓ Compulsory bundling
 - ✓ Explicit consent requirements
 - ✓ Control over incentives
 - ✓ Consequences of mis-selling
- ❖ Code of Conduct for Bank's employees and DSAs/ DMAs
- ❖ Developing feedback mechanism for customers
- ❖ Due diligence of third-parties product or service provider prior to referral
- ❖ Dark patterns and system requirements

Faculty



Vinod Kothari
Director, VKCPL



Vinod Kothari is internationally recognized as an author, trainer and consultant on specialized financial subjects and lectures all over the world. He regularly takes in-house as well as public workshops on several financial subjects for NBFCs and banks.



Payal Agarwal
Partner, VK & Co.



Payal Agarwal, partner, Vinod Kothari and Company, has done comprehensive writing on financial regulations. She has worked on consolidation of RBI regulations, Tannan's Banking Law and Practice, etc. She is the Editor of Listing Regulations on Securitised Debt Instruments & Security Receipts as well as Corporate Governance: Miles Travelled and Miles to Go (LexisNexis). She has authored articles in leading journals and platforms. A regular speaker, she frequently addresses corporate law topics such as listing regulations, insider trading, CSR, etc.

Our resources: [From Consent to Compensation: RBI's Draft Directions for REs on Sales Practices](#)

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For any queries, reach out:

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