

# Sublunk



*Next Generation*

Corporate Family Magazine Of The South Indian Bank Ltd.



## Retail Banking



## VISION

To be the most preferred bank in the areas of customer service, stakeholder value and corporate governance.

## Mission

To provide a secure, agile, dynamic and conducive banking environment to customers with commitment to values and unshaken confidence, deploying the best technology, standards, processes and procedures where customer convenience is of significant importance and to increase the stakeholders' value.



Corporate Family Magazine of  
**South Indian Bank**

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### Objectives:

To instil in the bank staff a sense of belonging and involvement in the bank's affairs  
To appreciate and applaud the individual achievements of our members of staff  
To act as a communication medium between management and the staff  
To increase the professional competence of our bank staff

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South Indian Bank has won the prestigious Banking Technology Excellence Award-(tenth edition-2014) for 'Best IT TEAM'-(Small Bank category) from IDRBT, the technical arm of Reserve Bank of India. On behalf of the bank, Sri.V.G.Mathew, MD&CEO received the award from RBI Governor, Dr. Raghuram Rajan in the presence of Sri. R.Gandhi, Dy. Governor, RBI and Chairman-IDRBT, Sri. B. Sambamurthy, Director-IDRBT, Dr. A.S. Ramasastry, Director Designate, IDRBT, Sri. John Thomas, GM and IT Head -South Indian Bank and eminent dignitaries from banking sector. This is the fourth time, South Indian Bank has won the IDRBT award, for excellence in various banking technology domains.





George T V, Manager, SIB Kollam, Secretary of Bankers Club, Kollam, receiving the award for the Best Performing Bankers Club from Honourable Governor of Kerala Justice P Sathasivam at the Banking Excellence Award 2014 function conducted by State Forum of Bankers Clubs, Kerala at Taj Gateway, Ernakulam in the presence of our MD & CEO, Dr. V G Mathew, RBI Regional Director Sri. Nirmal Chand, Padmasree Dr. Azad Moopen, Sri Abraham Thariyan, Presidnet SFBCK, Sri. Jeevandas Narayanan MD & CEO, SBT, Sri. K U Balakrishnan, General Secretary SFBCK and Sri Shyam Srinivasan, MD & CEO Federal Bank.



Best Branch In Kerala Among The Private Sector Banks- South Indian Bank, Br. Karuvanchal, Kannur District by honorable Governor of Kerala Sri P Sadashivam. Award received by Mr. Denoj Sunny, Manager, Br Karuvanchal

## MD & CEO Speaks ....

I am pleased to note that 'SIBlink' is focusing on Retail Banking as the theme for the latest issue.

As many of you would have noticed, Retail Banking has been mentioned as the central piece of growth strategy by many banks in their recent pronouncements. Our country, with a burgeoning middle class and empowered youth, offers tremendous scope for Retail expansion on the liability side. Similarly opportunities are immense for growth and expansion in the Retail Assets portfolio comprising typically MSME, Agriculture, Home and Auto Loans, LAP etc. The logic for a Retail push among Indian Banks is indeed compelling.

I need not mention that we have always been focused on Retail. The Founding Fathers of our great organisation, always thought of the financial needs of the individual and small time business people who found it difficult to approach the few large banks operating in the country at that time. Retail is thus in our DNA.

Today's environment, as I mentioned earlier, offers immense scope for Retail business, both on the liability and Asset sides. A large pan India presence of branches and an energetic and committed workforce place us in a unique position to tap this potential.

Let us rediscover and reconnect to our DNA.

Wishing you all great success in the Retail journey.

**V.G Mathew**  
Managing Director & CEO.



**The Founding Fathers of our great organisation, always thought of the financial needs of the individual and small time business people who found it difficult to approach the few large banks operating in the country at that time. Retail is thus in our DNA**



# Retail Banking in India- A Paradigm Shift

**Retail products and services are making banks' bottom line robust, besides reducing the risk level. Banks should offer those retail products that satisfy customers' desires and need to look for new delivery channels. Banks are adopting innovative technology, which is helping them to offer customized products in a cost efficient manner.**

The dictionary meaning of "retail" is either selling in small quantities or selling to a consumer. This is a general term used to signify either the target beneficiary, the "size" or the "lot" of the commodity traded. The sale, therefore, to be qualified as "retail" should benefit the consumer directly or the quantity of the product delivered should be "small" in size. This definition, therefore, opens major points that are capable of explanation and relevance according to the provider of; the commodity traded, the target beneficiary (consumer), the characteristics of the product delivered, the channels of delivery, etc.

Banking is defined in the Banking Regulation Act as the activity of acceptance of deposits of money from the public repayable on demand or otherwise for the purpose of lending or for investment. The basic concept of banking, therefore, remains unalterable and sacrosanct, limiting the scope to the acceptance of deposits of money solely for the purpose of lending or investment. A crude form of limiting the definition of banking reduces the activity to that of sourcing of deposits of money and using the same for lending or for investment. However, over the decades, the meaning of acceptance of deposits of money and the activity of lending have undergone dynamic changes and banking companies have been permitted over the years to engage in an array of business involving buying or selling of products or services. This transformation has therefore, paved the way for enlarging the scope of banking and defining its role to "that activity the bankers are presently engaged in". Of course, the scope or opportunity for a variety of activities shall be restricted by the operation of Section 6 of the Banking Regulation Act. far-reaching effect of this new definition of banking is capable of bringing about a sea change in the business profile of



**A.G. Varughese**  
Senior Vice President

banks in the country and the endless scope could be limited only by the imaginative and creative minds those who make and use "banking".

A crisp definition of "Retail Banking" could, therefore, be termed as "the sale in small quantity or to the consumer of that product or service the banks presently offer."

## Wholesale vs. Retail

The common understanding about the term "wholesale" is "sale by the whole piece or in large quantity or to a retailer". Going by the definition, though wholesale is not exactly the opposite of retail, it could be viewed either as sale of large quantity of products or services or that sale which would eventually deliver the products or services to the consumer through the intermediation of a retailer or through a retail outlet. In other words wholesale needn't always disfigure retail; it can act as a catalyst for hastening the retail process. Nevertheless, wholesale consists essentially of sale of product and service in quantities or size that measure up to more than that ordinarily consumed by the consumers. Of course, the size or the "lot" could vary according to the need or satisfaction of the consumer.

Banking, as is explained elsewhere, is the business that essentially delivers or accepts products or services that have either direct financial implication or that are capable of conversion into a financial obligation. Wholesale banking is, therefore, the sale of financial products or services in large quantities or size, or an effective sale of its

financial products or services to a retailer or to an intermediary with the objective of reaching the same to the consumer.

## Consumer Orientation

The essential prerequisite of retail banking is its orientation towards the consumer, be it in size, price, delivery channels or product profile. The product or service should be tailored to suit to the requirements of the ultimate consumer. This will cast an obligation on the banker to learn the needs of the consumer. Obviously, the consumer consists of a vast group or groups with varying cultural, social, educational or financial backgrounds. One should, therefore, visualize the imperative need for packing and or repacking the products and services so as to be palatable to the taste of the target segments or sub-segments.

As an aftermath of liberalization and globalization of the Indian economy, real and irreversible changes are taking place in the society. The intensity and depth of such changes have caused fundamental structural changes in the society, culminating into improvements in the living standards of the people at large. Swift and radical transformations take place in the wants of the consumers in accordance with the structural changes taking place in the society consequent to economic development. It will, therefore, be incumbent upon the banks to invent, devise, or tailor those products and services that will best suit the ever-changing consumer needs. A word of caution is felt necessary in the matter of defining the "size" or "quantity" of the product or service. The requirement of a particular group of individual consumers may vary vastly in size or quantity from that of others. Accordingly, even within a product or service profile, the delivery channels should take care of the critical size that will suit the consumer it targets.

## Adaptability to Change

The essential ingredient of retail banking is its emphasis on the consumer. In an ever-changing economic order, it is imperative that retail banking products and services be chiselled to suit future needs. Care should be taken to ensure that the product or service does not reach obsolescence in the short run, but is kept at its growth phase for a considerable length of time without being rejected by the market. It involves a careful monitoring of the movement of the product

or service in short-term, medium-term and long-term periods.

Short-term, medium-term and long-term periods are defined as (i) short-term- from 0 to 1 year; (ii) medium-term- between 1 year and 3 years; (iii) long-term- between 3 years and 5 years. The product or service should be capable of adapting to the changes in the degree of satisfaction the consumer likes to enjoy in the medium-term and long-term. The sooner the changes are effected in accordance with the needs of the consumer, the better the chances of continued acceptance of the product or service.

### Holistic Approach

Retail banking essentially centers around the consumer. The wants of the consumer offer the banker a broad scope to invent, devise, tailor, pack and deliver the products or services. The wants of the consumer range from that of education to employment, hospital bills to owning a dwelling, self-sustenance to the well-being of the wards, providing basic amenities to owning the luxuries of life, so on and so forth.

Basically, every consumer prefers as a matter of convenience to get financial solutions from a single source. This special preference compels the banker not only to look at a consumer is a selling opportunity for a single product, but as a potential point to offer a bundle of products or services so as to meet his every single need. It will call for an array of products and services in the storehouse of the retail banker, which will exactly fit into the needs of the consumer and offer him the right satisfaction. Again, the need or the requirement could extend over a long period of time covering various stages if the consumer's development or growth; a banker should be armed with product or services to take care of such demands.

An individual consumer may prefer to employ the banker as the manager of his wealth which would consist not only of tangible assets like money, shares investments, real estates, etc., but also intangible assets. It can also be possible that the consumer will be willing to entrust the execution and administration of the rights, royalties, inheritance, etc., to the banker. The banker

**The endeavour of the banker is to price the product or service in such a way so as to be competitive in the market and most assuredly acceptable to the consumer**

ought to professionalize the retail-banking arm with the required skill to look after such needs also.

In short, retail banking should entail a holistic approach to the varied and continuous needs of a consumer.

### Affordable/Competitive Pricing

One of the major factors of concluding a sale of product or service is the acceptability of the price range. Once the features of the product or service are fixed, it is the price that influences the consumer to carry home the product or avail the service. Whatever be the pricing mechanism the banker adopts, the overall cost of the product or service is what attracts or repels the consumer. It should, therefore, be the endeavor of the banker to price the product or service in such a way so as to be competitive in the market and most assuredly acceptable to the consumer. By and large, every consumer believes in straight pricing, in the sense that less the hidden costs the better the chances of concluding the sale. There could also be a trade-off between the cost and the tenure of the product or service. There are segments of consumers who are prepared to avail the product or service at a higher cost with longer tenure of enjoyment. Yet another group may be influenced by a lower cost in spite of the shorter tenure. A retail banker should, therefore, be able to offer products or services to cater to these conflicting demands of the consumer in order to be an effective retail banker.

### Collective-cum-individual Approach

The thrust of retail banking is always to reach the financial solutions to the individual consumer. One may, therefore, be tempted to believe that retail banking is possible only by approaching the consumers as individuals. This is a myth to the extent that the means of administering the financial solutions to the ultimate consumer is more a choice of the provider than the restrictions conceived in the definition. The essential outcome of retail banking is that the beneficiaries should be

individual consumers and that the size or the quantity of the product or the service should be small. Multiple sales at a single point are possible if a collective approach is pursued. This concept would prove to be effective in situations where the target consumers belong to a particular class having similar or identical needs and the delivery is possible through a single channel. The banker delivers or sells the service or the product in one session to all the beneficiaries despite having varying features or pricing as far as the product or service is concerned according to the preferences of the individual consumer. This type of collective approach is found best for a group of people working in shifts with production factories, groups of individuals whose working is monitored, coordinated and facilitated by voluntary or developmental, governmental or non-governmental, agencies, etc.

### Delivery Channels

The consumer always desires to have the product or service delivered at his doorstep. The retail banker ought to have put in place an effective delivery mechanism to ensure conveyance of product or service with ease and at required intervals. The delivery channels will, therefore, become one of the major factors in the whole process of retail banking. World over, banks are known not only by their assets or balance sheet size but also by the number of branches. Branch banking is a well-knit delivery channel of all banking products or services including retail banking products or services. Indian Banks are known for their branch profile, thanks to the social banking concept prevailing for over two decades. Strong delivery channels are catalysts for efficient retail banking.

While conceptually each branch of a bank can be viewed as a point of sale for retail banking products and services, administratively and organizationally, it may not prove viable owing to obvious costs to have and maintain such a large geographical spread of outlets. Besides, the skill and professionalism required to administer retail banking products and services may be lacking at each such delivery point. It will, therefore, be necessary to concentrate on a reasonably good number

**In an ever-changing economic order, it is imperative that retail banking products and services be chiselled to suit future needs**

## Branch banking delivery channel of all banking products or services including retail banking products or services

of convenient locations with regard to the geographical domain to be serviced, availability of conveyance, communication facilities, etc.

### After Sales Service

As in the case of any business involving a product or service, retail banking business also has to be supported by continued service to the consumer. The consumer's need or choice for service or product can undergo transformation due to many influencing factors peculiar to his environment. Better service support system should be an integral part of the whole scheme of retail banking. Consumers may include those with nominal or marginal sophistication and those with advanced sophistication. The banker should have a well-defined support system to the consumers, with predetermined or pre-announced contact points to fall back upon for help and direction in case of exigency or emergency. The cost of offering the after sales service can either be factored into the initial cost of the product or service or be loaded extra as per the terms of contract with the consumer.

### Technology and Value Addition

A scenario may arise where the consumer shows inclination to avail the assistance of technology for placing buy or sell orders, meeting financial obligations, revising the preferences in features attached to the product or service, etc. For example, a techno-savvy consumer may prefer to

correspond or communicate through the Internet or online. In such a situation the banker should be prepared to offer such facility at affordable costs to maximize consumer satisfaction. This opportunity will also throw open the scope for value addition to the product or service to the advantage of both the banker and the consumer. In the Indian scenario one can experience a conglomeration of technology-backed system in the banking industry. It will include branch computerization with standalone Automatic Ledger Posting Machines (ALPMS), Total Branch Mechanization (TBM), net working of branches (also selected branch net working) and those with centralized solution system. The profile of banks operating include the public sector banks, the state bank group, old private sector banks, new generation private sector banks, multinational banks, co-operative banks, local area banks, gramin banks, etc. Adoption of technology is a matter of choice of the concerned bank, because there are distinct advantages (or disadvantages) in each of such technologies. In the ultimate analysis it is not the type of technology which is in place, that makes retail banking effective, but it is the degree of satisfaction the consumer derives from the product and service. Proper technology support will enable the banker to offer value

addition to his products and services and help his bank\* retain competitive edge over the others in a very competitive market.

### Healthy Competition

Banking business (for that reason retail banking business also), as in the case of any other business, is fraught with stiff competition. As already pointed out earlier, the existence of numerous players in the market, may give rise to the birth of ugly faces of competition. Retail banking revolves around "the a consumer". More and more banks will be vying with each other to snatch away the patronage of worthy consumers. This state of affairs can lead to the emergence of tall claims and counter claims from various competitors in the market. Care ought to be taken by bankers not to jeopardize the consumer's interest in any way. The more transparent the systems and procedure the better it will be to alleviate any misconception or misunderstanding in the minds of the consumer. In a highly matured and healthy competitive market, the consumer is assured of an array of choice or quality products or services at affordable costs. It may be borne in mind that retail banking as such can prove to be more contributing to improve the bottom line of the banker than the wholesale sector even in the midst of competition from other players.

### Risk vs. Return

Bankers should not lose sight of the fact that

**The more transparent the systems and procedure the better it will be to alleviate any misunderstanding in the minds of the consumer**

Our MD with H.E Mar Joseph Kallarangatt, Bishop of Pala. Sri.Shelly Joseph, DGM, Regional Head, Kottayam, Sri.Chacko.K.J, Chief Manager, Branch Pala, Sri. Anoop Johnson, Branch Manager, Branch Arunapuram and priests at the Bishop's House of Pala (Left). Our MD with H.E Mar Joseph Perumthottam, Arch Bishop of Changanacherry (Right).





they are in the business of banking and, therefore, profits assume prime importance. With the adoption of strict prudential norms and capital adequacy requirements fine-tuned by the Risk Based Supervision (RBS) norms, the banker has to keep intact the statutory obligations even while being in the retail banking business. As an independent segment it should be capable of contributing a fair surplus to the organization. It cannot be disputed that Indian Banks over the decades can build up a fairly large balance sheet size. However, after the introduction of prudential norms, controlling and managing the menace of Non-Performing Assets (NPAs) have been a real challenge for the banks. The magnitude of the problem increases when the economy reels under recession tendencies marked by lacklustre performance in almost all sectors of the economy. These pressures have inculcated insight into bankers to reorient their core emphasis to the retail segment both in the matter of raising liabilities or creating assets. The fact of the business is that there is an edge in the margin of profit in the retail banking business while the risk relating to the portfolio stands disbursed. The old adage, "do not put all eggs in one basket" is strictly practicable in the retail banking business. Being individuals, it is easier to monitor, control and build the confidence of the consumers. This will go a long way in minimizing the risk associated with the business while maximizing the profits. Retail banking has the rare blend of the advantages of minimizing the risk and maximizing the return. Consequently, this portfolio has become the apple, a share of which every banker in the country is vying to capture. Foray into personal banking business

## Every organization should put in place a proper facilitating organizational structure in order to yield sustained results over a considerable period of time

in a big way by a few players could be viewed with interest in this context.

### Organizational Structure

Every organization should put in place a proper facilitating organizational structure in order to yield sustained results over a considerable period of time. Many bankers resort to the ad hoc policies while embarking upon retail banking in a big way. This is often seen as a strategy to preempt competition from very close competitors and to capture the cream sector. Even though the impending danger, lying dormant in pursuing such ad hoc policies may not be perceptible in the short run, it is likely to give rise to squabbles in the long run, should there be a deficiency in the support by way of strong organizational structures. It may be inappropriate to prescribe a uniform structure to support the retail banking business. Nevertheless, there is a strong and fundamental need for devising and putting in place a well-defined organizational structure by each banker in the business of retail banking, of course, with the approval of the top management. The structure should, among other matters, envisage in clear terms the duties and responsibilities of each functionary attached to the structure so as to minimize the response time and to maximize the efficiency of the decision-making process. The delegation of authority should act as a facilitator and energize the whole system and vitalize business prospects. The structure, so put in place, should have wide acceptance not only

within the organization, but also by the public at large.

### Looking Ahead

The population growth projection for India indicates that by the end of the year 2020 we will have more than 70 million senior citizens over the age of 60 and that is likely to grow close to 108 million within another 12 years, and to 177 million by the year 2025. Apart from this, children are becoming more and more independent. Once these future citizens move to the category of income earners, it could offer immeasurable scope for the retail banker to expand his business.

Retail Banking has a significant past and a glorious future. Despite the varied methods of administration, there is a solid base for retail banking and the products or services have an individual touch. Over the years, retail banking has proved to be an effective tool, not only to improve the bottom lines of the banks concerned but also to significantly contribute to the development of the individual consumer availing the services or products in particular and to the over all development of the society in general. With the needs of the consumer ever multiplying, there is definitely a vast scope for the furtherance of the retail banking business. Individual consumer is becoming more and more a center of wealth and as a consequence he is becoming nuclei of manifold wants of varying nature.

Our MD with H.E Mar Mathew Arackal, Bishop of Kanjirappally, Sri.Shelly Joseph, DGM, Regional Head, Kottayam, Sri.George Vithayathil, Chief Manager, Br. Kanjirappally and Rev.Fr.Martin Velliyamkulam, Procurator of Bishop's House of Kanjirappally (Left). Our MD with H.E Mar Jacob Murickan, Auxiliary Bishop of Pala. Sri.Shelly Joseph, DGM, Regional Head, Kottayam and Sri.Chacko.K.J, Chief Manager, Br. Pala (Right) .



The society is made up of individuals and the environment surrounding him. As development takes place in the society, the needs of the people grow faster than ever. The various structural changes taking place in the society could get a catalytic fervor in case proper financial products and services are made available to all the individuals. The wealth creation and its professional management are yet another distinct advantage the society or the nation can derive from retail banking. The depth of the untapped resources in the retail segment is not yet measured. These resources, if harnessed, could be channelized for nation building. On the whole, looking ahead, the prospects of retail banking are brighter than ever and the bankers have to give continued thrust to this area of banking.

### Conclusion

The concept of mass banking is almost extinct from the Indian banking scenario as a direct result of the deep and dynamic changes being brought about in the financial sector. The paradigm shift in business to that of retail banking is the best suited for Indian banks in the given environment. It has to be emphasized that retail banking is not an obsolete concept. Its relevance cannot be discounted. On the contrary, the need and relevance are worthy of giving more thrust. Whereas retail banking envisages total consumer satisfaction, in the ultimate analysis, the banker stands to gain. In the changed social and financial background, retail segment is considered more relevant if one looks from the angles of control and management of risks and maximizing the profits. While a host of value-added products and services help to satisfy the wants of the consumer, the retail banker gets himself reasonably insulated against the ugly menace of risk. It is as well an excellent means of topping up the lines. The strengthening of individual consumer may prove to be a tool for development and wealth creation. In a nutshell, retail banking in India is all set to Live long.

**With the needs of the consumer ever multiplying, there is definitely a vast scope for the furtherance of the retail banking business**

This article was originally Published in 'Professional Banker' in April 2005



The rededication ceremony of the renovated premises of Hyderabad Regional Office was held on 15/12/2014. The guest of honour for the function was Dr N Krishnamohan, Principal Chief General Manager and Banking Ombudsman of Andhra Pradesh & Telangana: Reserve Bank of India. Mr. Thomas Joseph K, Chief General Manager and Mr. George Paul, DGM and Regional Head and Mr. Davis C J, Chief Manager can also been seen.



Donation of Rs. 10.0 lakhs to purchase Real Time PCR machine at Amala Cancer Research Center. Sri. Jacob E.A., DGM, Thrissur RO handing over the cheque to Rev. Fr. Francis Kurissery



Our staff members from Kozhikode City Branches & RO participated in Bike Rally in connection with Cancer Awareness Programme on World Cancer Day.



# RETAIL BANKING

**Indian economy leap-frogged from primary to tertiary sector in no time due to IT boom in India during early 21<sup>st</sup> century. This has paved a huge path for sudden burst in the average income level of the young Indians**

"Retail Banking is a banking Service that is geared primarily towards individual customers comprising various small ticket financial/ Loan products such as various types of deposit accounts, home loans, vehicle loans, consumer durable loans, agriculture loans, Gold loans, De-mat facilities, insurance, mutual funds, credit cards and debit cards". The major objective of Retail Banking is to diversify the loan portfolio amongst various group of customers so that banks can increase their customer base and thereby reduce credit concentration risk associated with the corporate lending.

## History and Evolution of Retail Credit Giant - An Indian Industry Perspective:

"Retail Banking" has been one of the main stay segments for Indian Banking industry. However, due to various reasons such as lack of technology, repayment capacity of large segment of borrowers, poor bank to customer ratio, a large segment of people averse to credit, lack of accessibility, lower income, high interest rates, etc Indian banks could not tap the retail segment for many decades. But post- liberalization era, India has posted a staggering economic progress and accordingly number of bank branches grew, per capita income increased and naturally the accessibility to bank credit has grown many fold. The large number of youngsters finding employment in IT sector (*knowledge workers*) and earning handsome incomes hastened this growth.

With the onset of 21<sup>st</sup> century, focus of Indian Banking shifted from Corporate to Retail in a progressive manner because Indian economic growth pattern was way different from any traditional growth pattern of any developed or developing nations. For any country to achieve strong and sustainable economic growth, the primary and secondary sectors should grow strong and then these sectors should induce the growth of tertiary sector. However, Indian economy leap-frogged from primary to tertiary sector in no time due to IT- boom in India during early 21<sup>st</sup> century. This has paved a huge path for sudden burst in the average income



**Dinesh Kumar L D**  
HO, Credit Dept (CPPI)

level of the young Indians, especially middle class segment. Slowly as the needs rose, the demand for House, Vehicles, Small scale business, etc has increased substantially.

Major banks such as State Bank of India, Bank of Baroda, Punjab National Bank, ICICI bank, and HDFC Bank started to focus on the retail

banking segment in the early years of the last decade. Along with the factors mentioned above, other factors such as risk associated with the portfolio, recovery methodology, nature of collaterals and revised BASEL II framework on Capital Adequacy made these banks to focus on Retail credit.

## Today's Significance of Retail Credit:

Retail credit has taken the centre stage in almost all the banks as it helps the bank in many ways. The traditional way of household channeling their saving to Banks and in turn banks funding corporate are gone by now. Banking Industry is finding comfort in retail lending as it faces least delinquency in their retail assets. On the other hand, it also helps them in saving substantial capital so that the regulatory guidelines are met at comfortable levels. As per the recent CIBIL report the

South Indian Bank has very attractive Retail loan products which cater the needs of broad customer segments. Amongst those the following are few products and its attractive offering:

Sl. No	Retail Loan Products	Features
1	Housing Loan	<ul style="list-style-type: none"> <li>➤ Competitive Rate of Interest (10.20% - 11.50%)</li> <li>➤ Low Processing charges (Max. Rs. 10000/-)</li> <li>➤ 30 years tenor</li> <li>➤ Quick processing and disbursal of application</li> <li>➤ No Pre-closure/ Pre-payment penalty</li> </ul>
2	Mobi Loan	<ul style="list-style-type: none"> <li>➤ Competitive Rate of Interest (10.20% - 11.50%)</li> <li>➤ Low Processing charges (Max. Rs. 5000/-)</li> <li>➤ Quick processing and disbursal of application</li> <li>➤ No Pre-closure/ Pre-payment penalty</li> </ul>
3	SIB Gold Loan	<ul style="list-style-type: none"> <li>➤ Schemes with 3 months, 6 months &amp; 12 months bullet repayment schemes</li> <li>➤ OD facility against pledge/ re-pledge of Gold ornaments</li> <li>➤ Competitive Rate of Interest</li> <li>➤ Zero Processing Charges</li> <li>➤ Quick disbursal of loan amount</li> <li>➤ No Pre-closure/ Pre-payment penalty</li> </ul>
4	SIB Flexi Loan	<ul style="list-style-type: none"> <li>➤ Term Loan against Property for individual for any emergency purpose</li> <li>➤ Low Interest rates</li> <li>➤ Maximum loan up to 15.00 crores</li> <li>➤ Quick disbursal of loan amount</li> <li>➤ No Pre-closure/ Pre-payment penalty</li> </ul>
5	OD against Property	<ul style="list-style-type: none"> <li>➤ OD facility for personal and business purpose</li> <li>➤ Low Interest rates and charges</li> <li>➤ 36 months renewal period</li> <li>➤ Max loan up to Rs. 10.00 crores for business.</li> <li>➤ Servicing of only Interest on monthly basis.</li> <li>➤ Quick disbursal of loan amount</li> </ul>
6	Personal Loan	<ul style="list-style-type: none"> <li>➤ Lowest Rate of Interest in market</li> <li>➤ Loan up to Rs. 3.00 lacs only on personal guarantee</li> <li>➤ 48 months repayment period</li> <li>➤ Quick disbursal of loan amount</li> </ul>

**Retail Banking has always been its strength. However, the concept has gone viral in the recent years when the large credit to industry and infrastructure recorded a subdued growth, while the retail customer segment has witnessed a boost in the low value and high volume advances.**

delinquency in total Retail segment is just 1.06% which shows the prompt repayments in the segment. The following are the major advantages of Retail loan segment are given below:

1. **STRONG CREDIT ASSESSMENT CAPABILITY:** Generally the assessment of the retail loan is based on the income earning capacity of the borrower. So the quality of assessment will be clear, simple and strong in nature.
2. **LOWER RISK ASSOCIATED WITH ASSETS:** As the borrower is personally bound to the lender by his/her personal guarantee along with regular cash flow by way of personal income and availability of collateral, the risk associated with Retail assets are generally low.
3. **BETTER AND CONSTANT RETURNS:** Generally the Rate of Interest is constant throughout the loan tenor unless the bank modifies its spread or Base rate. The concessions offered in case of Retail loans are very low and hence bank would be able to get better returns.
4. **EXPANSION OF CUSTOMER BASE:** Bank can acquire new leads through existing customer such as their relatives, friends and family, etc.

5. **PROMOTION OF ANCILLARY BUSINESS:** Bank can market its various other retail products to the existing customer so that it reduces the down time in finding new customers for extending credit facility.

6. **BETTER COLLATERAL COVERAGE:** Retail borrowers will be able to offer collateral security to the level required for the lending comfort of the banks. Banks also reciprocate by offering better Rate of Interest, as higher collateral cover results in better credit rating which enable them to do so.

7. **SOUND DOCUMENTATION:** Documentation procedures are very easy and it takes very little time when compared to large borrowal accounts. So it assists bank in reducing its credit delivering time.

#### **Retail Banking - A South Indian Bank Perspective:**

At South Indian Bank, Retail Banking has always been its strength. However, the concept has gone viral in the recent years when the large credit to industry and infrastructure recorded a subdued growth, while the retail customer segment has witnessed a boost in the low value and high volume advances. This enabled many banks to overcome the

pressure of the bad loans created by Large Value Accounts (LVA) on their balance sheets. Introduction of BASEL III guidelines pushed banks further to market aggressively on Retail loans so as to reduce high risk- weighted assets which would impact the Capital Adequacy of the bank.

The aforementioned Retail Loan products constitute the major chunk of our bank's retail advances. Our bank has earned a pre-tax profit of Rs. 500.95 Crores and Rs. 385.25 Crores in 2013-14 and 2014-15 respectively. Even though the Retail segment profit gone down by 30.03%, the actual contribution by Retail segment to pre-tax profit has gone-up from 68.72% to 95.78%. This gives clear evidence that our bank steadily progressing in the Retail Portfolio.

Bank is doing a lot of ground work in studying the market needs and working on new customized retail products to take care of market's requirement. The bank is also working on modifying certain existing retail products to attune them to the current market conditions.

A recent initiative of posting one marketing officer per branch exclusively for marketing of retail credit products, CASA and third party products is intended to projecting the bank as a **Retail Power House**.

In order to have a sustainable growth for our bank, we need build a strong Retail Fortress so as to withstand the upcoming challenges, especially at the regulatory level.

**MoU with Ashok Leyland** for including our bank in their accredited financier's list. This tie up will help us to boost our vehicle loan portfolio along with corporate visibility. The MoU was executed by Mr. Sivaraman K, DGM & Regional Head Chennai and Mr. K Ram Kumar, Special Director, Corporate Finance, Ashok Leyland. Mrs. Kamalakumari, AGM Branch Chennai GT also attended.





## Effect of Falling Crude Oil Prices on Main Exporting and Importing Economies

In Modern day economy a lot depend on energy resources; from performing meager thing to industrial work, a lot depends on these resources and major source of this energy comes from crude oil across the world, As all the economies across globe heavily dependent on this ;a small change in output or consumption effects the economies a lot which impacts on the financial of the economy i.e changes in CAD & BOP. So, these things will make some economies vulnerable to any change.

The plummeting price of oil is the biggest concern of many right now; wreaking havoc on oil-producing countries like Russia, Venezuela and Iran.

Brent Crude which most take as the benchmark was in the range of \$100 - \$120 barrel for past two years but with the beginning of 2014 it is continuously plummeting and came down to as low as \$59.85 barrel in December.

As oil prices was high from quite some time the companies in USA started to extract oil which is hard to extract and also the major growing economies growth started to slow down which resulted in supply of oil to meet the demand.



**Gagan Deep Singh**

Br. Anderi West

The major reason for the decrease in crude prices is because of the increased production of crude oil in US from the shale formations which resulted in excess supply of crude oil in the market and started to show the effect from the start of 2014 and eventually prices started to decrease. The total production of oil is around 85M bbl/d. The oil market is mainly dominated by OPEC cartel. There market share of OPEC is around 40% of the total oil production. Oil price has nearly halved from the peak in this year which has impacted a lot to the oil producing nation like Russia , Venezuela. Russia 45% of revenue comes from oil and gas and same is the case for Venezuela; so this decrease has a worst hit on these economy and resulted in fall in the currency as well. Russian ruble has nearly depreciated 50% to that of US dollar. Russia has spend nearly \$80 billion dollar to support their currency but nothing going there way. The profitability of crude oil production is seen in terms of breakeven and for most of the nation the extraction of crude oil comes higher than OPEC countries ,so the OPEC

nation doesnot want to cut their supply and kept on producing the same amount of crude oil which they do; they want to retain the market share in oil market. Though the price are down they are interested in retaining their market share and bear some losses in short period. The leading member of the cartel Saudi Arabia which nearly produces 10M bbl/d has enough forex reserve to handle the shortfall in the trade deficit, they are nearly having forex reserve of \$2700 billion. where as Russia is having only \$416 billion of reserves. The major producers of oil in the world apart from OPEC are Russia and US. Russia is the exporter and US is the importer and this fall in price will result in Russia not able to meet its revenue and its economy will shrink and deficit will increase in the near future. Because of this mood in the market all are taking out their money from Russia which is leading to increase in inflation and its currency going for a freefall. As a result of this Russian ruble against dollar has depreciated approx 50%.

On the contrary, oil importing nations like India, US, Japan etc. gets benefited from decrease in crude oil, there current account deficit will come down and also help in cooling down the inflation. Due to decrease in crude oil the economy will get a boost as there will be more fund that can be put for development purpose. India nearly imports 2M bbl/d , so this decrease in crude oil price will help in sputtering the Indian economy. India is the forth largest importer of crude oil in the world.

Our MD & CEO, Sri. Mathew V.G. is handing over the ambulance key to HE Rt. Rev. Mar. Mathew Moolkatt, Arch Bishop of Kottayam diocese, flanked by Sri.Oommen Chandy, honourable Chief Minister of Kerala, Sri.Thiruvanchoor Radhakrishnan, Honourable minister for Forest, Transport & Environment, Sri. Joy Abraham, Honourable M.P, Advocate, Sri.Mons Joseph, Honourable M.L.A, Rev. Fr. Michael Vettikkatt, Director, Chaithanya Pastoral Centre and Sri.Thomas Chazhikadan, Ex- M.L.A





## Fun & Frolic



Ottapalam Branch at Athirapilly



Kattoor branch



Kuravilangad Branch



## How a Fifty Nine Year Old Feel Working Among Colleagues in Their Twenties

A youth is to be regarded with respect. How do we know that his future will not be equal to our present?

The little boy and the old man: Said the little boy "sometimes I drop my spoon", said the old man "I do that too". The little boy whispered "I wet my pants", "I do that too" laughed the old man. Said the little boy "I often cry", the old man nodded "so do I". But worst of all said the little boy "it seems grown-ups don't pay attention to me". And he felt the warmth of a wrinkled old hand, "I know what you mean" said the old man.

All most entire period of my service in our institution was at the counter. For more than two decades it was at a slow pace, everything was done manually. Growth of our institution was stagnant; growth of everybody in the field was very stagnant. So there was no cause of worry. The coming of economic liberalization and loosening of control changed everything. Indian economy grew at the rate of 2 to 3%. The higher rate of growth began to accelerate.

As a part of the financial liberalization new generation banks came to market as players. Technology driven new generation banks imparted hitherto unknown customer satisfaction. An element of competition was imparted in the banking sector. The share of business was going down for existing players. So the old generation banks were forced to change for survival, slowly computerization was introduced.

For the existing employees it was very difficult to cope with the sudden change. Lakhs of bank employees took VRS. The gap was filled by youths from colleges. During this period technological advancement had reinvented the banking. Our institution also had to follow all these changes. Computers were introduced in steps. Core banking was introduced in early part of 2000. Many of the old generation who were unable to cope up with the change took VRS. Our bank which was growing at snail pace began to grow by leaps and bounds.

All these years I was working at the counter. For a long period of time my colleagues were



**Thomas Abraham**

Asst. Manager  
Kanjikuzhy Kottayam

same. They were all of my age. Most of us were together for a decade. The wind of technological revolution changed everything. Many of my colleagues took VRS. Youngsters half my age or the age of my son and daughter came as colleagues. Many of my senior friends were disturbed. They were not able to communicate with the youngsters. They began to tell these youngsters are going to destroy our institution. They are not serious. In two to three years all the old guards are going to retire. Then what will happen to this institution??

Actually my view is different. The problem is that the technological revolution that swept the banking field had made obsolete all the skills we acquired from the manual period. Technology had made possible entirely new way of doing things. Seniors like us are unable to impart any new knowledge to the youngsters in the technology driven environment. People like me are not able to impart any new knowledge to them.

**Let me recall the famous analog of Banyan tree which is the symbol of Indian culture. The scared Banyan tree lives for more than hundred years. During its life span, the banyan tree's seeds sprout of their branch. The root of the sprout seeds grow downwards and reach the ground. These roots support the main trunk. Even if the main trunk becomes hollow these roots act as the trunk and the trunk remains the same. Our youngsters can be classified as the newly sprouted roots that support the trunk.**

In my case I am always happy with my young colleagues. To be honest I was not able to impart my knowledge to them. It is the other way round. I learned much about our technology products and new ways to do things in finacle from them. In fact it was they who are imparting the knowledge and not the other way.

When one of my colleagues got promoted I vacated my post for her to learn verification for a few days. Her verification procedure was very thorough and fast that I found that I am careless in many areas due to long years in the same post.

Usually credit portfolio is tough to master in any banking institutions, usually in yester years it takes a decade for someone to master credit portfolio and it was difficult to find suitable credit officers. Now from my own eyes I have seen a young lady managing the entire credit section of a very large branch single handedly only after exposure of two years. Of course the procedure is streamlined much. But the youngster is qualified and had knowledge about the credit theoretically. Even then I admire her acumen and skill.

I am all positive about our youngsters. They will scale up our institution in the coming years. Like the seeds of the banyan tree, they are a support to our institution. When these youngsters get old new seeds will sprout from the branch of old banyan tree. Thus our banyan tree will continue and grow and will be always young.



## The One Wish

"Can you start now...? Please...?" The voice at the other end was pleading. "Why... what happened... You know how it is... Unless it is so..." I had to stop abrupt, as my wife pleaded once again over the phone "Please... She needs to see you..." Everything around me seemed mute as it took me a while to come back to the real world. Something is wrong or otherwise she wouldn't have called me. Let today's work get over and I will see what I can do.

I haven't met my mother for a long time. Occasional phone calls kept the relationship between us intact and most of the time it wasn't me who would ring her up. But we haven't met in a very long time. My excuses were numerous. As every working professional, I blamed my work, my Manager, the Bosses above him, family obligations and all those nasty things. My wife on the other hand never let anyone go from her life. They were always alive in her thoughts. She needed everyone to be around her or at least she wanted to believe in that way.

I couldn't sit properly in my cabin. 'Why would she talk like that...? What could be the reason...? There must be something wrong... I need to get back to my mother'. Thoughts clouded my mind. Contrary to my expectations, my Manager understood the situation better than me and he sanctioned the leave immediately. He is a good person and had always tried to console me. I am not sure whether I had given him enough care because when I look back all I cared till now was about my own wellbeing. Somehow I managed to get a seat on the next flight. Never in my life had I felt like this, before. My heart was pounding so fast, it seemed as if it needs to meet the one who gave it life. I never had this feeling before.

I had intimated my wife regarding my journey and she was there to pick me up. The only words she uttered were "Come Quickly". I was looking straight into her eyes throughout the journey and she didn't move. "Will you just tell me what happened", I asked her in between breaking the whole silence. "Mom has not opened her eyes for the last three days and since then I had been trying to get you here", she said in a light, trembling voice.



**Saran S Nair**

Assiatant Manager  
Br: Andheri East, Mumbai

A slight feeling of tremor started to rise right from the tip of my toe. My brother and his family were there at home. All our close relatives were present. All of them looked at me as a stranger, as if I were an alien. My wife took me straight to my Mom's bed. The sight was so pathetic that I almost broke into tears. The woman who gave me birth, who gave me the first light of knowledge, who nurtured me with her sweat and blood was lying there like a forgotten corpse. Her face had become dark and pale. Entire body had become so weak, that there was nothing left but bones. I could see her breathing with the help of an apparatus and that was the sole proof of her being alive. My legs became still. I felt the whole world revolving around me and I sat down there on the floor. How could I do this

to her? She was always there when I needed. She took care of all my needs and made me what I am today. She never asked anything in return but when it was my turn to be with her, I just didn't. The feeling was so heavy. I didn't know what to do. I wished if I could cry out loud, say sorry but it was too late. She never opened those eyes.

Days passed and I am back to my normal life. All that is left of my mom is an old photograph of her standing alongside with my father and brother and me on her one hand. She is smiling in that photograph and that is how I like to remember her. A lot of people come to me for help. A little help from my part to support their families. Now, I listen to them, hear their stories and do whatever I can to help them even in the smallest possible way I can. I cannot let anyone do to their families, what I did back then to my mom. At least in this way I shall repay the debt. I believe, mom is watching from up there and she can hear me. I just want to tell that I am sorry. I am sorry for everything that I ever did to her. But I love her and would never let her go if I had another chance. But the One Wish of hers that I couldn't fulfill, to see her son for one last time, will always continue to haunt me.

**My wife took me straight to my Mom's bed. The sight was so pathetic that I almost broke into tears. The woman who gave me birth, who gave me the first light of knowledge, who nurtured me with her sweat and blood was lying there like a forgotten corpse.**

Photo taken on the occassion of prize distribution of The South Indian Bank-CMS-National Premier Chess Championship by Sri.Shelly Joseph, DGM & RegionalHead, Kottayam Region to Sri. Sethuraman C.P., National Champion, flanked by Dr.Babu Sebastian, Vice Chancellor, MG University,Kottayam & Dr. Roy Sam Daniel, Principal, CMS College, Kottayam.







## Roaming: Ho Chi Minh City

It was a normal day at our Main branch, Thrissur when suddenly the Senior Managers here, Mr. Davy T.J. and Mrs. Ciji Ceasar jubilantly informed about the selection of our branch as one of the winners of CASA Spring campaign 2014 of the bank. We expected success as we maintained an average CASA balance of more than Rs. 110.00 Crores for the last one and half years. We shared our success with our colleagues and felt very happy to note that our branch has the highest CD average balance and is the Topper in CASA with an average CASA balance of Rs.120.00 Crores during the financial year that ended on 31.03.2015. While our executives congratulated us on the same, a sense of overwhelming pride and team spirit filled us. The winners of CASA Spring Contest congratulated each other and we all felt highly elated. Our thoughts roamed around the place of award function which some said would be a neighboring country. It was finally decided by the management that the winners would be taken to Ho Chi Minh City of Vietnam, a location very carefully selected by the top executives in our bank.

The name Vietnam brought to life in our minds, the guerilla warfare, the Vietnam War, that the country fought with the mighty United States of America that tested its political will power, and the extent to which this small country, Vietnam, of whom where primarily peasants would go, to uphold their tradition and culture from the so called imperialists, even post independence, when their capital Hanoi, was having a communist regime. The same could be seen from the split of the nation into North and South, owing to the power play of the late USSR and USA, which separated families and drew borders and bullets, the scars left behind by this great war, which spurred a lot many debates during those early cold war period could still be seen and are yet to be healed.

We were being taken to the newly built city named in honour of the guerilla war leader and their first Prime Minister Mr. Ho Chi Minh on the southern part of Vietnam. We were in constant touch with our Planning and Development Department who were organizing the trip and Mr. Albert who was doing the spade work for the trip as well as



**Peter A.D**

Asst. General Manager  
Br. Thrissur Main

the contest. The same Akqua Sun Group who was the travel agent for the Moscow trip arranged the travel and comforts for this trip too.

Finally on 11<sup>th</sup> February 2015, three Branch Managers from Thrissur along with our beloved Senior Vice President Mr. Joseph George Kavalam Sir went to Cochin International Airport. We reached there at around 9.00 p.m. and there our GM, Mr. Abraham George Sir joined with us. After completing check in and immigration formalities, we boarded flight at 12.45 am on 12/02/2015 to Kuala Lumpur in Malaysian Airlines. We reached there at 7.30 a.m. and the connecting flight of Malaysian Airlines to Ho Chi Minh City was at 9.00 a.m. We reached Tan Son Nhat Airport at Saigon, the old French colony name for the present Ho Chi Minh City by 10.00 a.m. For Indians, the Vietnam government provides 'Visa on Arrival' facility as a gesture of friendship and goodwill. We





came out of the airport by 11.30 a.m. and were received by the guide who took us to the famous Harmony Saigon Hotel. The guide briefed us on the city, the local people and some basic etiquettes expected from tourists. As a Banker I noted that Vietnamese Dong (VND) the Currency of the country has a conversion rate which goes like this, 1 Indian Rupee = 346 Vietnamese Dong approximately. The guide informed that the Cards of major operators like Visa, Master and American Express is accepted locally alongside USD. He also suggested buying clothes, bags, shoes, Coffee, Vietnamese tea, etc. from old Saigon.

We were provided accommodation on twin

sharing basis and I was lucky to have the company of Mr.Joly Sebastian with whom the whole trip was enjoyed, and we had lots of fun. After a brief nap at the hotel, we were taken in a luxurious bus for an overview of the Ho Chi Minh City and in the evening to the Notre Dame Cathedral, the historic Central Post Office and to the local Market to experience Saigon by night. Roaming around the cathedral with the decorations and lights was an unforgettable experience. We could also send souvenirs and commemorative articles to India from the Central Post Office. We came back late night.

Next day early morning I along with Joly went for a walk to see the morning charm of the

city and we could experience the taste of their variety tea. What astonished us was the technical savvy of the waiter at the tea stall, he knew only Vietnamese, but was communicating with us through his mobile, using the language translator app.

After breakfast we went to the outskirts of the city, mainly to visit Cu Chi Tunnel. Cu Chi tunnel played a vital role during the War, it is here that the Guerilla fighters used to hide during the frequent bombing raids by the US Air Force; it is a network of over 200 Km underground tunnels. Our guide explained how the Vietnamese fought the fierce war while operating from these tunnels; it is filled with numerous trap doors, specially constructed living areas, storage facilities, weapons factories, Kitchens etc., side by side we were having a taste of tea and Cassava (Guerrilla food during war time).

Exploring those labyrinth of tunnels by walking and sometimes even crawling, gave us a glimpse of war time Vietnam. In the evening we went to see the Buddhist Temple, Phuoc Hai Tuh, where we could relax and freshen up our mind. Later we spend our time in the Museum of artifacts of Vietnam, it was a peek into the Vietnamese culture. The tour was arranged well, in that we found enough time for shopping as well as city ride. We







returned to our hotel after dinner at an Indian restaurant.

Third day ie., 14<sup>th</sup> of February 2015 we were taken for a boat ride via the Mekong Canals which took us to Ben Tre Province, populated by very quite, calm and serene villages and folks men. Here we enjoyed a horse cart ride through the orchards, a honey tea, some seasonal tropical fruits and traditional music. We sang songs along with the Vietnamese artists/singers using their traditional musical instruments.

The most enchanting experience was when the row-boat took us along small mangrove palm creeks which will never fade from my memory. The row-boat riders took us back to the main water channel and then we boarded our boat back to the main land. We were back at the Saigon hotel by 5.00 p.m. as the Award Ceremony was scheduled at 6.30 p.m.

The Award Ceremony was presided over by our Senior Vice President Sri. Joseph George As part of the function our SVP along with our GM arranged a brain storming session. We were divided into four groups and asked to present, on how effectively we can improve our CASA, on positive steps to make our bank really grow, and ways to improve core business/profit and become the most accepted bank in the market. All the members participated sincerely and a serious discussion ensued from which many valuable insights were drawn.

We were awarded mementos/citations by Sri.

Joseph George Kavalam Sir, and the Certificates were distributed by Sri. Abraham K George Sir. This was followed by the Gala Dinner where we were served Vietnamese as well as continental cuisines. All were in a jubilant mood with the songs and other cultural activities by the participants. The function came to an end by 10.30 p.m. and we all returned to our hotel rooms.

On the last day, in the morning, we were taken to the Reunification Palace and the remarkable site of the War Remnants Museum. Then by noon we reached the Airport.

Our flight to Kuala Lumpur took off at sharp 4.40 p.m. reaching there at 7.45 p.m. Then the group divided some going back to Bangalore, others Delhi and Chennai etc. We reached

Cochin on 16<sup>th</sup> February 00.15 a.m. Post verification of our documents and baggage receipt. We travelled back home reaching by 3.30 in the morning.

We felt grateful to the management for providing us a wonderful experience and exposure.

I personally thank my team for all your efforts, and wish you the very best in all your endeavors. I thank God for His helping hand and my family for their unrelenting support.

Like what the emblem of our Bank signifies, among ourselves and together with our customers, may we unite our hands in lifting the SIB banner high, so that we may be among the elite financial Service Providers.

Our Trivandrum region had participated in the RUN KERALA RUN CAMPAIGN on 20.01.2015.





## CAIIBians at SIB



Linju V Jose  
Training College



Karthika R. Nair  
Br. Thumpamon



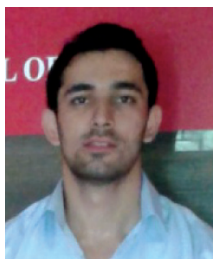
Dimal David  
Mumbai Borivile



Britto Johns A.  
Asst Manager  
Br:Malleswaram



Archana Iype  
Br. Vennala



Gagan Deep Singh  
Br. Andheri West



Mohan S  
Asst. Manager  
Br. Anandavadi



Nayana K  
HO CFM Dpt



George Augustine K  
Assist. Manager  
HO-Insp.& Vig. Dept.



: SREENATH N  
Br. Chengannur NRI



Aswathy R S  
Br. Nochiam



Priyesh K.R.  
Br. Kudasan



Priyanka Jain  
Br. Bangalore  
Yeshwanthpur



Vishvasa S S  
Br. Bidadi



Divin D S  
Br. Kuttupuzha



Jeena  
Br. NRI Ernakulam

Ms Shilpa Zachariah, Staff, Br. Thevara has been awarded as Best Outgoing Student of the year 2014 by her college Mar Athanasius College, Kothamangalam, Kerala







## LADAKH- A Dream Destination

Finally we reached the dream land- Ladakh, which we have longed for quite some time. The land is known for its exotic sceneries and adventures. Our SIB team constitute of Arjun K T M-Thiripur Avinashi road, Karthik Krishnan-Coimbatore R S Puram, Nithin Thomas and Rony Jose (Premises and Maintenance department) and myself-Jojo Alfred-Tvm Corporate branch

**At the capital city** -Our flight landed at Delhi airport at 7.30 am and we spent our morning at Qutab minar. With 73 meters high it is the second tallest monument in India. The red stones covered with intricate carvings and verses from Qur'an found interesting. We then moved to bahai house of worship (Lotus temple) which is designed by the famous architect Fariborz Shaba in the shape of our national flower Lotus where nationality and spirituality blends. We spent some time at one of the best preserved Mughal monuments of Humayun tomb which took us back to our history classes at school. The time spent at India gate (War memorial) gave us moments of pride, a big salute to the soldiers who gave their life for our country. All of us had a first time experience of traveling by metro rail. Mr Jose Tom (Asst. Manager SIB New Delhi service branch) made our day at Delhi very comfortable.

### La La Ladakh

The early morning view of Ladakh from the flight was stunning. High air turbulence made some moments of panic. At Ladakh air was thinner as the altitude is above 10,000 feet

and the oxygen level is reduced by 40%. We spent most of the time indoor in order to adjust to the climate. In the evening we visited Leh palace and market place. The market vendors are mostly women dressed up in







Painting by **Asha Alice Thomas**, Pro. Officer



Sri. Shelly Joseph, DGM & Regional Head, Kottayam presenting bank's gift to Ms. Margret Maria Rej (Customer of br South Kallara) who won Gold Medal in Taekwondo at the National Games 2015



**Nilgiri Branch** Honoured Mr. V.P. Thomas, Headmaster, Bharat Matha Primary School, Uppatty who was awarded the Best teacher of the Year 2013, he had received the award from the President of India. He is one of our old and best Customer



South Indian Bank Team receiving the State forum of Banker's Club - All Kerala Cricket Tournament winners trophy from Sri. K. Babu, Minister, Government of Kerala at Kochi in the presence of Dr. V. A Joseph, Patron and Mr. K. U Balakrishnan, Secretary, State forum of Banker's Club. In final, South Indian Bank beat Federal Bank by 10 wickets.

Tsomgo Village, Dist. East Sikkim under service area of Gangtok branch







colorful winter clothes and the shops run by army was helpful and reasonably priced.

### Bullet ride on Leh-Kargil High way

Royal Enfield Bullet journey in the morning hours was a thrilling experience. Our destination was sham region around 100 kms on National Highway which leads to Kargil. The mountains of varying size and shapes on both sides of the road and every other spot are a location for photo click. By noon we arrived at *sangam*, a beautiful confluence of river Sindu and river Zasker. At *magnetic hill* we had a very rare experience-Our bullets moved uphill when left it on neutral. Also we visited the *wall of fame museum* dedicated to the history and culture of Ladakhis and Kargil Martyrs.

### Changala Pass - Phangong Lake

We woke up early to take this arduous drive through *Changala pass*-third highest motorable road in the world (17658 feet above sea level). The roads are so steep with hairpins curves all through the way, even a marginal error by our driver can cause a deadly accident. The mountains of Changala are partly snow covered. Evening 3 pm we reached *Phangong lake* which is surrounded by stark brown mountains and the lake was bluer than the sky at that particular time. It changes the color four times a day and is shared by India and China. We remembered the climax scenes of the movie *3 Idiots* which were filmed over there.

### Spiritual Awakening

The day was spiritually enhancing in more ways than one. On the way back to Leh we visited *Thakshey* and *Hemis monasteries*. Beautiful stupas, and temples-Temples of Tara, Chempa and Buddha all spoke of a distinct ancient spiritual story and is a must watch for those who visit Ladakh.



### High Altitude passes and valleys

We were tired but the itinerary for the day – A drive to Numbra valley for a two day campout via Kardungala pass kept us up and alive in excitement. By 12 we reached Krdungala(18380 feet) world's highest motorable road in the world. We received a warm welcome from Indian army personnel over there. *We waved the SIB flag over there for a while. It was really a proud and exciting moment in our life.* We were lucky to witness a snow fall for around 5 minutes. Evening we reached Hunder village (Sandoons) in Numbra valley and enjoyed the ride on the Bactrian double humped camels. Next day we visited monasteries such as *dukshee* and *stanlang* (Ancient buddhist monasteries. A ride to the

*purple coloured Syok river* which was frozen at parts was a treat to our eyes. We reached Leh by 5 pm and witnessed the sunset. The high mountains cast brilliant shadows while the sunrays lighten up the mountain tips.

### Back with Memories

Morning 6 we checked in our flight back to Ernakulam via Srinagar –Delhi. *The colorful monasteries, steep curves, snow topped peaks, double humped camels, burning sun and freezing wind made our trip a memorable one - A destination that comes straight out of the world of fantasies.*

***"For Ladakh one is not enough two is not enough an entire life time is not enough."***



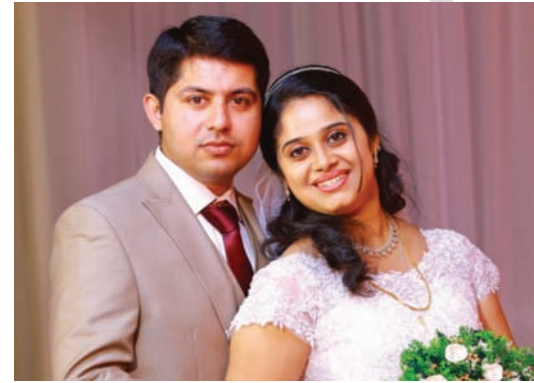




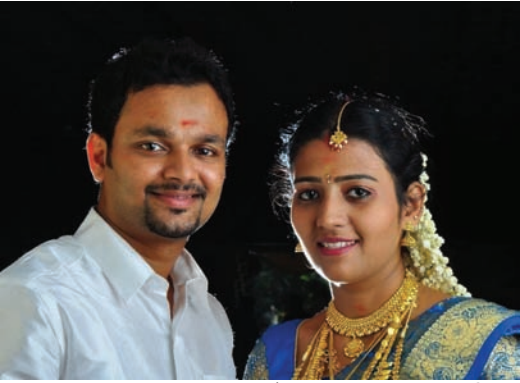
**Elson Thomas** - S/o Mrs & Mr. Thomas P.K., Br. Kechery & **Hima Jose**, Br. Taltej



**Sandeep Chacko** & **Dr. Elizabeth C. Dony** (D/o Mrs. Maria Bridgit T.J., Asst. Manager, Br. Venkitangu & Mr. Dony C.J., Chief Manager, R.O. Kannur)



**Rosmy Joseph** D/o Joseph C.V., Chief Manager, H.O. Credit Sanctions with **Sabastian Jose Ponmany**



**Aruna J.**, Assistant Manager IT, DICT & **Vishnu M.**



**Chinnu R.**, RO Kannur & **Sajeesh M.**



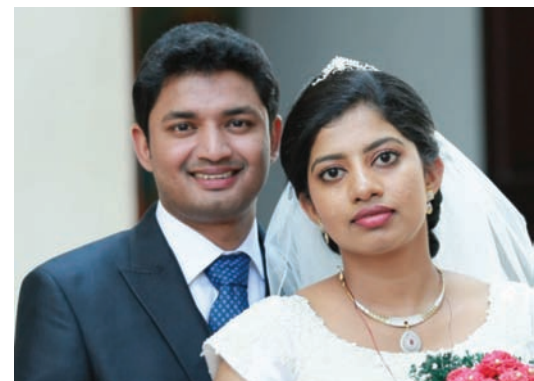
**Arun Matew** & **Rojal Rosa James**, Br. Amala



**Anson Antony**, Asst Manager, Br. Sasthamcotta & **Veena Davis**



**Annu Roy** D/o. Daisamma Thomas, Asst. Manager, Br. Kadavanthra & **Shane Thomas Nagaroor**



**Sherry Boban** D/o Boban V.J., Chief Manager, Kasaragod & **Sanju John**



**Maria Jacob**, Asst. Manager, Br. Davangere & **Dr. Oommen Thomas**



**Aby Abraham** S/o MM Abraham, Senior Manager Br. Kanjirappally & **Sumi**



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**Deena** (D/o K L Chackunny & M A Rajani  
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**Anjaly Alackappilly**, Asst. Manager,  
DICT & **Arunkumar C.**



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Tuticorin & **Joicymol**



**Sibin Jacob**, Asst. Manager, Br Aroor  
& **Simi Stanly**

## Farewell - Dr. V. A. Joseph & Sri. Abraham Thariyan











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