



Next Generation

Corporate Family Magazine Of The South Indian Bank Ltd.



Profitability





Personnel Department is awarded ISO 9001:2008 Certification: MD & CEO Mr.V G Mathew receiving the ISO 9001:2008 Certificate from Mr. Shashi Nath Mishra, Global Head, IRQS in the presence of Mr. Paul V L, General Manager (Admin).



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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- Charan Deep Singh
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Publisher:

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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.



Executive excellence programme at Thrissur



Kalamassery



Mahe



Forex Shoppe Kozhikode



Bhuvanesar Branch with ATM



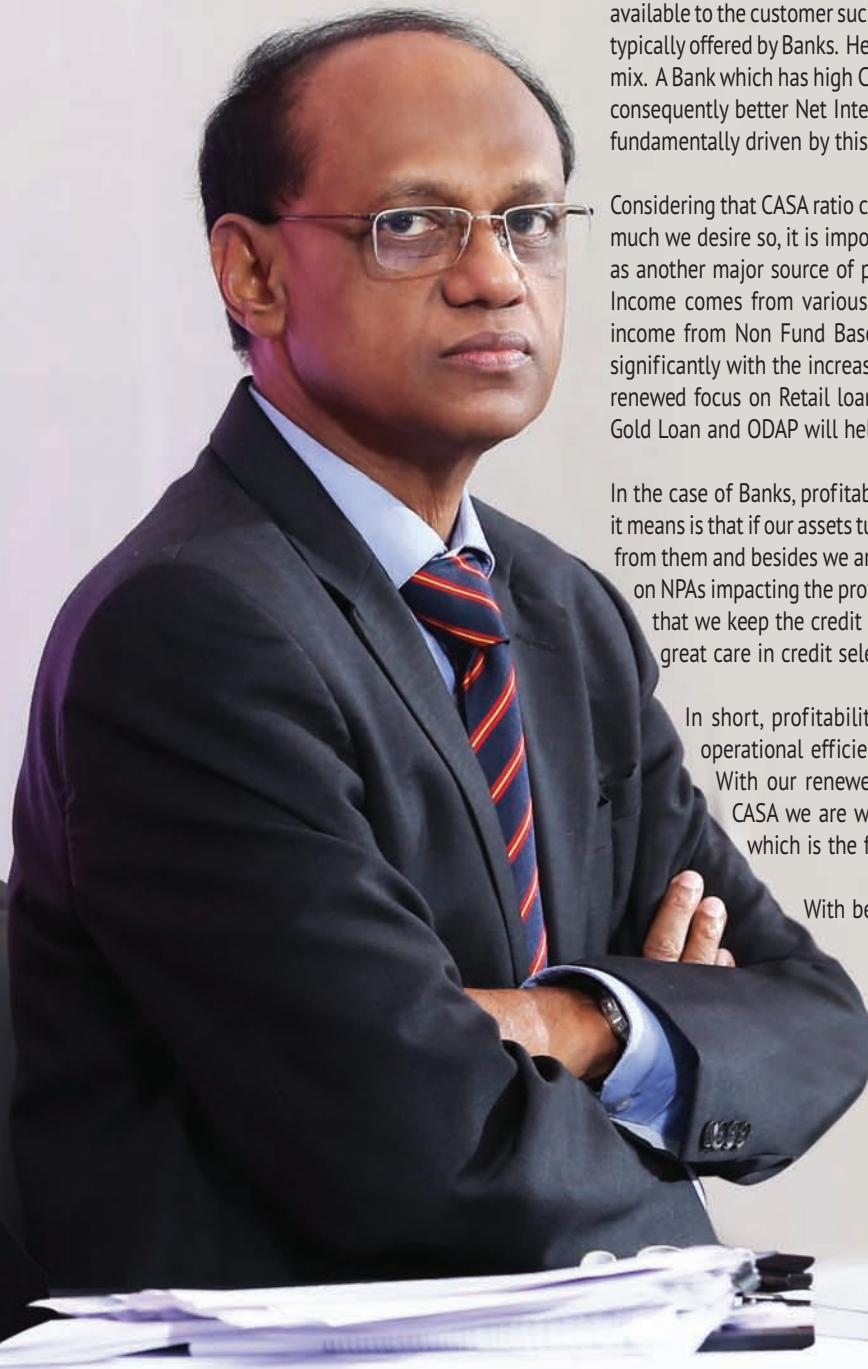
Chethipuzha EC



Katakada Christian College

MD & CEO Speaks

“ profitability is one single factor which defines the operational efficiency of a Bank as well as its credit quality ... ”



Dear SIBians,

I am happy to note that the latest issue of Sib Link has taken up 'Profitability' as the central theme.

As we all know, the ultimate test of success of any business entity is the profitability of operations. It is no less true for our Bank too.

Operational profitability of a Bank depends fundamentally on the difference between Interest Income and Interest Expense. Interest income cannot increase dramatically, because pricing of loans is defined by market factors such as intensity of competition, alternate choices available to the customer such as Bonds/CPs etc. as against loan products typically offered by Banks. Hence, the importance of liability side product mix. A Bank which has high CASA levels has lower interest expenses and consequently better Net Interest Margin. Our intense focus on CASA is fundamentally driven by this profitability concern.

Considering that CASA ratio cannot be raised to very high levels however much we desire so, it is important that we look for Non Interest Income as another major source of profitability. Non Interest Income or Other Income comes from various service charges, processing fees and fee income from Non Fund Based products. Such opportunities increase significantly with the increase in customer base on the Asset side. Our renewed focus on Retail loans viz. MSME, Agri, Home Loan, Auto Loan, Gold Loan and ODAP will help us in improving Other Income manifold.

In the case of Banks, profitability is also governed by Credit Cost. What it means is that if our assets turn NPAs, we lose Interest and Other Income from them and besides we are required to make prudential provisioning on NPAs impacting the profitability seriously. It is therefore important that we keep the credit cost to the barest minimum by exercising great care in credit selection and credit monitoring.

In short, profitability is one single factor which defines the operational efficiency of a Bank as well as its credit quality. With our renewed focus on high quality retail assets and CASA we are well on the way to sustainable profitability which is the fundamental growth engine.

With best wishes,

V.G.Mathew
MD & CEO

Profitability – A leisure time Thought!

Is it the revenue or profit, if one had to choose one metric that reflect overall health of an organization, perplexity loom around the CEOs? Quite often it is mistaken by just focusing on revenues, under the assumption that greater revenue means greater profitability provided that the operating expenses do not exponentially increase with regard to volume. Revenue is simply easier for any organization to calculate. However profitability calculation is a complex process as it is required to account all aspects of expenses incurred directly or indirectly for the revenue sources to generate the income. Presumptions and Assumptions are indomitable ingredients which are to be applied with utmost calibrations in order to arrive the profitability with zero tolerance.

Increase in efficiency and cost-cutting are the two pronged strategies which get usually deployed to embrace profitability organically. Ownership dilution (Out sourcing) followed by reduction in head counts lead to higher profitability in short term but fails to address scalability on demand and sustainability in the long run.

Cost effectiveness is something every organization need to examine prior to go for any new solution, technology, process, re-organization, tie up, co-branding, out sourcing etc. Overall understanding of the cost of operation along with the expected revenue out of doing an activity should be known unambiguously with conceived and known risks associated with it in advance so that profitability one could deduce would not go for a toss, even if the expected level of volume is not attained.

A paradigm shift has already been witnessed especially in BFSI segment wherein the concept of profit centric thinking overtook age old revenue-centric thinking. Size is not what matters, price is what concerns. Good accounts to be scouted; let it be small in number and serviced well so that long term sustainability can be ensured. Mandatory churning of unyielding accounts to be carried out at definite frequencies so as to arrest good money being thrown to bad purpose. Severing

customer relationship seem to be unpleasant and awkward; but organizations who excelled and sustained the test of time had been doing this exercise religiously lest clandestinely.

Improved marketing, avoiding trouble clients, utilizing alternative avenues, reducing number of products, introducing simple but comprehensive capability products, focused campaigning one at a time etc. are some of the key factors which may help the business to become profitable. Cost of engaging a customer is something seriously to be thought upon instead of scouting for a mass unscrupulously. Motivation is required only when one achieves something beyond expectation. This is the change in notion we need to drive home. Achieving allotted business target in time is an expected one; Achievement of super ordinate goal (SOG) requires a pat on the back. Performance needs to be measured logically and scientifically and it must be sustainable.

Revenue is all about the 'top line' and profitability is all about the 'bottom-line': Therefore the key players which sway away the knot in the tug of war rope is the 'cost and expenses'. When one makes a serious commitment to promote both the growth side



Sreekumar Chengath
Head & DGM
Transaction Banking
Department

of the business while also acknowledging the importance of managing costs, they will create a strong foundation for the organization that can weather just about any future calamity. What is then business's first priority? Undoubtedly the '**profitability**'

A few tips in that direction irrespective of the line of business are

- ♦ Be one among the bests in the field
- ♦ Diligently carry out customer engagements; Number is not important; Value is important
- ♦ No freebies; Price appropriately however small it may be
- ♦ Always keep up with TAT offered (Turn Around Time for Service)
- ♦ Be seasoned to function within the budget allocated. No escalations
- ♦ Keep a list of 'to be eliminated' and 'to be expanded' services and periodically update it

"Salute only those who deserve it; else they would Pollute us". There are no 'loyal' customers, but only 'royal' customers.

Inauguration of Christ Academy Extension Counter : Our Christ Academy Extension Counter attached to Br. Bangalore Electronic City was inaugurated on 23.01.2016 by Rev. Fr. Anil George Konkoth CMI, Rev. Fr. Benni & Rev. Fr. Joice Eluvathingal in the presence of Shri Ajit C. Jacob - DGM & Regional Head, Shri. Pramooda M G - Electronic City Branch Head and Mr. Robin James - Sr. Manager & Officer-in-Charge.



BANKING PROFITABILITY: An Indian Story Edition

There was a time when going to a bank was an occasional ritual. That day you cleared your schedule, took a half-day and went to see your only banker in village. Fast forward to a decade or two from then and we stand in a present, where you can see a bunch of banks at any corner of a street. The banking scenario in India has undergone a tremendous change since liberalization and much more during globalization. Opening up of newer markets and wide opportunities set a new scene for wholesale and retail banking. Given all these boosting stage sets and the boom, banks are trying to juggle their way through tight rules and restrictions and ever evolving customer demands.

Amidst all this, a fair share of people would think “what drove the banks to such evolving performance”? Or even “why”?

“Why do banks make profit?”

Previously banks were considered as major cash houses; i.e. lending, borrowing and pawning. But now they have emerged as a financial supermarket. Thus funds, investments, insurance portfolios and other ramifications pertaining ‘fund and finance’ comes under one umbrella, ‘banking’. It should be admitted that more or less the banking scenario is the kernel and plinth of Indian economy. And so banking profitability is considered no joke for our economy.



Anoop Abraham George
Asst. Manager
Br. Always

Banks in our country, both ‘public owned’ and ‘private owned’ must attract capital from the public to fund their operations. If their profits are minimal and the business involves maximum risk, investors will tend to withhold their funds. As a result the funding costs will grow badly affecting the bank’s profitability. Different kinds of audiences are interested in the quality of a bank’s performance. While the share holders are mostly concerned with profitability, the depositors, regulatory bodies and examiners typically focus on bank risk exposure. Putting in short words, excessive profits and minimal risk determines the profitability of a bank.

“How do banks make profit?”

Generally or traditionally, we commonly measure the Net Income of a firm to ascertain effectiveness and profitability. This won’t help when it comes to the case of banks, because Net Income give us an idea on how effectively a bank is functioning in relation to its size, but doesn’t reflect its asset utilization efficiency. So, in order to know the profitability of banks

we must take into consideration of using various metrics like Return on Assets (ROA), Risk Adjusted Return on Assets (RAROA), Return on Equity (ROE), etc and banking strategies.

The use of matrices helps in building profitability based performance management framework for banks which helps them achieve appropriate functional level goals, which can be tracked and monitored at the right levels and frequency. The financial viability of the banking system is very essential; not only to ensure public confidence but also to make banks capable of discharging their social responsibilities. Furthermore, the rate of profit of banks is taken as an indicator of its operational efficiency, and this has an added relevance when domestic banks are operating branches in foreign countries.

Other than the matrices, banking firms do adopt various strategies to maintain their flow of profits based on various structures. When a bank is seen maximizing their range of service through the expansion of branch network to increase profit entity, then we can say the bank has adopted an aggressive strategy. When banks do excessive cost control based on revenue and expenses with the purpose of increasing the bank’s profit, then that is called defensive strategy. Defensive strategy is effective in the long run. Now, banks can also adopt ‘Diversification strategy’ which is combination of both aggressive and defensive strategy.

“So...”

As an answer to the ‘what?’ and ‘why?’, we can already see that the new generation banks are reaping the benefits of operational cost reduction and effective performance management through implementation of strategies based on calculated matrices utilizing latest props and mechanisms. The aspirations and need of common man sky rockets day by day, banking and non banking institutions come up with new ‘Service Pandora boxes’ frequently, regulations by RBI and other governmental authorities has changed as per the situations. However, a banks’ ability to repeat and sustain such efforts would be critical in maintaining their profitability. Also profitability does result in further evolution of our banks. Emerging as major global players in the long run can be materialized through ever backing up RBI, Third Basel Accord, profitability based performance and effective strategies by management on a global basis.

Extension Counter and ATM at St. Joseph’s Hospital, Mariam Nagar attached to Ghaziabad Branch inaugurated by Most Rev. Dr. Thomas Chathamparambil Mathew (Hon. Vice Chancellor, Christ University Bangalore) & Sr. Edna, Administrator, St. Joseph Hospital respectively, in the presence of Mr. Anto George T. (GM & Regional Head, RO Delhi), Rev. Fr. Anto, Mr. Valendu Tripathi (Branch Manager, Ghaziabad) on 08-03-2016.



Customer Service is the Best Marketing Strategy

After spending 6 months in the marketing wing, it was my first day as the Clerk in South Indian Bank. While I was sitting at my desk in front of the computer with my Finnacle ID, I noticed a little girl in school uniform entering the branch along with her Grandmother. The grandmother was obviously in her sixties. The child approached my desk and said, "Sir, I need a new account". She uttered timidly. I was trying hard to hide my inexperience since it was my first day as a clerk. I asked them to be seated and grabbed the required forms for opening the account. I sensed that neither one of them could write, hence decided to fill it up myself.

"Your Mom or Dad has to sign here as guardian, Are they here?" I asked the girl. Startled by the question she held out a piece of paper and said, "This is the cell number of my teacher, Could you please ring on this?" I grabbed my phone and dialed the number. Her teacher attended the call "Sir, I am *Amrita's* teacher. Her parents passed away. To help her financially we are planning to enroll her for 'Snehapoorvam' scheme. She needs a bank account for the same. Could you please help her with that? She doesn't have anyone else except the Grandmother". My heart cringed listening to her teacher. I realized the reason for fear in the mind of that innocent orphan.

I made her and her grandmother to sign on the form and asked her to write her name on it. She wrote her name, *Amrita*, in her cute



Linto Abraham
Clerk
Br. Tattamangalam

handwriting and passed the form along with the death certificates of her parents. That made me comfortable as I was wondering how I would ask her about those certificates. "I will do the rest, you can leave, and I will let you know once the account is opened" I assured them. Relieved they started to walk out. I glanced the innocent smile she had on her face on the way out. I quickly completed filling up the form. Called CPC and with the help of an unknown madam opened the account the next day. I informed *Amrita's* teacher about the same.

Days passed, I received a call from her teacher's cell number. I picked up. "Hello, It's me, *Amrita*" the voice said. I felt happy hearing her voice again. She continued, "I received the money. Thank you so much brother, Thank You". After I hung up, I started to reflect on my actions. "Did I do a great thing?" I realized the value of "customer service" beyond the boundaries of banking and business world. I felt proud about my job for the first time. Ever since I started working I was never satisfied with the job till then. For whatever reasons I joined the bank, I believe the same reason vanished from my life

for no specific reason. I believe it's the only reason that could explain my lousy attitude. I lost my love, but after helping *Amrita*, I discovered feeling of satisfaction. Now I love my job because I fathomed the plan God has for me through *Amrita*.

While addressing an audience in an inaugural function at the State Bank of India Academy at Gurgaon (Haryana) our President Mr. Pranab Mukherjee pointed out that "Good customer service is the heart of banking service delivery. Banking is predominantly a customer-oriented business and good customer service is the key to banks' growth and stability". In many banking institutions excellence in customer service is emerging as the valuable way to differentiate themselves from their competitors. To develop and to sustain business, our bank must have quality of customer service that can link up cordial relation with the customer and results in to the satisfaction level of the customer. During my marketing period I understood that the best way to introduce a product to the Customer is by treating them as a King. Simply Customer Service is the best marketing strategy.



New premises of Kumarakom Branch, ATM and Forex Shoppe inaugurated by Most Rev. H. G. Zachariaa (Mar Policarp Metropolitan of Jacobite Syrian Orthodox Church) in the presence of Sri. Shelly Joseph (DGM & Regional Head, Kottayam), Sri. Anto C.A., Chief Manager, RO Kottayam & Sri. Bibin Sukumar (Manager, Kumarakom Branch) on 01-03-2016.



Sustainable Profit Planning Strategies

Indian Banks are in existence for more than a century. After the nationalisation of banks, we are nearing half a century. Since liberalisation, it is a quarter. Banking has changed and evolved over these periods. The changes have become much faster in the last few decades, mainly due to technological leaps.

The word 'profitability' has become the buzzword in recent years. Till few years back, the performance of a bank was predominantly measured by the growth in balance sheet size. But now market is keenly watching the profitability or rather sustainability of profit of banks. Apart from NPAs, analysts are closely looking at restructured advances, trend in the movement of net interest margin (NIM) etc to have an understanding of the future profitability of the bank.

The profit planning strategies are formulated by the banks at their corporate office level. The profit earned by a bank is the total of the profits of its individual branches and other business verticals like Treasury less overhead cost including that of administrative offices and infrastructure costs .

Profit Planning Strategies:

Conceptually, long term profit planning is a systematic method of understanding the effects of environmental changes, identification of resources and internal competence, establishing agreed objectives and preparation of plans to achieve them. It is a formalised process for purposefully directing and controlling future operations towards the desired objectives of the bank. So this long term objective of the bank can be achieved by different means within the abilities and risk appetite of the bank.

Some of the strategies that can be suggested to increase long term profitability of the bank are

1. Asset Liability Management
2. Ensuring asset quality
3. Managing risk weighted assets
4. Managing Off Balance Sheet exposures
5. Catering to the next generation customer preferences and tastes
6. Business intelligence - Data mining,



Biju E. Punnachalil
AGM
HO IRMD

- customer profiling and 360 degree marketing
7. Developing a talent pool and its retention
8. Appropriate use of third parting product selling opportunities
9. Customer service
10. Compliance and corporate governance

By employing the above tools, the profitability position of the bank can be strengthened. Now, let us discuss the above points in detail.

1. Asset Liability Management

Asset Liability Management is a profit planning tool which manages the interest rate volatility and changes in different maturity buckets. It is an integrated approach to financial management, requiring simultaneous decision about the types and amounts of financial assets and liabilities to be held by the bank. In other words, ALM is the arrangement of proper mix and volume of assets and liabilities. ALM is a tool to control gap between sensitive assets and sensitive liabilities and it helps in improving the crucial 'Interest Margin'. By properly managing the ALM, the regulatory requirements of Liquidity Coverage Ratio (LCR) and Net Stable Funding Ratio (NSFR) can be

maintained by having the right trade-off between liquidity and profitability.

2. Ensuring asset quality

Asset quality has to be given importance from the stage of credit/investment appraisal. Independent rating has to be done for exposures before taking credit/investment decision. CIBIL (Credit Information Bureau India Ltd) scores provides a a valuable input at the stage of appraisal. The sectors which are doing well or having a good future are to be given higher exposure. The exposures are to be monitored frequently to find out stress at an early stage. Large value exposures need more close monitoring. For advances exceeding Rs. 5 crore, the SMA (Special Mention Accounts) status on CRILC (Central Repository of Information on Large Credits) can be accessed. On finding stress in the exposure, take the best possible remedial measures according to the circumstances.

3. Managing risk weighted assets

Capital is to be managed efficiently and since its utilisation is based on risk weighted assets, the management of risk weighted assets gains much importance. In general, secured as well as retail assets attracts relatively low risk weight only. AAA rated corporate asset attracts only 20% risk weight, whereas BB or below rated corporate asset will attract 150% risk weight. Of course, the return on higher rated assets will tend to be lower. However, by managing the risk weighted assets efficiently, return on equity can be improved. Raising equity capital may not be a viable option for many banks at the current low market prices compared to its book value, as it will negatively impact the return on equity (RoE).

Inaugural ceremony of Forex Shoppe at Thiruvalla



4. Managing Off Balance Sheet exposures

The role of Off Balance Sheet (OBS) items is becoming more and more important as they contribute much to the non-interest income. With a little effort, such income can be increased. These items are not booked in the books of the bank but they are contingent in nature. So by using OBS items judiciously, banks may plan higher profits at relatively lower cost and risk. OBS items have only low fund and capital requirement.

5. Catering to next generation customer preferences and tastes

As we move into a more tech savvy environment, many traditional products/services will get redundant. Banks need to identify the customer requirements and to design/deliver products/services accordingly. Also the delivery should happen through the most appropriate and cost effective channel. As mobile phones have got a very good penetration in the country, mobile banking has a great future. Even a couple of decades back, people were unfamiliar with ATMs, which has now penetrated into every nook and corner of the country. The functionality of ATM is also getting upgraded by adding many services which were not possible earlier.

6. Business Intelligence – Data mining, customer profiling and 360 degree marketing

The banks are having a lot of data regarding past customer behaviour from the transactional data. If the same can be processed in a structured manner in quick time, it can become a key indicator for marketing various products of the bank. If the data is more granular in nature, the information can be processed for multiple analyses. The big data analysis is being aggressively used by e-retailers in India. As data warehousing is being implemented in Indian banks, it is going to benefit banks in extracting the information in a structured manner. The information can be very useful in cross-selling of products. The data analysis also will enable to price their products and services appropriately to maximise revenue and profits.

7. Developing a talent pool and its retention

Human resources is one of the most important assets. As the banking service is delivered from a more specialised environment, it is imperative to have talent across various verticals of the bank like IT, treasury, trade finance etc. HR

subjects like capacity building, talent mapping, modern training methods etc are being discussed at the highest levels. It should have a proper succession plan also to take care of normal attrition and unforeseen exigencies.

8. Appropriate use of third party products selling opportunities

Of late, banks have become like financial supermarkets selling different kind of products like mutual funds, insurance, pension products etc. The selling of the products is undertaken normally for a commission. The bank may also get interest free floating funds at its disposal. The cost of selling plus a margin is to be ensured before undertaking such activities. Bank may also think of starting wealth management services (WMS) for its premium customers. Though the WMS is a different vertical and has a comprehensive view on individual customer's financial requirement, the implementation of the same can improve the organisational understanding of customer requirements. The same will enhance customer satisfaction and understanding, which can reduce the mis-selling of various products.

9. Customer service

The ultimate differentiator between banks is their personalised customer service. As the banks are all having standardised third party vendor provided core banking services and similar products, what the customer is looking in his preferred bank is personalised service. The concept of customer satisfaction and service quality is interrelated with each other. The

customer service quality can be improved by the effective use of IT and appropriate use of delivery channels.

10. Compliance and corporate governance

The compliance function has attained high importance in recent times. Adherence to regulatory guidelines are to be adhered to strictly. By standardising and centralising functions like account opening, loan processing, the compliance level can be improved. The compliance failures can erode the reputation of banks. As major banks in India are now listed in stock exchanges, timely dissemination of price sensitive information to existing and prospective investors through stock exchanges is also required.

CONCLUSION

The above list is only an illustration about various strategies which may be adopted for long term profit planning in the prevailing market scenario and surely not exhaustive. Ultimately survival, growth and continued profitability of a bank will depend mainly upon the abilities, capabilities, and foresight of the bank to understand and adjust their policies and strategies for remaining in business in the changing market environment. The banks which will be able to respond and adjust faster will have better edge over their competitors. In addition to these, banks may look to maximise the profits by riding the yield curve (by taking a view on interest rate movement across various maturities) on fixed income investments depending on the market situations.

New premises of Nerul Branch and ATM: Honorable Mayor of Navi Mumbai Municipal Corporation (NMMC) Shri. Sudhakar Sonawane, Smt. Netra Aashish Shirke, Chairperson, Standing Committee NMMC is inaugurated in the presence of Shri. Reghunathan K. N. (Executive Vice President-Treasury & IBD), Murali N.A. (GM & Regional Head RO Mumbai), Shri Kurian Abraham (AGM, RO Mumbai), Shri Biju K.R. (Branch Manager, Nerul Branch) on 15-02-2016.



South Indian Bank FY 2015- The Era of Digital Innovation Begins

Formation of DPD-DIGITAL PRODUCT DIVISION
DPD-Digital Product Division was formed in 2015 and led by young and vibrant team with the sole aim of promoting the bank's digital products. With the formation this team, there were several initiatives and changes brought in the technology products of the bank.



Seethalakshmi H.
Social Media Co-ordinator
Marketing Department

brought about a major improvement in the customer query resolution.

Formation of RDMOs

With the advent of DPD, Regional Digital Marketing Officers were assigned to promote solely the technology products of the bank in their respective region. This happened in a smooth manner with the help of RMOs-Regional Marketing Officers and their head CMO-Corporate Marketing Officer. The entire DPD including the RDMOs are centrally coordinated by CDMO- Corporate Digital Marketing Officer. The frequent campaigns and grading system motivated the officers which in turn helped the bank grow in the technology sector.

Formation of 24/7 Toll Free Service

In the FY 2015, the major change brought in our banking process was the provision of the 24/7 Toll - Free Service to its customers. This



SIB Mirror launched at Christ University Campus by Rev. Dr. Thomas Chathamparambil, VC, Christ University, in the presence of Shri. V.G Mathew, MD & CEO. Mr. T J Raphael, GM(Marketing & DICT), Mr. Ajith C Jacob DGM & Regional Head - Bangalore & Mr. Sreejil Mukund Chief Manager Br. Christ University



Mobile Banking



SIB Mirror

With the launch of the in- house mobile app SIB Mirror, SIB has indeed proved to be a NEXT GENERATION BANKING. SIB Mirror- Our Pride is enriched with different kind of features which can increase the customer convenience and are updated with latest technology available in market without compromising the security aspects. SIB Mirror comes with a bundle of features to give the customers a wholesome and new experience.

Features

1. Instant Fund Transfer & Mobile / DTH Recharge
2. E-statement- Transaction details of all operative accounts , deposits & loans
3. Cheque Status- Details of all cheques in clearing and individual cheques.
4. ATM card block
5. Lodge complaints
6. Shake to know your balance & Shake to transfer funds(Refer Menus ->My Account for details)
7. Social Money - Fund transfer through Whatsapp, Facebook, Gmail etc... using QR code
8. Augmented Reality
9. Account Report through Graphs
10. Gesture Support- Acts as a shortcut to different menus; Draw the symbol (given in the gesture list) on the home /SIB

gesture screen for opening the respective menu;(available in Android, blackberry & iOS)

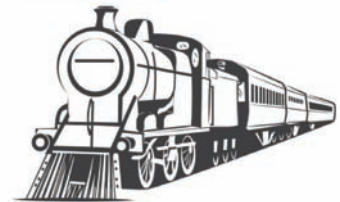
11. Click to share- Helps to share customer's account information via Bluetooth, social media, etc
12. **Stop CLICKing and Start SAYing...!!!** SIB Mirror comes with an exciting Voice Recognition feature to navigate through different menus (Currently not available in iOS).
13. Accessible to both Customers and Non-Customers
14. Self explanatory icons which makes it user-friendly
15. Personalized User interface
16. Application is free of cost

Internet Banking



IRCTC AND SIB JOIN HANDS TO MAKE YOUR JOURNEY MORE HAPPIER!

Why waste your time in queues when you can book your train tickets hassle-free through IRCTC using SIB Internet Banking facility?



Tie up with IRCTC

One of the greatest achievements in the year 2015 was that South Indian Bank entered into direct tie up with IRCTC for railway ticket booking facility through Internet banking.

This enabled customers to book their train tickets online and pay using SIB Internet Banking Facility. Apart from SIB Internet banking (SIBerNet), customers can also book IRCTC tickets using SIB IMPS/Debit cards.

Crayons- Create Your Own SIBernet Id

The year 2015 was a remarkable year when looking into the changes brought in the Internet Banking facility offered by the bank. All of these started, with the complete migration of internet banking that offered many features for better



customer convenience. Next step was the tie up with the IRCTC. Missed called OTP service was the latest add on to this platform. Finally, CRAYONS was launched which enabled the customers to apply for the internet banking facility of the bank in a hassle free manner. The highlighting feature in it was that the customers could create their own user id.

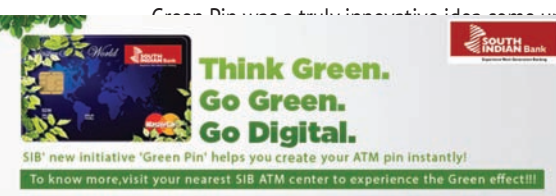
Missed Call OTP Service



The first initiative of the internet banking section in the year 2016 was the Missed Call OTP feature through which customers could give a missed call from their registered mobile number to the number 9223815816, whenever there is a delay in receiving the SMS OTP. An e-mail with the OTP will be sent to the registered e-mail id of the customer upon giving the missed call.

Cards

Green Pin



customers.

It enables the customers who have forgotten their ATM PIN or wish to change their ATM PIN to easily use this service without having to visit the branch. ATM PIN creation facility was made available 24*7. Green PIN also proved to be a safe, fast and secure way to change the ATM PIN as it never caused any mishaps and prevented unnecessary delays in receiving the ATM PIN.

As the name rightly suggests, this initiative helped in the reduction of paper consumption as it avoided the usage of Paper Pin Mailers - a system which was used earlier whenever a customer requested a Debit Card Pin.

This initiative has truly helped the customers as well as the bank you to be a part of the Global Green Project to save the Earth for the generations to come.

SIB Rewardz

SIB Rewardz, a loyalty program for all our valued customers was launched to encourage online and POS usage of cards for shopping, as the program offered Rewards Points for the same. The website for redeeming SIB Reward Points was launched ,www.sibrewardz.com in which the customers are supposed to activate their account. Customers are supposed have a minimum balance of 200 SIB Reward Points for redemption.



OTP & Online Password options for online shopping with cards

The latest initiative in making online shopping a very convenient as well as a secure experience was the provision of OTP option for online shopping. Online 3d secure password or the SMS OTP option could be chosen by the card holder as per his/her convenience while doing online shopping.

Launch of Master Card World

Another remarkable tie up in the year 2015, that brought another added feather to the bank was the one with Master Cards. This provided the customers an added option among the variants. MasterCard Titanium, Platinum and World variants are available for SIB customers. MasterCard World the super premium variant from MasterCard comes with a lot of value adds for the customer, the most notable being the free Airport Lounge access at various International airports within country.

Launch of RuPay Platinum

The tie up with RuPay started with the launch of instant RuPay card and it grew with the launch of RuPay Platinum. South Indian Bank became the First Kerala based bank to issue RuPay EMV cards for its customers. RuPay cards were made E-commerce enabled to facilitate our customers to use these cards for Online

shopping/transactions.

EMV Chip Cards in all Card Variants

The facility of EMV chip card was limited to Visa variant initially but not anymore. Now the bank offers this facility in all the variants - Master, Visa & RuPay. South Indian Bank was the First Kerala based bank to issue RuPay EMV cards for its customers.

Social Media



Social media marketing (SMM) comes under the Digital Products Division (DPD) of the Marketing Department.

Whether it be Facebook or Twitter, YouTube or Google Plus, **South Indian Bank** is now well equipped to provide **Online Support !!!** These platforms are not just for social media marketing but also for online customer support. The bank is now providing support through these popular social media platforms. Our platforms include **Facebook, Twitter, Google +, Skype, Wiki, YouTube, Linkedin & Instagram.** Instagram & Linkedin are our latest platforms.

With Toll Free becoming 24/7, it was also made a point to utilize the online platforms of the bank such as Facebook & Twitter for providing online customer support. All queries provided by customers are solved through these platforms which is linked to a common new mail id socialnetworking@sib.co.in. The next venture in this segment is Whatsapp Customer Support, launch of Pinterest platforms, online blogging & animation videos.

In the FY 2015, a lot of changes happened in the social media strategy of the bank such as:

1. Basic transfer of initiatives in the bank's Social



SIB Rewardz Earning Structure:

SIB Debit Card type	SIB Reward Points earned/Rs.100 spent
Maestro/Classic/Gold/Titanium Debit Card	1
Platinum Debit Card	1.25
World Debit Card	1.5
SIB Reward Points earned will be doubled in the case of international transactions. For example, a Classic Debit Card holder will earn 2 points per Rs.100 payment. Bonus SIB Reward Points	
Debit Card transaction & Service Activation*	Bonus SIB Reward Points
First purchase with Debit Card within 2 months of issuance	50
Minimum of 5 transactions with spends over Rs. 10,000 within 2 months of issuance of Debit Card	50
Over Rs. 3,00,000 spends within a six month period	500
Activation of Mobile Banking (M-pay/Mirror)	50
Activation of Internet Banking	50

Media Marketing to Marketing Dept

Facebook, Twitter, Google +, YouTube etc.

2. SIB Digital India Contest - SIB Campaign

It was a contest conducted for the period of 1 month from Dec 1st-Dec 31st 2015. It improved the engagement of the platforms as well as the likes increased by 5000 plus within a period of 1 month.

3. Housing Loan Paid Campaign



The campaign was conducted for a period of 1 week and helped identify the requirement of modification in our Housing Loan application form in our website.

4. Live on 8 social media platforms - Facebook, Twitter, Google+, YouTube, Instagram, LinkedIn, Wiki, Skype

In the FY 2014-15, there were only 4 platforms for the bank. In the FY 2015-16, we have marked our presence in additional 4 platforms such as LinkedIn, Wiki, Skype and Instagram. We have



Twitter in the same year.

5. Customer Support via Facebook, Twitter &

Skype

Customer queries in the above mentioned platforms are handled by the social media team of the bank, which is a new step this year.

6. SIB Mirror Paid Campaign

The campaign was conducted during the period of SIB Mirror launch. The campaign helped increase Mirror downloads and we could achieve about **24,905** plus downloads. The SIB Mirror ad campaign achieved a reach of about **4,85,120** and the Facebook likes increased from **68,000** to **73,278** likes.

7. Release of RFP seeking vendors for Social Media Marketing on website

Currently, the social media management is done with the help of an agency called Krea Digital 360 Advertising Ltd. The social media team of the bank had released an RFP- Request for Proposal for seeking new vendors in the area of



had created a huge response and many vendors had approached the bank for the same.

8. High engagement, reach and activities via FB platforms

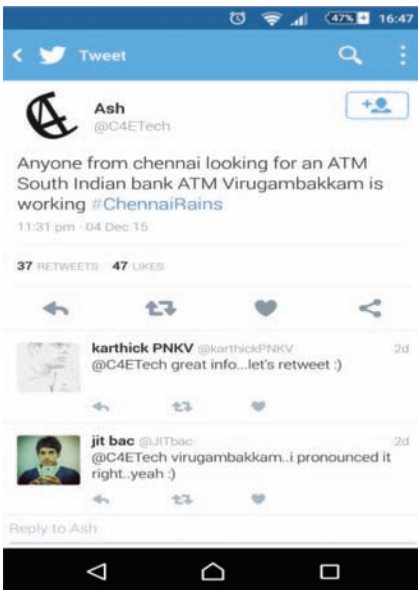
For instance, it is very evident from the huge response through the various social channels of our bank during the Chennai Flood Time.

9. Promotion of all the bank products effectively via social platforms

All the bank products are promoted and cross promoted via our social platforms and bulk mails.

Basic transfer of initiatives in the bank's Social Media Marketing to Marketing Dept

Platforms	FY 2014-15	FY 2015
Facebook	65,920 likes	78,369 likes
Twitter	600 followers & 800 tweets	926 followers & 1158 googoo tweets
Google +	64 followers & 45,237 views	111 followers & 70,036 views
YouTube	173 subscribers & 38,441 views	232 subscribers & 45,686 views
Instagram	-	761 followers & 11 posts
Linkedin	-	5,770 followers
Skype	-	NRI Customer Support
Wiki	-	About the Bank



For any queries and valuable suggestions feel free to contact the **Social Media Team of the Marketing Department** via mail at **socialnetworking@sib.co.in** or via **IP 91343**

SOCIAL MEDIA LINKS & SERVICE CONTACTS

(Visit the below links: **Like, follow, subscribe & share**)

Facebook: <https://www.facebook.com/thesouthindianbank>
 Twitter: <https://twitter.com/OfficialSIBLtd>
 Google+: <https://plus.google.com/101812474453473466590>
 Youtube: <https://www.youtube.com/user/OfficialSIBLtd>
 Wiki: https://en.wikipedia.org/wiki/South_Indian_Bank
 Instagram: <https://instagram.com/southindianbank/>
 LinkedIn: <https://www.linkedin.com/company/south-indian-bank>
 Skype: talk2nricell
 Website: <https://www.southindianbank.com>

10. Tie up with Wow Makers for creation of Animation Video regarding SIB Mirror

By March 2016, the Animation Video for SIB Mirror shall be launched.

11. Tie up with Netcore as the latest bulk mail solution

In the FY 2014-15, the bank depended more on its in-house bulk mail solution called SANDESH, whereas in the FY 2015-16, the bank has made a tie-up with Netcore Solutions for professional approach to bulk mailing system, which has improved the frequency of our bulk mails, made it more periodic, hassle free and user friendly.

12. Upcoming plans

Launch of Animation Video of SIB Mirror, Launch of Animation videos for internal training, Launch of Whatsapp Customer Support, Demat Campaigns and seasonal campaigns.

What we as SIBians can do to promote our online presence

- Like and share our Facebook page to the maximum extent - **Our current likes is 73,627. Let's make it higher!!!**
- Follow our Twitter, Google+, Instagram, Wiki, Skype, LinkedIn, YouTube & our Website
- Convey our online presence to our customers, friends and family - **Let the word of mouth spread!!!**
- Handle the mails sent from socialnetworking@sib.co.in in timely basis- **Quick response is important**
- Provide your valuable feedback and suggestion to improve our brand presence in the social media platforms

Basic Customer Services

- 24/7 Toll free centre:** customercare@sib.co.in (1800-425-1809, 1800-843-1800, +91-484 2365657)
- Customer care centre:** sibcorporate@sib.co.in (0487-2444336)
- Careers:** <https://southindianbank.com/Careers/careerslist.aspx> (+91 487 2422020, 2420058) or via **LinkedIn careers provided above**
- FB Customer Support:** <https://www.facebook.com/thesouthindianbank>
- NRI Skype Customer Support:** talk2nricell

Important Contact Numbers

To report **lost/stolen ATM Cards** 91-484-3939345, 91-484-2771343 or 91-9446475458 (24 /7)

Debit Card	0484 2373611
Mobile Banking	0484 2771384/3939384
Internet Banking	0484 2933559
Demat Cell	0484 2933545
NRI Cell	0484 2933543
NPS	0484 2933550
Social Media	0484-2933544
CRM Cell	0484-3933546

Let' prove that we are indeed **Next Generation Banking!!!!**

MPAY RUN-A-THON CAMPAIGN

1. MPAY CHAMPION OF CHAMPIONS - Br Azhikode
2. MPAY RUN-A-THON CAMPAIGN - RUNNER UP - Br Eriyad
3. MPAY RUN-A-THON CAMPAIGN - TOP REGION -RO Irinjalakuda
4. MPAY RUN-A-THON CAMPAIGN - GROUP WISE RESULT

Position	Sol ID	Branch	Region
GROUP 1			
1	496	EDAKKARA	KOZHIKODE
2	12	CHALAKUDY	IRINJALAKUDA
3	467	KALYAN	MUMBAI
GROUP 2			
1	501	VENGARA	KOZHIKODE
2	361	MUMBAI-BORIVILI WEST	MUMBAI
3	29	KANCHEEPURAM	CHENNAI
GROUP 3			
1	828	SILIGURI	KOLKATTA
2	498	NAGAMPADAM	KOTTAYAM
3	72	PUDUKAD	IRINJALAKUDA
GROUP 4			
1	537	ANGADIPURAM	KOZHIKODE
2	488	KOORKECHERY	THRISSUR
3	569	CUTTACK	KOLKATTA
GROUP 5			
1	500	EDAVANNA	KOZHIKODE
2	35	KODAKARA	IRINJALAKUDA
3	647	MALA	IRINJALAKUDA

Position	Sol ID	Branch	Region
GROUP 6			
1	531	EDATHUA	THIRUVALLA
2	247	PANANGAD	KOZHIKODE
3	552	CHALAKUDY NORTH	IRINJALAKUDA
GROUP 7			
1	174	AZHIKODE	IRINJALAKUDA
2	93	VANDITHAVALAM	PALAKKAD
3	33	KATTOOR	IRINJALAKUDA
GROUP 8			
1	250	ERIYAD	IRINJALAKUDA
2	178	MELADUR	IRINJALAKUDA
3	50	MULANTHURUTHY	ERNAKULAM
GROUP 9			
1	243	KALIYAR	MUVATTUPUZHA
2	15	CHELAKKARA	PALAKKAD
3	64	PALLASANA	PALAKKAD
GROUP 10			
1	792	NADAVARAMBU	IRINJALAKUDA
2	202	KANJAR	MUVATTUPUZHA
3	741	KURUVAMBALAM	KOZHIKODE
GROUP 11			
1	736	PALAKKAYAM	PALAKKAD
2	897	MALANKARA SYR ORTH SEMINA	ERNAKULAM
3	913	VELANKANNI	MADURAI

MPAY RUN-A-THON CAMPAIGN PPC Wise Toppers

PPC	Name	Branch Code	Branch
10111	Mr JOSEPAUL VARGHESE	250	ERIYAD
12468	Mr DIJO JOSEPH	174	AZHIKODE
9010	Mr JESLIN FRANCIS	496	EDAKKARA
11255	Mr GOPAKUMAR T G	93	VANDITHAVALAM
11374	Mr ALLBIN BABU	33	KATTOOR
11248	Mr VISHNU S KUMAR	537	ANGADIPURAM
10375	Mr NAHAS.N	531	EDATHUA
12874	Ms ANJALI RACHEL NELSON	792	NADAVARAMBU
9627	Mr MICHAEL R	202	KANJAR
11416	Ms NIKHITHA SUNNY	501	VENGARA

SIB Digital India Contest 2015 -

Staff Winner - Gowtham Chandra (PPC 12089)

Staff Runner ups - Shivam Singh (PPC 13014) & Anoop K Tom (PPC 11016)

SIB Freedom 68 Campaign

Br. Code	Br. Name	RO
771	Vishrantwadi	Pune
571	Hosur	Bangalore
500	Edavanna	Kozhikode
128	Hyderabad-ABIDS	Hyderabad
511	Dharmapuri	Coimbatore

GO DIGITAL GET DIGITAL CAMPAIGN

Br Code Br. Name Category Rank SIBernet Cards Mpay Total Points

ALL INDIA BRANCH WINNER

46	MANGALORE MAIN	Urban	1st	128	129	124	2798
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BRANCH CATEGORY WISE WINNERS

318	VADODARA (BARODA)	Metro	1st	155	37	44	1453
46	MANGALORE MAIN	Urban	1st	128	129	124	2798
498	NAGAMPADAM	Urban	2nd	127	37	35	1250
92	VALANCHERRY	Semi Urban	1st	115	43	153	2076
342	MUVATTUPUZHA TOWN	Semi Urban	2nd	80	108	50	1830
11	BHAVANI	Semi Urban	3rd	89	93	48	1711
741	KURUVAMBALAM	Rural	1st	55	21	35	730

RDMO CATEGORY- WINNERS

Rank	RDMO Name	Region Name	Total Points
1	Ms. Shamily Lal	RO Kozhikode	11793
2	Mr. Nithin Omanakuttan	RO Bangalore	7174
3	Ms. Sruthi S.	RO Kottayam	6586

CAIB Winners



Ajesh Ashokan
Asst. Manager
Br. Marappara

Joshy P John
Clerk
Br. Thamarassery

Naveen
Lakkimsetti
Br. Hyderabad
Corporate

The Great Indian Stress Test

As we approach the final quarter of this Financial Year, questions are being raised on the mounting non performing assets of the banks across the country. Whereas the Central Govt. aggressively pursue to implement the Financial Inclusion scheme through its flagship product **Pradhan Mantri Jan Dhan Yojana (PMJDY)** in the most remotest villages of our nation, with a strong zeal to improve the ground conditions on one side, the credibility of the lending history of many PSB's seems to be under compromise when we quickly glance through the figures of the stressed assets. As per the latest statistics, stressed assets of the scheduled commercial banks in India are



Bino George
Manager
(Media and Advt.)
P&D

estimated at about **Rs. 8 lakh crore** as against their total loan book of Rs. 69 lakh crore. This means that approximately **11.60%** of the loans extended by them have slipped into the stressed category.

While searching the role of 'contribution' of the stressed assets by the public sector banks, the figures seem to be made a quantum jump in the past 9 months. Gross NPAs of public sector banks stood at **Rs 3.60 lakh crore** at December 2015; up from Rs 2.67 lakh crore at the end of the last financial year. Besides making adequate provisions in their balance sheets, these banks may also face the dampness of squeezed profits in the upcoming quarter end. The mid-year economic analysis and the quarter-end results of PSB's show that 9 PSB's have made combined losses of **Rs.11, 251 crore**. This is presumed to have a wider impact on our economy ranging from the stock market fluctuations to the eroding investor confidence across the spectrum. Taking the case of the stock market, latest report shows that stocks of all the major PSB's have fallen between 40-60 per cent over the past one year. Of the 24 listed government banks, 20 stocks now quote at less than their official book value. These all show that a thorough overhaul is needed to improve the health of the PSB's, whose ultimate stakeholders are none other than the tax payers.

The implementation of the '**Mission Indradhanush**' announced by the Government in August 2014 was a roadmap for revamping the functioning of PSB's, fully conceptualizing the looming problems to be faced by the banking sector especially public sector banks in future at that point of time. It's a seven-pronged strategy to revive PSB's, covering a comprehensive range of issues such as appointments, Banks Board Bureaus, capitalisation, de-stressing PSB's, empowerment, framework of accountability and

governance reforms. The implementation of Mission Indradhanush is still ongoing, which must be completed in a stipulated time frame in the present scenario if the desired results are to be materialized. On another side, RBI wants to complete the clean-up of bad loans of the banks through Asset Quality Review (AQR) by March 2017.

Finance Minister Mr. Arun Jaitley, in the latest held '**Gyan Sangam**'- the two day brainstorming session with the public sector financial institutions- stated that "**What we need are strong banks rather than numerically a large number of banks**". While allocating **Rs. 25,000 crore** to public sector banks for recapitalisation in 2016-17 Union Budget, Mr. Jaitley had announced that bank consolidation would be done once their balance sheets gets improved. Stating that the shaping of the banks in the required form and cleaning up their books is under priority, he added that further capital would be infused if required. Finance minister is of the hope that the Bankruptcy and Insolvency Code, which will help banks recover bad loans, would be passed by the Parliament in the second half of the Budget Session. Amendment of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act (SARFAESI) as well as the Debt Recovery Tribunals (DRT) is another option being sought for the speedy recovery of the stressed assets of the banks.

The latest Economic Survey concluded that one of the most critical short-term challenges confronted by the Indian economy was the twin balance sheet problem – the impaired financial positions of PSB's and some corporate houses. The survey attributes the sluggish growth of the economy to the unwillingness of banks to lend credit on account of rising NPAs, and more attractive interest rates for borrowers in the bond markets. The solution for these problems in PSB's is a big challenge not only for RBI or Central government alone but also for the various stakeholders in the Indian economy including the base strata representing the real "AAM AADMI" in search of his soul in the Indian villages. A time bound measures for the speedy recovery of the stressed assets of PSB's and the bold pragmatic reforms in the finance sector may be the only lasting panacea for our economy which aspires for a global transformation in the time to come.

Major Campaign Winners in this FY

1.SIBershire Campaign

RO Wise Branch Category

RO Kozhikode

Br. Code	Rank	Branch
57	1	Nilambur
390	2	Puthanathani
595	3	Pulamanthole

RO Bangalore

911	1	Peenya Ind.Area, Bangalore
875	2	Tumakuru (Tumkur)

RO Chennai

885	1	Abhishegappakkam
204	2	Aiyampet

RO Kottayam

844	1	Amal Jyothi Engg College EC
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RO Muvattupuzha

893	1	Puliyamala
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RO Hyderabad

547	1	Qutabullapur
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RO Coimbatore

868	1	Nallanur
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ALL INDIA BRANCH WINNERS

Br. Code	Rank	RO Name
844	1	Kottayam
547	2	Hyderabad
57	3	Kozhikode

RDMO CATEGORY

Rank	RO Name	RDMO Name
1	Kozhikode	Ms. Shamily Lal
2	Kottayam	Ms. Sruthy. S
3	Bangalore	Mr. Nithin Omanakuttan

PRADHAN MANTRI YOJANA'S – A WIN – WIN GAME

Pradhan Mantri Jan-Dhan Yojana (PMJDY) a National Mission for Financial Inclusion launched by our Honorable Prime Minister on **28th August 2014**, with the objective of ensuring access to financial services namely, Banking/ Savings & Deposit Accounts, Remittance, Credit, Insurance, Pension in an affordable manner to the excluded sections i.e. weaker sections & low income groups has proven to be a Win – Win Game for all stakeholders.

The Mission kicked off with a National Household Coverage Survey Campaign by banks, Financial Institutions, NGOs and various agencies for identifying individuals and households not having a bank account.

In this campaign our bank has also participated, covering over 2,68,690 households, in more than 150 Sub Service Area (SSA) and 324 Urban Wards accomplishing the same much before the stipulated date of 10th January 2015.

As a follow up measure after survey, campaigns were run across the country in all our branches to open accounts in the name of the individuals and households not covered so far. Our bank could open 1,03,188 **PMJDY accounts during the campaign.**

It is heartening to note that, the Basic Saving Bank Accounts (opened during the period 15.08.2014 to 31.01.2015), have **mobilized an amount of Rs.13.64 Cr so far.**

It was rightly understood that in order to make national mission of PMJDY a big success, it's important that these PMJDY accounts should **carry a tag of significance and an identity.** The benefits of Rs. 30,000.00 Life Insurance, Rs. 1,00,000.00 Accidental Death Cover (RuPay Card Benefit) and the highlight Rs. 5000.00 Overdraft associated with PMJDY accounts served the purpose.

More importantly, PMJDY accounts need to be kept alive by ensuring regular transactions taking place in such accounts. This challenge was rightly accepted and was addressed by routing Direct Benefit Transfers (Govt.

subsidies, Old Age pensions and scholarships) to these accounts through the National Payment Corporation of India (NPCI) Platform using the mode of the National Identity Card number "Aadhaar".

"Today, over 60% PMJDY accounts in our bank is mapped with Aadhaar and the count of Zero Balance Accounts remains to be less than 25%. Every fortnight 250+ Zero Balance accounts are becoming operational".

RuPay card and PMJDY accounts go together and one of the most important features of PMJDY accounts is the insurance benefit linked to RuPay card. This card was launched with Accidental Cover of Rs. 1,00,000.00 with no additional cost and the card has become the **symbolic icon for all PMJDY accounts.**

Our bank has been making earnest efforts to send SMS alerts/registered letters to customers urging them to collect RuPay card in their accounts. 51% of the PMJDY customers have collected RuPay cards so far. **Here also we could ensure that 99.8% of RuPay cards issued are in active status. Further, over 25% PMJDY account holders perform minimum 1 RuPay Card transaction every fortnight.**

Financial Literacy is one of the main pillars of PMJDY and Government is encouraging various agencies to play an active role for disseminating financial literacy among the masses. Banks have much more important role to play in this matter. RBI /SLBC have given detailed instructions to banks for the formation of FLCs and activities they have to undertake.

Our bank has sponsored 12 Financial Literacy Centres (FLC's) across Kerala and has made earnest efforts to spread awareness among the public on every aspect of banking, including PMJDY as a whole. **These FLC's conducted outreach camps in over 15+ schools, 30+ OCs (Operation Centres) and 12 ITI's with over 5000 participants in total.**

Further, our Bank's Business Correspondents (BC's) are **functioning in over 80% of allotted SSA** (remaining covered by Branches), ensuring every



Charan Deep Singh
P&D

household is being served at their doorsteps with the low cost KIOSK model.

Today, over 5% PMJDY Accounts are getting upgraded to Privileged accounts category every week enabling the customers to enjoy all the features offered to savings bank customers. Further, the count of Transactions routed through BC model and value of transactions are increasing every month.

Social Security Schemes – The Right Move

In his budget speech of the year 2015-16, the Finance Minister has announced Three Social Security Schemes in the Insurance and pension Sector, namely the Pradhan Mantri Suraksha Bima Yojana (PMSBY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and Atal Pension Yojana (APY).

The Insurance schemes were designed with substantially low premiums. Rs 2 lakh life cover is given under PMJJBY with an annual premium of Rs 330. Under PMSBY, accidental insurance cover of Rs 2.00 lakh is provided just for Rs 12 per annum. Under APY, monthly pension ranging from Rs. 1000.00/- to Rs. 5000.00/- can be drawn by subscribers, on attaining the age of 60 by paying monthly premium ranging from Rs. 42.00/- to Rs. 1318.00/-.

Though the premium fixed is low, enrollments under the three insurance schemes lacked momentum in the initial stages. Subsequently, with the concerted efforts of banks and government agencies, enrollments picked up. Awareness about the benefits of the schemes has now percolated to the bottom and it is expected that in the coming years, more and more people will come forward to join the schemes.

Our bank could achieve 2,40,000+ enrollments under PMJJBY, PMSBY and APY together and commission earned in this regard is above Rs 33 lakhs, which directly contributed to the “other income” of the bank.

In the beginning people were sceptic about the procedure for settling claims under the two schemes. There was a prejudiced view that settlement of claims will be a time consuming process. But in reality, claim settlement procedures proved to be very efficient and hassle free. **As per our experience, claim settlement rate stands at over 90% for PMJJBY and over 53% for PMSBY. The total disbursed amount for all claims by our bank exceeded Rs 90 Lakhs.**

PMJJBY/PMSBY Claims	PMJJBY	PMSBY
In Process	4	6
Settled	34	11
Rejected	0	4
Total Received	38	21

Further, every claim received is being monitored and followed up with insurance companies, to ensure that it is settled within 30 days of receipt of claim documents.

As the Schemes are highly beneficial for the common man, our Bank would continue campaigning for the 3 social security schemes so as to achieve the projected target of 25 % of eligible accounts for the next term.

The next phase of mass campaigning is proposed to begin from 1st May 2016 to 25th May 2016.

Pradhan Mantri Mudra Yojana (PMMY) – The Unfought Battle

Pradhan Mantri Mudra Yojana (PMMY), a flagship scheme of Government of India,



Re-dedication Ceremony of Vashi Branch is inaugurated by Dr. Vincent Paul (Chairman of M/s. Anthea Aromatics Pvt. Ltd.) in the presence of Shri. Reghunathan K. N.(Executive Vice President-Treasury & IBD), Murali N.A. (GM & Regional Head RO Mumbai), Smt. Hebin Mini (Senior Manager, Vashi Branch) and other esteemed customers and staff on 16-02-2016.

launched on 8th April, 2015 by the Hon'ble Prime Minister to “fund the unfunded” primarily for developing and refinancing last mile financial intermediaries like banks and other financial institutions who are lending to micro enterprises in manufacturing, trading and service sector.

PMMY loans are given to non – farm income generating activities up to Rs. 10.00 Lacs. MUDRA Loan is categorized into 3 : Shishu Covering loans up to Rs. 50,000.00, Kishore covering loan above Rs. 50,000.00/- and up to Rs. 5.00 Lac, and Lastly Tarun covering loan above Rs. 5.00/- Lac and up to Rs. 10.00 Lac.

Out of the Total Rs. 1,00,000+ corers disbursed under PMMY, our bank has also contributed to the success by disbursing 4891 loans valuing Rs. 188 Crores. The segregation is as under:

PMMY	Amount Disbursed (in Crore)
Shishu	Rs. 3.75
Kishore	Rs. 66.24
Tarun	Rs. 118.07

The challenge of receiving the right proposal at the right time will always remain and our bank will keep accepting and face every challenge with pride.

Conclusion – The Game Just Begun

It is believed that financial inclusion, now commonly referred as PMJDY, can make visible changes in the living standards of the common people, by means of easy access to official banking channels and products.

On April 5, 2016, honorable Prime Minister will inaugurate “Stand Up India” initiative which is aimed at creating jobs and promoting entrepreneurs among SC, ST and women by extending loans at cheaper rates.

These new initiatives are the stepping stones towards the betterment of our country. Let us all be part of it, and make our country a better place to live.

Bishop of Calicut Diocese Rt. Rev Dr. Varghese Chakkalal has visited Regional Office Kozhikode on 29-01-2016, which was our founder’s day. Mr. Joly Sebastian (DGM & Regional Head, Kozhikode), Mr. Paul A L (Chief Manager Regional Office, Kozhikode) , Mr. Renjith K C (Chief Manager Regional Office, Kozhikode) and Mr. Jose K U(Senior Manager, Regional Office Kozhikode) were present at the occasion.





69 and still counting..... !!!

Banking is a public service. It represents the very words of democracy 'of the people, for the people and by the people'. When these words were shouted out as slogans on the day of our independence in 1947, we were already geared up, to establish ourselves earlier back then in the land of Tirupur. When the country turned sixty nine, we too have achieved the same in today's Knitwear City of India. Our pride can be sky high, not only because we were the third bank to be established in Tirupur after the Imperial bank of India, but we are also the most remembered bank in the city. During the time of independence, when every Indian dreamt of prosperity and development, we actually made our mark to make this dream come true in the transformation of the formerly unpopular agricultural village to today's prime knitwear hub of the country.

Sixty nine years makes a man old enough to retire, but we have remained young by soul, persistently trying to move forward and achieving greater heights. 'I have never seen so many young staff members who are ready to work hard and enthusiastically in a bank...' said Mr. Muruges, M.D of Aswath Weaving Pvt Ltd, during the 69th anniversary celebrations. Tirupur was an agricultural town with a paper thin margin of contribution to the G.D.P of the country. Today, out of the total textile exports in India, 45% of the garment exports are in the form of knitwear, of which more than 90% comes from Tirupur. The city has made its own

mark in the economy and has got its own story to tell. And in this success story, as one of the oldest bankers in the city, we have reserved our own place even in the hearts of those entrepreneurs who were the torch bearers of change and development.

'Back then when I had begun my journey, I was afraid to walk into a bank because I didn't know anything about a bank and was unsure whether the bank will help me...' was another comment put forward by, who is today the Chairman of K.M knitwear which has a business of more than 50 crores and providing employment to more than 150 people. Today, when other banks are mere gems to our customers, we stand out as diamonds in their hearts. When asked why, they say even during the times of severe economic crisis, when the world's banking industry was in turmoil and India's export industry in severe mishap, we stood stable and firm to support the needs of the exporters who were severely hit in Tirupur.

Our vibrance and energy is what customers love and praise the most. 'Look, if you are going to make a payment in a public sector bank, you might as well consider carrying your lunch there' said Mr. Ramasamy, M.D of Vidhya Sagar International School, sharing his opinion during the 69th anniversary celebrations as to why did he choose South Indian Bank over the rest. Looking back in time we have served the people of Tirupur with great loyalty and respect and it



Christo Paul
Probationary Officer
SIB-Tirupur Main

is this very service that keeps them coming back for more. By going hand in hand with them even during their joys and sorrows, we have become an established bank in the city which is the production house for Classic Polo, Jockey, and many more world famous brands.

When other banks were hesitant to start banking in Tirupur, we were a class apart. And that very decision to stand as pillar of support for the people of Tirupur and to lead them from nothing to something is what we all call as a story of pure endurance and success. This year when we celebrate our 69th anniversary of business in Tirupur, our customers too stand with us to celebrate our completion of 69 years with them and to mark that this moment in history is never forgotten. This credit of success is for our dear forefathers who had established our very own bank, our senior management members who had taken the strategic decision to establish our bank in Tirupur, way before other banks and for the continuous support that they extend to the people of Tirupur through us and for all the members of our bank who are the life-blood of our bank's existence.



Fun & Frolic

TBD Team at Wonder la



RO Palakkad at Munnar



Compliance Department at Kodai

Media Buzz

Branding is a powerful tool for any business entity to display its growing might in any markets under its operational radar; be it a existing market under its sphere of influence or a new unexplored geography where it consider a priority target to aggressively develop, the first and foremost mission is to establish its brand presence among all the selected target age group of beneficiaries. Imbibing this concept our bank has recently came up with branding in some selected cities both inside Kerala and Outside Kerala.



Branding in Mumbai- Volvo bus branding of NMMT.

Mumbai city...Financial capital of our nation where time flies like there is no tomorrow...NMMT Volvo bus plying in prime routes in Mumbai will now showcase South Indian Bank's new ad-branding!



Branding in Kochin- Ernakulam South railway Station

Branding at times presents some unusual offer when it adds a unique aesthetic appeal to the busy public place. Ernakulam South Railway station, one of the busiest stations in the state of Kerala, has been branded by South Indian Bank that has entirely changed the feel of the usual concept of our railway station...The commuters now would feel a new ambience at the outset of our red logo and new ad- theme..

its true results only if new dynamic concepts are generated that must inculcate the regional pulse and local culture, pertaining to our branch network/ geographical presence. Your suggestions may be forwarded to suggestions@sib.co.in , which may help us for creating customized branding activities matching to the local aspiration of each region/ branches.

We welcome genuine, creative suggestions from our staff members for innovative ideas in future branding. These branding exercise would find

-Corporate Communication Team
H.O Planning and Development Department)





Britto Johns A (Asst Manager, Br: Mullassery) & **Ostiya Francis** (Br:Thirupur



Vinaya Teresa Jose (D/o.M.T.Jose, AGM, Mktg.) & **Cecil Wilson**



Priyanga P Rao, Assistant Manager, Br. Mapranam & **Santharam S**



Ann Maria D/o T.P. Joseph (Thettayil), Asst.General Manger, Bangalore RO & **Varghese J. Manavalan**



Suraj (S/o Radhakrishnan) & **Saranya**



Ranjith PV, Manager, Br. Kottakkal & **Aparna**.



Vishnu Prakash (Assistant Manager, Coimbatore-Ganapathy) & **Aswathi S**



Jeena G Kumar, Asst. Manager-IT, DICT & **Vishal V Pillai**, Asst. Manager, Marketing Dept



Sandeep, S/o Mrs. Sathy Devi P.K., Br. Mayannur & **Hridhaya**

Siblink wishes a happy and prosperous wedded life



CLICKZ !!!



Ranju Jose
Athirampuzha BR.



Chimmony Dam



Anoop SS
DICT, Ernakulam



Manali



Sneffy Johnson
Compliance Department HO

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Kodai



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Every day.



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