



CMD:2018/18.

20th January, 2018.

Dear Centralites,

The great Retail Dhamaka has been an exhilarating experience for all of us. In this campaign we easily notched up the highest ever sanctions done in the history of the Bank, surpassing the targets we had set for ourselves with ease. We witnessed unprecedented staff participation, active coordination between Branches and the Controlling offices, and most of all the impassioned zeal with which everyone got involved in the campaign only lent credence to my oft quoted faith in both the capability and commitment of Centralites.

I am extremely delighted to share some highlights of this great campaign

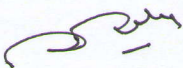
S No.	Particulars	Target	Achievement
1	Dhamaka Sanction	3968	4980 (125.51%)
2	Staff participation	25%	29.26%
3	Branch Participation	25%	40.81%
4	Branch activation	100%	100%
5	CCPC Activation (Incentive Eligibility)	50%	80%

My Congratulations to one and all.

Friends you all must have by now learnt of our new campaign. On 25th Jan we are launching '**MISSION RECOVERY**' which shall continue up to 31st March 2018. The campaign simply put is aimed at recovering our dues from the defaulting borrowers. The detailed guidelines including newly approved very liberal OTS Scheme have been circulated to enable the field to muster in maximum number of cases for settlement. I am sure you all must have by now completed the required ground-work. I hope that the process of personal meetings with the borrowers must be underway. Friends, as of now our Bank has a CASA base of almost 41%. Our efforts in Retail/Agri/MSME have resulted in the Bank having today a RAM portfolio of almost 63%. I am hopeful that post full disbursement of retail loans sanctioned during campaign we would have achieved the targets under RAM. Today NPA is the only sore point in our books, which we need to substantially reduce in order to get back to start posting profits.

Friends I am confident that as in previous campaign, we shall easily surpass the moderate targets we have set for ourselves. I am looking forward to greater participation from staff in this campaign. So all the Best. Wishing you all God Speed in Mission Recovery.

Regards.



(RAJEEV RISHI)