

e-Circular

REAL ESTATE HABITAT & HOUSING
DEVELOPMENT.

Sl. No. : 384/2015 - 16

Circular No. : NBG/RE,H&HD-HL CONTE/6/2015 -
16

Tuesday, June 30, 2015.

The Chief General Manager,
State Bank of India,
Local Head Office,
All Circles

Date: 30th June, 2015

Dear Sir/Madam,

HOME LOAN CONTEST FOR SBI PENSIONERS **'GRIHA TARA-SENIOR'**

Griha Tara contest for our staff members, which was launched on 09th April 2015, has created a buzz amongst our staff members at all levels leading to increase in the volume of Home Loan Sanctions. Encouraged by good response to '*Griha Tara*' contest, it has now been decided to extend the contest to our SBI Pensioners.

2. The 'Griha Tara-Senior' contest will be launched w.e.f. 1st July, 2015 for all SBI Pensioners. The contest will be valid for 3 months i.e. upto 30th September, 2015. The main features of the 'Griha Tara- Senior' contest will be as under:

- All SBI Pensioners will be eligible to participate in the contest,
- The winners will be identified based on LOS data provided by the Bank. PF ID and name of the Pensioner will be captured in "Referral" field of LOS for this purpose,
- Home Loans of Rs.10 lacs and above, including Take-overs will be eligible under the contest,
- A loan will be treated as sourced if it is sanctioned by CPC/Branch. PAL will be treated as sourced if converted to final sanction.
- Those Pensioners who are already HLCs/Marketing Consultants will not be eligible for a dual benefit by getting the commission as well as the incentive under "Griha Tara- Senior",

- All the winners will be felicitated by DGM (B&O) or RMs at their respective AO/RBO centres.
- All other operational guidelines will be same as that of “Griha Tara” Contest for Staff Members.

3. The reward structure for ‘Griha Tara- Senior’ contest for SBI Pensioners will be as under:

No. of Home Loans Sourced (cumulative)	Rewards
1 Home Loan	1 Silver Coin of 10 gms.
5 Home Loans	Achiever Gift card Rs.5000/- (in addition to rewards already given)
10 Home Loans	Achievers Card of Rs.10,000/- (in addition to rewards already given)
15 Home Loans	Achievers Card of Rs.12,500/- (in addition to rewards already given)
20 Home Loans	Achievers Card of Rs.15,000/- (in addition to rewards already given)
25 Home Loans	Achievers Card of Rs. 25,000/- (in addition to rewards already given)
Above 25 Home Loans	Rs. 1,500 per Home Loan (in addition to rewards already given)

The reward amount will be subject to the deduction of TDS and other applicable taxes.

4. ‘Griha Tara- Senior’ Contest for SBI Pensioners will provide us an opportunity to market our Home Loans through them as most of our pensioners have adequate free time on hand and are also well networked with their friends, neighbours and relatives. Moreover, they will get an opportunity to be associated with the Bank post their retirement. Therefore, Circles are requested to hold ‘SBI Pensioners Meet’ between 1st to 6th July, 2015 at all important centres having sizeable number of pensioners for launching ‘**Griha Tara- Senior**’. In addition to this, the details of ‘Griha Tara- Senior’ contest are being communicated to all our SBI Pensioners through various channels such as e-mails, letter, SMS, Pensioners’ Monthly Bulletin, etc. The Circles are also requested to send communication to all SBI Pensioners through suitable channels.

Yours faithfully,

(Vaijinath M.G.)
for Chief General Manager

(RE,H&HD)