

Bank's Wealth Management Services are offered at 69 Centres through 161 Wealth Hubs, 4 e-Wealth Centres and a dedicated Global e-Wealth Centre for NRIs at Kochi.

SBI Wealth has shown exponential growth in terms of Client Acquisition and Assets Under Management during the year under review. The Number of Clients increased by 93% from 132,354 in March 2020 to 2,55,196 in March, 2021. Additionally, the AUM increased by 90% from ₹1,09,061 crore in March, 2020 to ₹2,07,167 crore in March, 2021. The investment AUM registered 89% growth during the FY2021, which stood at ₹8,592 crore. We have processed 36,000 SIPs with a value of ₹40 crore and the number of Investment Active Clients increased to 24,812 in March, 2021 over 14,056 clients in March, 2020.

Despite the pandemic, SBI Wealth focused on continuous and constant Client Contacts by our Wealth Sales Team to keep up the Confidence and Trust of Clients. We have achieved a Client Contact Ratio of 97% as of March, 2021. SBI Wealth introduced an e-Business Card, "Happy to Serve You", which enabled Wealth Sales Team to connect and render efficient Service Delivery for Wealth Clients. Our teams remain connected through Voice/ Video Calls to assure Clients all assistance in banking and Investment Services during the fiscal.

## B. ANYTIME CHANNELS

As on	ATMs	Kiosks	ADWMs	Total
31 <sup>st</sup> March 2021	49,380	#	13,237	62,617
31 <sup>st</sup> March 2020	45,279	#	13,276	58,555
31 <sup>st</sup> March 2019	50,757	#	7,658	58,415
31 <sup>st</sup> March 2018*	51,616	#	7,925	59,541
31 <sup>st</sup> March 2017	42,222	986	6,980	50,188

\* Kiosks are scrapped and not in use \* Merged

### 1. ATMs/ADWMs

Your Bank has one of the largest ATM Networks in the world, with 62,617 ATMs, including Automated Deposit and Withdrawal Machines (ADWMs) as on 31<sup>st</sup> March 2021. In order to provide 24x7



With the objective to make the ATMs more secure, your Bank has installed Multi-Vendor Software (MVS) and End Point Security (EPS) covering implementation of BIOS Password, disabling USB Ports, upgraded Operating System, EMV Card Readers, anti-skimming devices and other software making all ATMs/ADWMs compliant of various control measures mandated by RBI.

To ensure safety of ATMs as well as the customers, coverage under e-Surveillance is being enhanced. Your Bank has covered around 43,200 ATMs under e-Surveillance as on 31<sup>st</sup> March, 2021 and eventually all ATMs are expected to be covered under e-Surveillance by 30<sup>th</sup> September, 2021.



cash deposit and withdrawal facility, your Bank has installed 13,237 ADWMs.

Nearly, 19% of the financial transactions of your Bank are routed through ATMs/ADWMs. With a market share of 29.32% (as per RBI Data as on March 2021) in ATM Network in India, it transacts 34.02% of the Country's total ATM transactions. On an average, over 1.12 crore transactions per day are routed through your Bank's ATM Network.

In order to strengthen the security of ATM cash withdrawals against skimming, cloning, theft of cards etc. by fraudsters, your Bank introduced OTP based cash withdrawal facility for transactions above ₹10,000 between 8 PM to 8 AM w.e.f. 1<sup>st</sup> January 2020. This OTP based cash withdrawal facility now stands extended to 24x7 for cash transactions of ₹10,000 and above from 18<sup>th</sup> September, 2020.

## 2. SWAYAMS: Barcode based Passbook Printing Kiosks

Your Bank has installed 18,073 SWAYAMs (Barcode based Self passbook printing kiosks) deployed across 15,857 branches. These include 8,181 kiosks in ATM rooms/e-lobbies/Through the Wall (TTW) available outside branch banking halls for extended hours. On a monthly basis, around 3.50 crore passbook printing takes place on SWAYAM kiosks.

## 3. Green Channel Counter (GCC)

Your Bank has deployed GCC terminals at almost all the retail branches for transactions through Debit Cards for promoting Green Banking. Transactions facilitated are – cash withdrawal, cash deposit, funds transfer within SBI accounts, Balance Enquiry, Green PIN generation and PIN Change and Mini Statement.

## 4. Green Remit Card (GRC)

The GRC is a cash deposit card through which funds can be deposited to a pre-defined account of Your Bank by using GRC in GCC/CDMs/ADWMs. Cash deposit facility through GRC is available 24\*7 at CDM/ADWM and is useful especially for migrant workers.

## 5. Cheque Deposit Kiosk (CDK)/Smart CDK

The CTS enabled Self Service Cheque Deposit Kiosks (CDK) facilitate customers to deposit their CTS Cheques in a hassle-free manner. The Kiosks have been deployed at 2,500 branches where outward clearing cheques are more than 50 per day. A receipt with scanned copy of cheque along with details such as cheque number, payee's account number is generated for the depositor. Smart CDK functionality in YONO applications facilitates customer to deposit cheques in bulk (10 cheques at a time) from the convenience of their location and deposit cheques in CDK through reference number.

## 6. Customer Value Enhancement

Your Bank is the Corporate Agent of SBI Life Insurance Co. Limited and SBI General Insurance Co. Limited and has Distribution Agreement with SBI Mutual Fund, SBI Cards & Payment Services Limited and SBI Cap Securities Limited for distributing their products. Your Bank also distributes

mutual fund products of UTI Mutual Fund, Tata Mutual Fund, Franklin Templeton Mutual Fund, L&T Mutual Fund, ICICI Mutual Fund and HDFC Mutual Fund. In addition to this, all branches are authorised for opening NPS accounts under National Pension System. The details of Commission earned are as under:

JVs	Actuals YTD March, 2020	Actuals YTD March, 2021	% Change YOY
SBI LIFE	1,118	1,240	11%
SBI MF	375	464	24%
SBI GENERAL	315	327	04%
SBI CARDS	212	135	-36%
SSL	05	03	-40%
NPS	05	06	20%
<b>TOTAL</b>	<b>2,030</b>	<b>2,175</b>	<b>07%</b>

### Initiatives and successes for FY2021 are mentioned below:

#### SBI Life

SBI Life Insurance ranks No.1 in private Life insurance industry under individual rated premium since FY2018. The protection share for State Bank of India in Individual Rated Premium has gone up from 6.3% to 8.6% as on 31<sup>st</sup> March 2021. Digital sourcing rate of SBI Life Banca is 99.6%.

#### SBI Mutual Fund

SBI continues to be No. 1 Mutual Fund Distributer having crossed a milestone of ₹1.10 lakh crore in Asset Under Management (AUM) as on 31<sup>st</sup> March 2021. Further SBIMF leads the ranks amongst AMC's and has crossed a milestone of ₹5.04 lakh crore in AUM. The digital mobilisation of business is providing ease to customers as well as operating staff. Almost 80% of SIPs are being mobilised through digital mode.

#### SBI General

The current year has witnessed significant migration of transactions over digital channel. The preferred products like PAI and Health Insurance have been seen a good traction this year. Personal Accidental Insurance is fully migrated on your Bank's YONO Digital Platform.

#### SBI Card

Your Bank is leveraging the technology for customer segmentation, that has resulted in sourcing of over 1.4 million cards through your Bank's Branches in current year. Card

issuance through digital journey has been received very well by customers and is on rising trend. Service portal for addressing customer queries on real time basis has been made available at branches, enhancing customer experience for credit card.

#### SBI NPS

Your Bank has upgraded its systems to provide an end-to-end digitisation for instant NPS account opening. Additionally, your Bank continues to enjoy its dominance with market share of 22%.

#### SBICAP SECURITIES LTD (SSL)

During FY2021, your Bank has taken initiative of focusing on SVP accounts sourcing in SSL.

## 7. Internet Banking and E-Commerce

YONO is our flagship mobile banking and lifestyle app, a one-stop shop offering not just financial services but also a gamut of investment, insurance, and shopping solutions. With a Digital-First approach, it is part of our continuous endeavour to provide innovative digital banking solutions to all our customers across the country.

The platform also offers YONO Krishi, which is a comprehensive multi-lingual platform for agriculture segment customers offering simplified finance (KCC-Review/Agri Gold Loans), advisory / market intelligence related services (Mitra) as well as market linkages through the Online Market Place (Mandi).

YONO has crossed many milestones with 79.6+ million downloads and approximately 37.10+ million registrations, till 31<sup>st</sup> March 2021, with an increasing momentum in adoption and progressively higher user engagement along with exponential business growth. The key highlights achieved during the year are as under

#### **Key Performance Highlights of YONO:**

- **App Adoption:** The registered user base of the YONO grew by ~ 75 % from 21.2 million (March'20) to 37.10 million (Mar' 21). The App rating on Android is 3.9641 and 2.6 on iOS.
- **Customer Onboarding:** Significant momentum was observed in new customer onboarding with ~94% of eligible savings accounts being opened through the YONO platform. 51.81 lakh of Digital Savings Accounts were opened during the FY2021.
- **Digital lending:** 13.57 lakh Pre-Approved Personal Loans (PAPLs) were opened in FY2021 amounting to ₹21,268 crore.
- **YONO Krishi:** YONO Krishi, a comprehensive multi-lingual platform for agriculture segment customers, launched in 2019, is an initiative by the Bank to make our farmer customers future ready by offering them constant digital innovations pertaining to their agricultural needs. As on 31<sup>st</sup> March 2021, 29.42 Lakh YONO Agri Gold Loans amounting ₹45,701 crore have also been sanctioned through YONO Krishi.
- **Simplified KCC Review** through YONO process was launched in August 2020, wherein the customer can get his/her KCC account reviewed online in a paperless, presence less manner, without visiting branch. During FY2021, 2.89 lakh KCC accounts with aggregate limits of ₹4,972 crore have been reviewed through the YONO Krishi-online process.
- **Online marketplace:** As on Mar'21, 100+ merchant partners were live on the B2C Market Place platform (including Mitra and Mandi), witnessing 11.92 lakh transactions amounting to ₹641 crore worth of Gross Merchandise Value in FY2021.
- **Cross sell:** The non-banking financial services product suite i.e., insurance,

mutual funds etc. achieved an all-time high performance during the fiscal. 3.85 Lakh SBI Credit cards were sourced during the year through YONO. Gross SBIMF investments stood at ₹2,434 crore. Approximately 29.41 lakh Personal Accident Insurance (PAI) policies were sold during FY2021.

#### **C. Small and Medium Enterprises**

Your Bank is pioneer and market leader in SME financing. With over sixteen lakh customers, the SME portfolio of ₹2,43,191 crore, as on 31.03.2021 accounts for nearly 10.40% of your Bank's total advances. State Bank of India has always held SMEs as an important segment, considering the role being played by them in the Indian economy in terms of their contribution to manufacturing output, exports and employment generation. Being committed to providing Simple and Innovative Financial Solutions, your Bank's approach in driving SME growth rests on the following three pillars:

- a) Customer Convenience,
- b) Risk Mitigation,
- c) Technology based digital offerings and process improvements

#### **1. Customer Convenience**

With a view to build and sustain the momentum for transforming India, your Bank has created the highest no. of touch points in terms of branches and other modes. With a view to enhance ease of business for the Small and Medium Enterprises, State Bank of India modified its existing delivery model of Small and Medium Enterprises Centre (SMEC) and created Asset Management Teams (AMTs) to maintain end to end relationship with the customers for loans up to ₹50 lakh. The SMECs have also been strengthened in terms of manpower, which has resulted in improvement in the service levels. Loans above ₹50.00 lakhs are being handled by Relationship Manager, SME so as to have better connect with the Customers. As on 31.03.2021, 1791 RMs (SME) are functioning PAN India.

With a view to focus on improving the connect with the Customers and to strengthen SME Business, we have revisited the SME structure in the Bank, wherein 80 Assistant General Managers

(SME) have been posted across all Zonal offices. This has given a good direction to our efforts and has started yielding results with many customers expressing satisfaction on the improved connect. Your bank has 670 dedicated SME Intensive Branches PAN India.

#### **2. Digital Offerings**

Your Bank is leveraging technology in every aspect of the value proposition from business, designing products, streamlining process, improving delivery to monitoring. Furthermore, it has taken several initiatives to build SME portfolio in a risk mitigated manner and has implemented significant changes in (i) Product suite, (ii) Process (iii) Delivery for ensuring Ease of Banking.

#### **Loan Life-Cycle Management**

##### **Online Loan Application and Online Lead Status:**

Your bank is hosting an online loan application and tracking facility for MSME borrowers on the corporate website. A CRM ID is generated against customer's loan application submitted online or offline through Customer Relationship Management (CRM) application, which is sent to customer's mobile number. Customer can track his loan application through this CRM ID and mobile number on the online portal after successful OTP validation.

##### **Customer Relationship Management (CRM):**

Bank has introduced CRM as an integrated platform to engage with customers throughout their lifecycle, to enhance understanding of customer's requirements and to strengthen customer centric approach of the Bank. The CRM portal has been designed with the objective of generating leads in CRM application through various channels, better monitoring mechanism of leads at various stages and booking of increased business with lower TAT through customer connect. Apart from lead monitoring, Customer 360 view is also available in CRM.

Loan Origination Software (LOS-SME) and Loan Life Cycle Management System (LLMS): With a view to adopt the uniform standards of credit dispensation for ensuring quality and preserving corporate memory, loans are processed through LOS and LLMS for small and high value loans respectively.