

SBI launches Global NRI Center to enhance customers' experience

- **One stop customer service centre for all NRI Banking related services**
- **Also launches 5 new services for NRI Customers**
- **Free Post Box services, SBI Intelligent Assist services also launched for NRI Customers**
- **Remittance facility launched for USA based customer**
- **Wealth Management and SBI Mingle also being made available**

Kochi, February 16, 2018: State Bank of India, today launched its Global NRI (GNC) center at Kochi, Kerala - the state that receives highest number of remittances in India. The Global NRI center will be a one-stop customer service center for all NRI banking related services. To further enhance the service experience for NRIs, the bank also launched other related services such as Wealth management, SBI Intelligent Assist, Free Post box service, SBI Mingle for NRI's, Remittance facility for US based customers.

Leveraging its strong NRI customer base over 33 lakh as on 31 January 2018, the bank, through its GNC aims to centralize operations which are currently spread across 16 Circles, 92 NRI branches in 66 different locations and several NRI intensive branches. The GNC will be a single point of contact for SBI branches, customers, relationship managers, representative offices and foreign offices. The bank's NRI customers can now avail of SBI's banking services from any part of the world, through a wide range of online facilities like account opening, in-principle sanctions of loans and instant remittances, state-of-art technology, professional and specialized dedicated teams, a 24X7 contact center to offer customer support and issue resolution.

Speaking at the launch, **Mr. Rajnish Kumar, Chairman, SBI**, said, "We have witnessed consistent growth of our NRI banking portfolio. Our endeavour is to offer all our products and services on digital platform so that our NRI customers experience the ease of banking with us from wherever they are in the world and that's why we have centralized all our services and offering under the Global NRI center besides offering them specialized services".

He also added that, "Technological advancements are creating opportunities to modernise and de-risk the way vital remittances are transferred across borders. Formal remittances are also

seen as a key stepping stone to improving financial inclusion by encouraging more people to have bank accounts.

SBI embarked on its international journey with the opening of its first international branch in Colombo in 1864. Today, it boasts of 207 offices in 37 countries (as of December 31, 2017).

About State Bank of India

State Bank of India (SBI) the largest commercial bank in India in terms of assets, deposits, profits, branches, customers and employees. As on December 31, 2017, the bank has a deposit base of Rs. 26.51 lakh crore with CASA ratio of 43.81% and advances of Rs. 19.25 lakh crore. SBI has 32.16% market share in home loans and 35.54% market share in auto loan. The Bank has the largest network of 22,584 branches in India and ATM network of nearly 59000 ATMs. SBI is present in 37 countries with 207 offices. SBI has 2.84 crore mobile banking users and 4.57 crore internet banking customers. On social media platforms, SBI has the highest number of followers on Facebook, Youtube, LinkedIn and Pinterest. Bank tops the list of followers on Facebook and Youtube across all banks in the world.