

THE CANARA BANK OFFICERS' ASSOCIATION (Regd.)



Registered under Trade Unions Act, 1926 at Mumbai.
(Affiliated to AINBOF)

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REF: GS/CBOA/LTR/21/2022-2025/RS

07th April, 2023

“The Magic in new beginnings is truly the most powerful of them all”
– Josiyah Martin

Dear Canpals,

What a mind-boggling FY 2022-2023! We, the Canpal Family have made the entire Banking Industry to look at the humongous performance of our Mother Bank. We have achieved the magical Global Business Figure of **Rs.20 Lakh Crore** for our Mother Bank, which is no mean feat. Our Net profit and Operating Profit skyrocketed every quarter, which is the outcome of the dedicated efforts of each and every Canpal. Hats off to each and every Canpal, who have expressively operated to achieve the mission of **CBOA's Trumping the Target** initiative and making it a huge success.

We have revolutionized our Technological domain, thanks to the introduction of **Canara Ai1 Super App**, which is the outcome of our strong technical expertise. Through the introduction of this mobile application, we have taken branch function to the hands of every customer. Our Canpals are the mainstay behind the penetration of this app to every corner of our nation.

With over **250+ features** in the app, we put our Mother Bank in the golden league of premier financial conglomerates. Upgradation and improvisation in technological domain are equivalent to new inventions. Our **Canara Ai1 Super App** now demands swift creative upgradations to maintain the uniqueness and superiority of the application, for which the idea of every Canpal is warranted.

Through our sacrifice and hard-work, we have strengthened the Balance Sheet of our Mother Bank and ensured the PLI of 15 days. The

exponential growth of our Mother Bank is always a treat to watch for all the Canpals.

The new financial year 2023-24 has begun. Big players in the industry have already acknowledged our unfettered growth and are watchful of the developments in our Bank. The core areas identified by our Top Management for further strengthening our Mother Bank's Balance Sheet are **Low-Cost Deposit** and **Technology**.

The growth of CASA figure indicates an excellent net interest margin. Hence, it is the need of the hour to augment the CASA ratio of our Mother Bank to achieve incredible profit. **Our beloved MD & CEO Shri Satyanarayana Raju sir along with the Top Management** have designed and introduced new quality products for improving the CASA portfolio of our Mother Bank.

- 1) **Canara Select Savings Account** – To add more new generation Tech Savvy Individuals.
- 2) **Doorstep Banking to Senior Citizens aged above 75 years** – To acknowledge and serve our long-standing customers, who are also the ambassadors of our Mother Bank.
- 3) **Canara Delite Current Account** – To cater the need of premium current account customers.
- 4) **Canara Premium Payroll Account** – To cater the salaried employees of Corporate/Institution with minimum 5 employees.

All these CASA products are the real game changer with respect to the CASA domain. The requirements of senior citizens to Tech savvy new generation customers were addressed through the launch of these new products. Now, it is the responsibility of each and every Canpal to make use of these outstanding products to garner more CASA for our Mother Bank.

From the Technological perspective, our Mother Bank has launched the following new products:

- 1) **Canara Instant Savings Account** – To reduce the TAT of account opening.
- 2) Introduction of new 8-digit Toll Free Number **1800-1030** – To meet all the basic banking requirement of customers via a single call.

3) **API BANKING** – Smart Corporate Suite – To leverage API Technology to deliver Digital Banking Services to our corporate customers.

All these products can be used with ease by our retail and corporate clients. Our technological launch is making a benchmark in the industry, which any one in the banking sector would envy.

The major theme proposed by our Mother Bank is **CASA-CUSTOMER-CONNECT**. Friends, the CASA profile of our Bank needs a bigger push, which is the need of the hour. These deposits which offer less than 4% interest to the depositors as against the fixed deposits and recurring deposits which are costlier to the bank will improve the Net interest margin. When these deposit funds are utilized for loans and advances, bank is able to earn a higher interest margin.

Friends, our Top Management has provided us with new quality arsenals, to attract all types of clients from individuals to Corporates to our fold. Now, we have to decide on the ways and means to utilize these arsenals to strengthen our clientele base.

Already our Mighty CBOA has initiated the **CANPAL CUSTOMER CONNECT** program during the last quarter of FY 2022-23 to strengthen the CASA figures of our Mother Bank. Now, we have decided to extend the **CANPAL CUSTOMER CONNECT** program for this FY 2023-24. With burly determination, let us work hard to make this program a grand success, thereby enhancing the CASA ratio of our Mother Bank.

In the words of Aldo Gucci, “**Quality is remembered long after price is forgotten.**”. In Banking Sector, we will always be remembered only for our service. We should always take the quality of our customer service to next level and guarantee that it is top notch. Let us put our best foot forward in taking our products to the customer’s reach. The new products combined with a delightful customer service will definitely improve the low-cost deposit of our Mother Bank.

In the way of garnering new business and quality low-cost deposits, I kindly request each and every Canpal to ensure the following:

- 1) Follow **compliance** in each and every aspect of your daily work routine.
- 2) Proper **Branch ambience** should be ensured to provide a sense of positivity and pride to every customer entering the premises.

- 3) Always ensure the **authenticity of new customers.**
- 4) Be **courteous** to every customer and pay attention to their queries.
- 5) Guide our customers and make them **feel the comfort of our Technology Products.**
- 6) **Serve our customers with smile.**
- 7) Strictly adhere to our mantra of **“Flaw-Free Banking! Fraud-Free Bank!”**

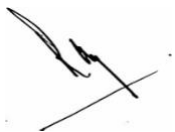
Friends, we set the benchmark and we always surpass the set benchmark, which is the uniqueness of our Canpals. We, the 50,000+ Canpals are a strong force to reckon with in the banking industry. We can achieve anything in the industry, if we work together as a team. With Trademark Canpal spirit, let us walk the extra mile to ensure the exponential growth of our CASA profile and Net Profit for FY 2023-24, thereby taking our Mother Bank to the zenith of glory.

You care for the bank and CBOA cares for you!

Flaw-Free banking! Fraud-Free Bank!

Discipline in CBOA! Development in Canara Bank!

Yours sincerely,



RAVI KUMAR K
General Secretary