

## THE CANARA BANK OFFICERS' ASSOCIATION (Regd.)



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

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Dear Canpals,

I am absolutely elated to witness our Mother Bank among the **Top Ten Most Valuable Banking Brands** of our country. Also, our Mother Bank occupies the **Number two Position among Nationalised Banks** after State Bank of India in this aspect. This is such a momentous and historic occasion in the journey of our Mother Bank.

This Brand Value is the reward for the dedication, hard work and sacrifice of each and every Canarite from Sub-Staff to the Top Management, especially the officers in **Scale - I, II, III, who are working at the field level**. Their interaction and cordial relationship with our esteemed customers are the key behind this monumental achievement.

The fundamentals and value system of our Mother Bank is very strong, which many of our peers would envy. Even the young officers who joined recently have imbibed the family culture of our Mother Bank and contributed significantly with passion for the growth of our Mother Bank. Despite their family responsibilities, our women employees also played a fantastic role with utmost enthusiasm in building the business and brand value of our Mother Bank.

The Brand Value is one feature, which cannot be built overnight. It will take years of honest engagement with the clients to garner this prestigious crown. Since inception, our Mother Bank is blessed with **committed workforce**, who cares for the development of our Mother Bank.

On this momentous occasion, I would like to remember and express my gratitude to our **former employees**, above whose blood and sweat this monumental financial conglomerate called Canara Bank is built upon. Our seniors have framed a beautiful value system and developed strong fundamentals, which is the core of our Mother Bank's success story.

I congratulate **all the Canarites**, especially **Canpals**, most importantly the field functionaries, who actually owns the credit for this colossal accomplishment.

I express my wishes to our **beloved MD & CEO** and the **Top Management** for guiding us meticulously in enhancing the brand value of our Mother Bank.

Friends, let us own this success and take pride in being a Canarite. Let us always remember that our attitude and values are always considered as a reflection of our Mother Bank's culture. So, be honest and true to yourself and **serve our customers with smile**, which will help us to bring more laurels to our Mother Bank in the days ahead.

**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**