

	Bank of India Head Office	Retail Banking Department
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CIRCULAR TO ALL BRANCHES / OFFICES

BANK'S MARKETING SET-UP
Streamlining the set-up

We are one of the first public sector banks, who have established a Marketing set-up in the Bank. This initiative was undertaken after our consultants advised us to create alternate and additional channels of business acquisition other than the branches. Based on their recommendations marketing set up was created on a pilot basis at 4 centres in the year 2005. Enthused by the success at those centres, marketing set up was then established at all the major centres across the country. The marketing set up, since its inception, in the Bank has contributed significantly to the business accretion efforts.

2. The Sales Force was set up in the Bank in phases and under different initiatives and therefore different terms of reimbursement / designation exists. We have now addressed this issue so that the set up is uniform and productivity of the Sales Force is better managed.

3. The Marketing structure as it exists in the Bank comprises of

a) At the Centre/Branch level

- o 'Feet on Street' sales teams catering to Business banking (CD/SME) and Personal Banking (SB/TD and Retail Loans) segments. Pursuant to the classification of branches in June/July 2007, members of business banking sales team are now attached to Profit Centre branches and of personal banking sales team are attached to Resource branches respectively. Both the teams are also responsible for sale of Third Party Products.
- o Retail Hub sales teams attached to 22 Retail Hubs.

b) At the Zonal Office level

- o All the sales teams are on the rolls of Zonal Office and under the direct supervision of 'Head Marketing', who reports directly to Zonal Manager. Head Marketing in larger zones is supported by Marketing Managers. Head Marketing and Marketing Managers are responsible for monitoring, strategy formulation and giving directions to the Sales Force.

c) At the Head Office level

- o Marketing Department and BPR Department oversee the performance of the Sales Force, arrange for training and support them for launching various initiatives.
- o For Automating the entire Sales Force process and consequently better administration of Sales Force, BPR department has recently finalized a 'Lead Management System'. Through this system all leads can be tracked from origination till conversion/closure and productivity of Sales Force can be further enhanced. This system will also be used for administering the incentive scheme as well. At present the system is under testing and will be rolled out soon.

4. Sales Force by their very nature of job has to move out continuously to meet the clients. They therefore have to incur additional expenditure on transportation, entertaining the clients etc. Keeping in view the handsome business brought in by the Sales Force, it is necessary that we ensure that all their expenses, when they move out, are reimbursed and they are also provided with a 'Business Kit'.

5. A 'Business Kit' and scheme of reimbursement of expenses was envisaged and introduced at the time of the launch of Sales Force in 2005. The composition of business kit also needed a re-look, which we have done now. The following scheme of reimbursement of expenses has been approved by Board and will come into effect from 1st December, 2008-

S No	Kit Particulars	Proposed to all (i.e. General Marketing Staff; Business Marketing Staff; Personal Banking Staff and Retail Hub)
1.	Petrol Expenses	Reimbursement of petrol without bills or equivalent amount for those who do not own a vehicle up to a maximum of: <ul style="list-style-type: none"> • 40 liters per month in Metro areas • 35 liters per month in all other areas (Above are over and above the normal entitlements)
2.	Mobile phone	Mobile phone costing not more than Rs. 4000/-
3.	Mobile phone usage	Prepaid card valued at Rs. 750/- per month or reimbursement of claim up to Rs. 750/-
4.	Monthly out of pocket expenses	<ul style="list-style-type: none"> • Up to Rs. 1000/- p.m. in Metros. • Up to Rs.750/- in other Areas (On declaration basis)
5.	Brief Case/Bag	Upto a maximum of Rs.1000/- every year
6.	Umbrella/ Rain coat	Max. Rs.300/- every year.
7.	Tie	Two corporate ties every two years.
8.	Visiting cards	To be provided as per Bank's standard design
9.	Accident Insurance Cover	Group Accident Insurance Cover (Death only) of Rs.10 lacs per person to be obtained by Head Office in a group policy.

6. Presently different types of designations are in vogue. They are now replaced by role specific designations as under:

Marketing Staff	Proposed Designations
Marketing Head at Zonal Office	Head Marketing – Reporting Directly to Zonal Manager.
All Officers in Marketing/ Sales Force (moving out in the field)	Marketing Officers
All other staff (moving out in the field)	Marketing Associates

7. The cadre of Head Marketing has been introduced in our Bank with effect from October 2005. It was also decided that Head Marketing will be a senior level functionary who will direct the sales effort for the zone and will report only to the Zonal Manager. It has now been decided to extend the following facilities to Head Marketing

1. The primary duty of Head Marketing is going out in the market for development of business and monitoring of Sales Force and therefore all the facilities being proposed to the members of Sales Force as per **Para 5** above will be available to him / her.
2. Head Marketing are also required to entertain various clients. It is therefore recommended that the Entertainment Expenses provided to them be raised to the level of the Branch Managers of their equivalent scale.
3. Laptop to all the Head Marketing as they/Marketing Department will be required to make presentations to various clients on a regular basis for Marketing the products of STAR UNION DAIICHI LIFE INSURANCE COMPANY LTD. on Corporate Agency basis. The laptop will be a part of Zonal Office I T Infrastructure.

8. With the revision in limits of reimbursement of expenses we trust that our Sales Force members will go out more aggressively to bring business for the bank.

(S C Jain)
General Manager