

Request for Proposal (RFP)

For engaging Direct Sales Agents (DSAs) for sourcing Housing Loan Proposals.

Bank of Maharashtra, Delhi Zone is in process of appointing Direct Sales Agents (DSAs) for sourcing of Housing Loans. Applications are invited from the interested participants. Eligibility criteria, terms & conditions, code of conduct, application forms, etc. are illustrated below:

1. Eligible entities:

- (i) Registered partnership firms and proprietorship firms.
- (ii) Public / Private Companies.

1.1 Selection criteria:

- The DSA should have an experience of working for at least 3 years.
- It should be on the panel of at least 2 Banks/ Financial institutions.
- The DSA should have team of sufficient no of executives/ persons to cover all branches in our Zone and team size should commensurate with the business assurance made by the DSA.

1.2 Documents required:

- The Service Provider's KYC compliance along with details will be verified. Applicants are required to submit Registration Certificate of the Firm / Partnership Deed / M&AOA in case of Private Public Companies along with the KYC details of the Proprietor / Partners / Directors etc. Enclose copies of PAN Card, TIN Registration, CIN, DIN etc as case may be.
- Details of existing tie-up arrangements with other Financial Institutions if any, along with relevant business performance details for the past 2 years in similar activity.
- Audited financial statements of the firm / company for the past 3 years.
- Any other documents to support past experience and competence to achieve assured business level over the contracted period

2. Coverage: All branches in Delhi Zone.

3. Fee Structure: The fee structure to the DSA will be based on the volume of business and ticket size as under -

3.1 Minimum ticket size: Rs. 20.00 Lakh.

3.2 Commission:

- 0.30% of the loan amount inclusive of service tax upto loan amount of Rs.50.00 Lakh.
 - 0.35% of the loan amount inclusive of service tax for loan amount above Rs.50.00 Lakh.
- At the time of selection/ approval process, the applicant has to submit the expected business.
 - The sourcing of housing loan proposals by DSAs under government sponsored scheme will not be entitled for commission.
 - TDS on commission will be applicable as per Income Tax rules.

- The commission will be payable on first disbursement of Loan.
- The approval of DSA will be for a maximum period of one year; hence the reference period for the assessment of Commission/Charges/ Service fee will be for a period of 12 months.

4. Job profile of DSAs:

- Obtain leads on Home Loan requirements of individuals from various sources, viz. builders, municipal approvals, web sites, print media etc.
- Meet intending Home Loan borrowers at a place and time convenient to them and explain Home Loan product details.
- Fill in Home Loan applications and obtain all the requisite documents, and deliver these to the Branch for further processing.
- Follow up of the application till disbursement.

The role of DSAs is limited to the sourcing and submitting the proposal along with all documents (In one go) only.

5. Other terms & conditions:

5.1 Business target:

DSAs are required to source proposals worth Rs.2.00 Crore per month.

(If the DSA fail to bring in minimum business as above in 6 months, his services will stand automatically terminated. But he will be paid commission for the proposals already mobilized.)

5.2 Other conditions:

1. Applicant is required to submit reference / experience certificates etc from organizations / institutions in this line of the business to support their business reputation and culture, compliance, financial soundness and ability to service commitments even under adverse conditions.
2. Applicants are to submit an undertaking for carrying due diligence and physical verification of KYC details of its employees who would be performing the DSA functions.
3. Empanelment of DSAs will be purely on temporary basis. After completion of 12 months the performance shall be reviewed for fresh agreement at that time.
4. Empanelment of DSAs will be done through entering into an Agreement cum Indemnity in Banks format and will be stamped in accordance with the Stamp Act in force in the State of Delhi. The cost of Stamps will be borne by DSAs.
5. The DSAs and its employees / executives / TMEs / BDEs bound to follow code of conduct (Annexure – I) or any other codes set by the Bank in this regard from time to time.
6. DSAs will be under the administrative control of the Zonal Offices. The Zonal Managers will decide deployment of their team.
7. DSAs will also be attached to Banks approved Builders to source Home Loan proposals

related to their projects.

8. The Zonal Managers will allocate branches in specific area of operation to DSAs and nominate the Branch where the Home Loan Proposals sourced by the DSAs will be recorded.
9. The approval for appointment of DSAs shall be for one year. The same shall be reviewed after one year for fresh agreement based on the guidelines that prevail at the time of renewal.
10. Zonal Managers will hold quarterly Performance Reviews of DSAs.
11. Zonal Office will issue a **Photo ID Card to TME/BDE/DSE/Marketing executives of DSAs** to carry / display while visiting prospective clients on Banks behalf.

The DSAs and their employees/executives are bound to follow code of conduct (Annexure – I) set by bank in this regard

Application form is given in Annexure-II.