

<b>बैंक ऑफ महाराष्ट्र</b> अंचल कार्यालय महाबैंक भवन सी-3, एन-1, टाउन सेंटर सिडको, औरंगाबाद		<b>BANK OF MAHARASHTRA</b> <b>ZONAL OFFICE, AURANGABAD</b> C-3, N-1, MAHABANK BHAVAN, CIDCO, AURANGABAD-431003
टेली/TELE : 6645610, फ़ैक्स/ FAX : (0240) 2483185 ई-मेल / e-mail: gad_aur@mahabank.co.in		

**Sub: Engaging Direct Sales Agents (DSAs) and DSA-(Retired BOM Officers) for sourcing of Housing Loans**

**Bank of Maharashtra is in process of appointing Direct Sales Agents (DSAs) and DSA-(Retired BOM Officers) for sourcing of Housing Loans. Applications are invited from interested participants. Eligibility criteria, terms & conditions, application forms etc are illustrated below:**

**A. Details for Engaging DSAs (Direct Sales Agents/ Associates)**

**1. Eligible entities:**

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

**1.1 Selection criteria:**

- Preference will be given to engage Builders and their Associate firms as DSAs for Housing Loans.
- The DSA should have team of executives/ persons sufficient to cover all branches in the City / Area of operation where the DSA is proposed to be engaged. The number of persons in the team should also commensurate with the business assurance made by the DSA.
- The DSA should have an experience of working for at least three years.
- It should be on the panel of at least two Banks/ Financial institutions.
- The Service Providers KYC compliance along with details on capacity and ability to perform the outsourced activities effectively will be verified.
- Registration-Certificate of the Firm I-Partnership-Deed /- M&A0A-in\_case of Private Public Companies along with the KYC details of the Proprietor / Partners I Directors etc.
- 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.
  - Copies of PAN Card, TAN Registration etc.

**2. Coverage:** All Branches in Aurangabad zone (Aurangabad & Jalna District).

**3. Fee Structure:**

The fee structure to the DSA will be based on the volume of business and ticket size of the activity should be as under -

**Minimum ticket size:** Rs. 20.00 Lakh

**Commission:**

1. 0.30% of the loan amount inclusive of service tax upto loan amount of Rs.50.00 Lakh.
2. 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 on the basis of which projected commission shall be worked out.
- 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.
- After completion of 12 months the performance shall be reviewed for fresh agreement at that time.

#### **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 of proposal only. KYC verification, pre-sanction survey, appraisal, documentation, disbursement and Post-sanction visit in respect of Home Loans will be done by the Branches/CPCs.**

**The DSAs and their employees are bound to follow code of conduct (Annexure — I) set by bank in this regard.**

#### **5. Other terms & conditions:**

##### **5.1 Business target:**

While no minimum target is stipulated, the DSAs should be impressed upon to bring in business in terms of 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 Terms of empanelment**

###### **Evaluating the capability of the DSAs:**

Due diligence shall be performed to assess the capability of the DSA to comply with the obligations of the agreement. Due diligence shall take into consideration qualitative and quantitative, financial, operational and reputational factors.

Zonal Office/ CPC will carry out due diligence in respect of shortlisted DSAs. Due diligence shall involve an evaluation of all available information about the service provider, including but not limited to: -

- 1) Independent market report of the DSAs.
- 2) Confidential report should be obtained from the Banks/ FIs where the DSA is already empanelled.
- 3) KYC compliance of DSAs and office bearer, Key Persons of DSAs.
- 4) CIBIL report / RBI defaulter list should be referred.
- 5) Past experience and competence to implement and support the proposed activity over the contracted period;
- 6) Financial soundness and ability to service commitments even under adverse

- conditions;
- 7) Business reputation and culture, compliance, complaints and outstanding or potential Litigation shall be assessed by collecting reference I experience certificates in this fine of business.
  - 8) Ensuring due diligence by service provider of its employees who would be performing the DSA functions.
  - 9) Any other tool to ascertain credibility, past performance and reputation of the DSAs, their local standing and reputation.
- 10) Empanelment of DSAs will be purely on temporary basis.

## **B. Policy for Engaging Direct Sales Associates-Retired BOM Officers (DSAs-Retired BOM Officers):**

With a view to improving our market presence in competition with the DSAs deployed by the Private Sector Banks and HFCs, it is also decided to engage retired officers of our bank for sourcing Home Loan proposals on the following terms.

**1. Eligible entities:** Retired Officers of Bank of Maharashtra

**2. Eligibility Criterion:**

- Maximum Age: Not more than 70 years.
- Should be local resident, and able to communicate effectively in local language e.g. Marathi / Punjabi / Hindi etc. and English.
- Should be having phone facility.
- Should be having 2 wheeler /4 wheeler.
- Should operate from his place. Bank will not provide any office.
- **One time clearance to be obtained from HRM department, H. O. as regards to credentials of the officer.**
- Preference should be given to officers who have work experience in credit department especially Retail Loans.

**3. Coverage:**

**All Branches in** the Aurangabad zone(Aurangabad & Jalna district)).

**4. Fee Structure:**

The fee structure to the DSAs (Retired BOM Officers) is proposed based upon the volume of business and ticket size to make the activity cost effective as under -

**Minimum ticket size:** Rs.15.00 Lakh.

**Minimum no. of cases per month:** Three

**Commission:**

- 0.25 % of the loan amount inclusive of service tax upto loan amount of Rs.50.00 Lakh.
- 0.30% of the loan amount inclusive of service tax above loan amount of Rs.50.00 Lakh.
- At the time of selection/ approval process, the applicant has to submit the expected business on the basis of which projected commission shall be worked out
- The sourcing of housing loan proposals by DSAs-(Retired BOM Officers) under government sponsored scheme will not be entitled for commission.
- TDS on commission will be applicable as per IT rules.
- The commission will be payable on first disbursement of Loan.
- The approval of DSA-(Retired BOM Officers) 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.
- After-completion of 12 months the performance shall be reviewed for fresh agreement \_ at that time.

### **Evaluating the capability of the DSAs-(Retired BOM Officers):**

Due diligence shall be performed to assess the capability of the DSA-(Retired BOM Officers) to comply with the obligations of the agreement. Due diligence shall take into consideration qualitative and quantitative, financial, operational and reputational factors.

Zonal Office / CPC will carry out due diligence in respect of shortlisted DSAs-(Retired BOM Officers). Due diligence shall involve an evaluation of all available information about the Officer, including but not limited to: -

- Independent market report of the DSA-(Retired BOM Officers)
  - CIBIL report should be referred.
  - Past experience and competence to implement and support the proposed activity over the contracted period;
  - Financial and health soundness and ability to service commitments even under adverse conditions.
1. Empanelment of DSA-(Retired BOM Officers) will be purely on temporary basis.

### **5. Other terms & conditions:**

#### **5.1 Job profile of DSAs-(Retired BOM Officers):**

- 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 (Retired BOM Officers) is limited to the sourcing of proposal only. KYC verification, pre-sanction survey, appraisal, documentation, disbursement and Post- sanction visit in respect of Home Loans are to be done by the Branches.**

**The DSAs - (Retired BOM Officers) is bound to follow code of conduct (Annexure - I)**

#### **5.2 Business target for DSAs - (Retired BOM Officers) :**

The DSAs - (Retired BOM Officers) should bring in minimum three proposals per month worth Rs.50.00 lakh.

If the DSA - (Retired BOM Officers) 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.

Empanelment of DSAs -(Retired BOM Officers) will be done through entering into an Agreement cum Indemnity instead of exchange of a letter. The Agreement cum Indemnity should cover the clauses mentioned above and be stamped in accordance with the Stamp Act in force in the respective State. The draft agreement cum indemnity shall be got approved from legal department, H.O. and will be circulated to the field offices.

**Confidentiality and Security:**

Zonal Offices should seek to ensure the preservation and protection of the security and confidentiality of customer information in the custody or possession of the service provider in the following manner.

Access to customer information by staff of the service provider should be limited to those areas where, the information is required in order to perform the outsourced functions.

**Code of Conduct:**

The Direct Sales Associate / Agent (DSA) Code of Conduct shall be adopted and included as a part of the agreement between the Bank and the DSA Establishment and DSA Retired BOM Officers. This code shall apply to all persons employed by the DSA and DSA (Retired BOM Officers) who would be involved in marketing and distribution of our Bank's Housing Loan products.

The DSA and its Tele Marketing Executives (TMEs) and field sale personnel, i.e. Business Development Executives (BDEs) and DSA-Retired BOM Officers must agree to abide by the Code prior to undertaking any direct marketing operation on behalf of the Bank. Any TME/BDE/DSA Retired BOM Officers found to be violating this code will be blacklisted and the DSA will report such action taken to the Bank from time to time. Failure to comply with this requirement shall result in permanent termination of the business tie-up of the DSA/ DSA-Retired BOM Officers with the Bank and may even lead to pemianent black listing of DSAs by the industry.

To ensure that the TMEs, BDEs and DSA (Retired BOM Officers) adhere to the terms & conditions of this Code of Conduct. The detail Code of Conduct for Tele Marketing Executives (TMEs) and Business Development Executives (BDEs) including DSA (Retired BOM Officers) is enclosed as Annexure-1.

## ANNEXURE-I

### **Model Code of Conduct for DSAs and DSA- (Retired BOM Officers) :**

#### **1. Tele-calling a Prospect (a prospective customer):**

A prospect is to be contacted for sourcing a bank product or bank related product only under the following circumstances:

- When prospect has expressed a desire to acquire a product through the Bank's Internet site/call centre/Branch or through the Relationship Manager at the bank or has been referred to by another prospect/customer or is an existing customer of the bank who has given consent for accepting calls on other products of the bank.
- When the prospect's name/telephone no/ address is available & has been taken from one of the lists/directories/databases approved by the DSA Manager/Team leader, after taking his/her consent.
- He should not call a person whose name/number is flagged in any "do not disturb" list made available to him/her.

#### **2. When you may contact a prospect on telephone.**

Telephonic contact must normally be limited between 0930 Hrs and 1900 Hrs. However, it may be ensured that a prospect is contacted only when the call is not expected **to** inconvenience him/her. Calls earlier or later than the prescribed time period may be placed only when the prospect has expressly authorized TME/BDE/DSA-(Retired BOM Officers) to do so either in writing or orally

#### **3. Can the prospect's interest be discussed with anybody else?**

DSAs/DSA-(Retired BOM Officers) should respect a prospect's privacy. The prospect's interest may normally be discussed only with the prospect and any other individual/family member such as prospect's accountant/secretary /spouse, authorized by the prospect

#### **2. Leaving messages and contacting persons other than the prospect.**

Calls must first be placed to the prospect. In the event the prospect is not available, a message may be left for him/her. The aim of the message should be to get the prospect to return the call or to check for a convenient time to call again. Ordinarily, such messages may be restricted to:

- Please leave a message that (Name of Officers) representing Bank of Maharashtra called and requested to call back at (phone number).
- As a general rule, the message must indicate: That the purpose of the call is regarding selling or distributing a bank product of Bank of Maharashtra

#### **5. No misleading statements/misrepresentations permitted**

TME/BDE/DSA-(Retired BOM Officers) should not -

- Mislead the prospect on any service / product offered;
- Mislead the prospect about their business or organization's name, or falsely represent themselves.
- Make any false / unauthorized commitment on behalf of Bank for any facility/service.





## **6. Telemarketing Etiquettes:**

### **PRE CALL**

- No calls prior to 0930 Hrs or post 1900 Hrs unless specifically requested. - No-serial dialing
- No calling on lists unless list is cleared by team leader

### **DURING CALL**

- Identify yourself, your company and your principal
- Request permission to proceed
- if denied permission, apologize and politely disconnect
- State reason for your call
- Always offer to call back on landline, if call is made to a cell number
- Never interrupt or argue
- To the extent possible, talk in the language which is most comfortable to the prospect  
--Keep-the-conversation limited to business matters
- Check for understanding of "Most Important Terms and Conditions" by the customer if he plans to buy the product
- Reconfirm next call or next visit details
- Provide your telephone no, your supervisor's name or your bank Officers contact details if asked for by the customer.
- Thank the customer for his/her time

### **POST CALL**

- Customers who have expressed their lack of interest for the offering should not be called for the next 3 months with the same offer
- Provide feedback to the bank on customers who have expressed their desire to be flagged "Do Not Disturb"
- Never call or entertain calls from customers regarding products already sold. Advise them to contact the Customer Service Staff of the bank.

## **7. Gifts or bribes**

**TME/BDE's / DSA-(Retired BOM Officers)** must not accept gifts from prospects or gratification of any kind. Any TME/BDE / **DSA-(Retired BOM Officers)** offered a bribe or payment of any kind by a customer must report the offer to his/her management.

## **8. Precautions to be taken on visits/ contacts**

### **BDE/ DSA-(Retired BOM Officers) should**

- Respect personal space - maintain adequate distance from the prospect.
- Not enter the prospect's residence/office against his/her wishes;
- Not visit in large numbers - i.e. not more than one BDE and one supervisor, if required.
- Respect the prospect's privacy.
- If the prospect is not present and only family members/office persons are present at the time of the visit, he/she should end the visit with a request for the prospect to call back.
- Provide his/her telephone number, supervisor's name or the concerned bank Officers's contact details, if asked for by the customer.
- Limit discussions with the prospect to the business - Maintain a professional distance.

## **8. Other important aspects —**

**Appearance & Dress Code : BDE's/ DSA-(Retired BOM Officers)** must be appropriately dressed.

Annexure-II

**APPLICATION FORM FOR EMPANELEMENT OF DIRECT SELLING AGENTS**

**(DSAs) FOR HOUSING LAONS**

1. Name of Organization
2. Constitution • Sole Proprietorship /Partnership/ Company  
**(Please enclose Registration Certificate of the Firm/Partnership Deed I M&AOA in case of Private/Public Limited Companies etc. as applicable.)**
3. Business Address

\_\_\_\_\_  
\_\_\_\_\_

CITY

\_\_\_\_\_  
Telephone No. Email Address :

4. PAN NO/TAN NO/DIN NO . ( Enclose COpy of relevant ID )

5. Details of Existing Bankers

7. Premise Ownership Owned / Rented / Carpet Area  
8. Proprietor/Partners/Managing Partner/Managing Directors' with Residential Address

\_\_\_\_\_

CITY \_\_\_\_\_ State \_\_\_\_\_ PIN CODE - \_\_\_\_\_

PAN NO - \_\_\_\_\_

Address Proof -

(Enclose Copies of PAN / Address Proof)

( Use additional sheets if required )

9. Profile of Proprietor/Partners/Managing Partner/Managing Directors'

10. Names and qualifications of the Promoters

- a) \_\_\_\_\_  
b) \_\_\_\_\_  
c) \_\_\_\_\_  
d) \_\_\_\_\_

**Note: kindly Enclose last 3 year ITRs of the ProPriotor / Partners I Directors of the firm/company**

11. Financial Standing :

Particulars	31.03.201_ Audited	31.Q3.201_ Audited	31.03.201_ Audited
Net Sales			
Net Profit after Tax			
<u>Depreciation</u>			
Cash Accruals			
<u>Tangible Net Worth</u>			

**(Enclose copies of Audited Balance Sheet/Profit& Loss Statement for the last 3 years)**

12. Details of experience as DSA of Other Banks'

1. Name of Bank/FI/HFI/Builders

Since When empanelled

Line of business

HoUsing Lo8n PrOposals mobilized during last two years :

Average Ticket Size

Commission rate

2. Name of Bank/FI/HFI/Builders

Since When empanelled

Line of business

Housing Loan Proposals mobilized during last two years:

Average Ticket Size

Commission rate

**(Applicant must be empanelled with minimum two Bank/FI/HFI/Builders. If**

**empanelled with multiple Bank/FI/HFI/Builders encloses additional sheets and supporting documents)**

13. References : Industry / Market reference ( Minimum 2 )

**(Other than Banks/FIs/HFIs/Builders where empanelled as DSA )**

a) Name of the associate

Constitution

Line of Business

Name & telephone number of contact person

b) Name of the associate

Constitution

Line of Business

Name & telephone number of contact person

14. Minimum Assured Business

- a. No of Proposals per month
- b. Loan amount per month (Rs.in...Lakh
- c. No of Proposals during first six months
- d. Loan amount during first Six -monthS'ff3A.in Lakh) :

15. (a) Employee Details of DSA:

Sales / Marketing Executives	Tele Calling Employees.	Others	Total Staff

(b) Personal Details of the Employees:

Name of the Employee:

Contact No.:      Email Address:

Qualification:

Residential Address:

\_\_\_\_\_ CITY

\_\_\_\_\_ PAN NO

\_\_\_\_\_ Whether Owns CAR / Two Wheeler

Annual                      State \_\_\_\_\_ PIN CODE  
Income

Details  
of Previous Employer

Reasons if any for discontinuing from previous Employer -  
Last 3 Months Performance:

Total Leads Generated	Total Business Mobilized

**(Please enclose above details for all Employees proposed to be mapped with our Bank)**

16. Any other information

Certified that the above information is true and correct

(Seal and Signature of Proprietor/Partners/Managing Partner/Managing Director/CEO

