



BANK OF MAHARASHTRA
THANE ZONAL OFFICE,
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Request for Proposal (RFP)
For engaging Direct Sales Agents (DSA) for sourcing Housing Loans.

Bank Of Maharashtra, Thane 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:

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

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 Thane 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.
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- 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 disbursal 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 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 Bank officials.

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

5. Other terms & conditions:

5.1 Business target:

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 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 Maharashtra. 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.

Application form is given in Annexure-II .

Model Code of Conduct for DSAs :

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 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.

4. 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

Tele Marketing Executives/Business Development Executives of DSA 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

Tele Marketing Executives/Business Development Executives of DSA must not accept gifts from prospects or gratification of any kind. Any **TME/BDE of DSA** 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

TMF/BDE 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.

9. Other important aspects –

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

**APPLICATION FORM FOR EMPANELEMENT OF DIRECT SELLING AGENTS
(DSAs) FOR HOUSING LOANS**

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

3. Business Address :

CITY_____ State_____ PIN CODE -

Telephone No. Fax No. Mobile No of Key Person

Email Address : Website :

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 Proprietor / Partners / Directors of the firm/company

11. Financial Standing :

Particulars	31.03.201_ Audited	31.03.201_ Audited	31.03.201_ Audited
Net Sales			
Net Profit after Tax			
Depreciation			
Cash Accruals			
Tangible Net Worth			

(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 Loan 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 (Rs. 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 _____ State _____ PIN CODE -

PAN NO

Whether Owns CAR / Two Wheeler -

Annual Income -
Details of Previous Employer -
Reasons if any for discontinuing from previous Employer -
Last 3 Months Performance:

Total Leads Generated	Total Business Mobilised No./Amount

(Please enclose above details for all Employees proposed to be deployed for our Bank)

16. Any other information

17. Declaration :

I/we hereby declare that the above information is true and correct to the best of my/our knowledge and belief and I/we undertake to inform you of any changes therein immediately.

In case any of the above information is found to be false or untrue or misleading or misrepresenting I/we am/are aware that I/we will be held liable for it.

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