

ZONAL OFFICE, CHENNAI

4, Sivagnanam Street, T Nagar, Chennai 600017, Tamil Nadu.
Phone-044 24342005 / 04424327650, Email : retailcell_che@mahabank.co.in,
bom1522@mahabank.co.in

PUBLIC NOTICE FOR EMPANELMENT OF DIRECT SELLING AGENTS – HOUSING LOANS FOR BRANCHES IN CHENNAI ZONE

Chennai Zonal Office hereby calls for applications for the Empanelment of Direct Selling Agents (DSAs) for Housing Loans of all branches in Chennai Zone. Applications are invited for the same from all DSAs in the State of Tamil Nadu, Kerala, Puducherry.

A. Policy 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 shall 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 Provider's KYC compliance along with details on capacity and ability to perform the outsourced activities effectively will be verified.

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.

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 Chennai Zone, covering 3 states of Tamil Nadu, Kerala, Puducherry.

3. Fee Structure:

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

Minimum ticket size: Rs. 20.00

Lacs Commission:

- 0.30% of the loan amount inclusive of service tax upto loan amount of Rs.50.00 Lacs.
- 0.35% of the loan amount inclusive of service tax for loan amount above Rs.50.00 Lacs.

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. The DSAs and their employees are bound to follow code of conduct set by Bank in this regard.

5. Other terms & conditions:

5.1 Business target:

While no minimum target is stipulated, the DSAs are expected to bring in business in terms of proposals worth Rs. 2.00 Crores 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 Training:

Employees and officials of all newly engaged DSAs will undergo "One Day Training" at CPCs. CPCs are required to educate them about our Products, Processes and the basics of Marketing. The salient features of Margin, LTV, EMI, calculation of Loan Eligibility, Unihome coverage, Tax benefits etc. will be explained to them.

All employees of newly engaged DSAs will be attached to Relationship Managers / CPC official for one week for handholding purpose.

5.3 Terms of empanelment:

- 1) Independent market report of the DSAs will be obtained.
- 2) Confidential report will 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 will 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 / experience certificates in this line 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.

5.4 Administrative control: DSAs will be under the administrative control of the Zonal Offices.

XXXX

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 will be given to officers who have work experience in credit department especially Retail Loans.

3. Coverage: All Branches of Chennai Zone.

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 Lacs

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 Lacs.
- 0.30% of the loan amount inclusive of service tax above loan amount of Rs.50.00 Lacs.

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.

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. The DSAs and their employees are bound to follow code of conduct set by Bank in this regard.

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 lacs.

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.

5.3 Training:

- DSAs-(Retired BOM Officers) will undergo "One Day Training" at CPCs. CPCs are required to educate them about our Products, Processes and the basics of Marketing. The salient features of Margin, LTV, EMI, calculation of Loan Eligibility, Unihome coverage, Tax benefits etc. will be explained to them.
- All newly engaged DSAs - (Retired BOM Officers) will be attached to Relationship Managers / CPC official for one week for handholding purpose.

5.4 Evaluating the capability of the DSAs-(Retired BOM Officers): 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 will 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.

5.4 Administrative control: DSAs-(Retired BOM Officers) will be under the administrative control of the Zonal Offices.

XXXX

Procedure for Submitting Applications:

(1) All Applications must be submitted in sealed envelopes addressed to the "**Zonal Manager, Bank of Maharashtra, Chennai Zonal Office, 4, Sivagnanam Street, T Nagar, Chennai 600017, Tamil Nadu.** Each envelope should be clearly marked "**Application for Empanelment as DSA for Housing Loans**"

(2) **All Applicants should submit the following along with their applications:**

- a. 2 recent Passport size Photographs
- b. Copies of PAN Card, TAN Registration etc.
- c. Copies of Income Tax Returns with financial data for the A.Y. 2013-14, 2014-15 & 2015-16
- d. Empanelment letter from at least two banks/ FIs.
- e. 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.
- f. Details of existing tie up arrangements with other financial institution if any along with relevant Business Performance details for the past 2 years in similar activity.

(3) All Applications should be sent through Regd. A/D, Speed Post, Courier and should reach Chennai Zonal Office by **5:00 P.M. on 15.03.2016**. Applications received beyond this date will not be eligible for empanelment.

(4) No application sent through e-mail will be entertained for empanelment.

(5) Interested applicants may contact the below mentioned department officials during weekdays (Monday to Friday; 11:00 A.M. to 5:00 P.M.) for further details:

**CPC-Retail Dept.,
Chennai Zonal Office
Ph: 044 -24342005/ 04424327650**

Date: 03.03.2016

Place: CHENNAI

**(Zonal Manager)
Chennai Zone
Chennai**

**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 / 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

(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)