

#### 4. Customer Value Enhancement

Your Bank is a Corporate Agent of SBI Life Insurance Co. Limited and SBI General Insurance Co. Limited. It has a Distribution Agreement with SBI Mutual Fund, SBI Cards & Payment Services Limited and SBI Cap Securities Limited to distribute their products. Your Bank also distributes mutual fund products of UTI Mutual Fund, Tata Mutual Fund, Franklin Templeton Mutual Fund, L&T Mutual Fund, ICICI Mutual Fund and HDFC Mutual Fund. In addition, all branches are authorized to open NPS accounts under National Pension Scheme.

Initiatives and successes for FY2022 are mentioned below:

##### SBI General

The current year has witnessed significant migration of transactions over digital channel. During the year approx. 51 lakh PAI policies were mobilized through YONO. Health Insurance contributes 20% of the total premium mobilized.

##### SBI Cards & Payment Services Limited

Your Bank is leveraging technology for customer segmentation, which has resulted in the sourcing of approximately 16.54 lakh cards through SBI branches in FY2022. Card issuance through digital journey has been received very well by customers and is on a rising trend.

##### SBI Pension Funds Pvt. Ltd.

Your Bank has upgraded its systems to provide end-to-end digitization for instant NPS account opening. Your Bank mobilized over 1.75 lac NPS accounts during FY 22 with a market share of 22%.

##### SBICAP Securities Limited (SSL)

Bank has sourced over 7 lakh Demat and Trading accounts, contributing more than 85% business mobilization of SSL. An e2e Demat and Trading account journey has been launched on YONO.

#### 5. Internet Banking and E-Commerce

YONO is a flagship mobile banking and lifestyle app and one-stop-shop offering, not just financial services but also a gamut of investment, insurance, and shopping solutions. With a Digital-First approach, it is part of Bank's continuous endeavour to

provide innovative digital banking solutions to all customers across the country.

YONO has crossed many milestones with 111.74 million downloads and 48.35+ million registrations, till 31.03.2022, with increasing momentum in adoption and progressively higher user engagement.

##### Key Performance Highlights of YONO for FY2022:

SIM Binding feature was implemented on YONO App on 22.08.2021 to enhance the security features. This feature will ensure that the App will function only on the device where the SIM of the Bank's Registered Mobile number is present.

**Customer Onboarding:** Significant momentum was observed in new customer onboarding, with ~96% of eligible savings accounts being opened through the YONO platform.

**NPS account opening through YONO mobile app** has been launched on 27<sup>th</sup> Sept 2021. It is a complete end-to-end process wherein the customer is not required to submit the physical form to CRA (Central Recordkeeping Agency). PRAN is generated instantly. 49,051 accounts have been opened, during the year which represents 29.60% of accounts opened at the Whole Bank level.

**YONO Krishi:** YONO Krishi, a comprehensive multi-lingual platform for agriculture segment customers, launched in 2019, is an initiative by the Bank to make our farmer customers future-ready by offering them constant digital innovations pertaining to their agricultural needs. By the end of FY2022, more than 24 lakhs YONO Agri Gold Loans amounting to ~₹37,500 crore were sanctioned through YONO Krishi.

**Simplified KCC Review** through the YONO process was launched in August 2020, wherein the customer can get their KCC account reviewed online without visiting the branch in a paperless, presence less manner.

**SAFAL (Simple and Fast Agriculture Loan)** - A Pre-approved loan, first of its kind in the Agriculture segment, was launched in September 2021. The product

is available for farmers engaged in Dairy activity and associated with Corporates under Tie up through an arrangement with Bank. Farmers can avail of loans up to ₹3.00 Lakh without collateral security through this simplified, digitized process with minimal documentation. 316 SAFAL loan accounts amounting to ₹1.69 crore, and 34 Corporates have been onboarded by the end of FY2022.

**Online marketplace:** In FY2022, 111 merchant partners were live on the B2C Market Place platform (including Mitra and Mandi), witnessing 6 lakh+ transactions amounting to ~₹1,255 crore + worth of Gross Merchandise Value during the FY2022. This platform generated more than 20,000 auto loan leads for your Bank.

## 2. SMALL AND MEDIUM ENTERPRISES

Your Bank is a pioneer and market leader in SME financing with 829 SME intensive & dedicated branches across India. With over 18 lakh customers, the SME portfolio of ₹3,05,517 crore, as of 31<sup>st</sup> March 2022, accounts for nearly 10.83% of your Bank's total advances. Your Bank has always held SMEs as an important segment, considering their role in the Indian economy and for their contribution to the country's manufacturing output, exports, and employment generation. Being committed to providing innovative and straightforward financial solutions, your Bank's approach to drive SME growth rests on the following three pillars: a) Customer Convenience, b) Risk Mitigation, and c) Technology-based digital offerings and process improvements.

### 1. Customer Convenience

To build and sustain the momentum for transforming India, the Bank has created the highest number of touchpoints in branches and other channels. To enhance the ease of business for the Small and Medium Enterprises, your Bank has modified its existing delivery model of the Small and Medium Enterprises Centre (SMEC) and created Asset Management Teams (AMTs) to maintain end-to-end relationships with the customers for loans up to ₹50 lakh. Loans above ₹50.00 lakhs are handled by the Relationship Manager (SME) for better customer connect. As of 31<sup>st</sup> March 2022, 1,810 RMs (SME) were active across India.

To focus on improving our connection with customers and strengthening our SME business, 104 Assistant General Managers (SME) have been posted across all zonal offices.

## 2. Digital Offerings

Your Bank is leveraging technology in every aspect of the value proposition from business, designing products, streamlining processes improving delivery to monitoring. Furthermore, it has taken several initiatives to build an SME portfolio that is risk mitigated. It has implemented significant changes in (i) Product suite, (ii) Process (iii) Delivery to ensure Ease of Banking.

### Loan Life-Cycle Management, Online Loan Application and Online Lead Status:

Your Bank hosts an online loan application and tracking facility for MSME borrowers on the corporate website. Loan Organisation Software (LOS-SME) and Loan Lifecycle Management (LLMS) adopt uniform credit dispensation standards to ensure quality and preserve corporate memory.

### Customer Relationship Management (CRM):

Your Bank has introduced a CRM system as an integrated platform to engage with customers throughout their lifecycle, enhance understanding of customers' requirements and strengthen the customer-centric approach of the Bank. The CRM portal has been designed to generate leads in CRM applications through various channels, better monitoring mechanism of leads at multiple stages, and booking increased business with lower TAT through customer connect. The Customer 360 view is also available in CRM, apart from lead monitoring.

### Contactless Lending Platform (CLP):

State Bank of India in collaboration with SIDBI and other PSBs has developed a Contactless Lending Platform (psbloansin59minutes.com) for loans to MSME. CLP provides easy access for loans to SMEs registered on the GST platform and filing Income Tax returns. Using the platform, your Bank is sourcing leads for loan requirements from ₹1.00 lakh to ₹500.00 lakh. In FY2022, 7,661 MSME loans have been sanctioned, amounting to ₹2,526.90 crore.

### Project Vivek

Project Vivek heralded a paradigm shift in your Bank's appraisal system from traditional Balance Sheet based funding to a more objective appraisal system of leveraging cash flow and other information sources bringing objectivity to better risk assessment. It reduces Turn Around Time (TAT), resulting in a better customer experience. In FY2022, 35,589 proposals were processed under Project Vivek. Further, technical enhancements were done to the project during the year to improve the underwriting process. The simplified Automated Quick Renewal process under Project Vivek is being popularised to simplify the process of renewal of Fund Based Working Limit.

### SME Gold Loan

Your Bank has introduced a simplified product, viz., SME Gold Loan, to provide short term credit support to MSME Units against the security of Gold Ornaments/ jewellery with simplified assessment and easy sanction. MSME units bridge their liquidity gaps with ease.

### Pre-Approved Business Loan (PABL)

Your Bank has launched a simplified PABL product – An analytics product for sanctioning loans up to ₹10 lakhs for current account customers. Your Bank also launched the Digital Retailer Finance programme. A total of 1,800 retail traders supported a pilot run.

### SME Finance For CAs under CLP

This is simplified, scoring based product available on the Contactless Lending Platform (CLP). Under the product, collateral free loans are offered to CAs and covered under CGTMSE with EBLR linked pricing.

### COVID-19 Enablers

In line with the RBI's regulatory package, sanctions are given under GECL to ensure prompt disposal and release of funds. GECL scheme will continue till 31<sup>st</sup> March 2023.

Your Bank is also participating in the Sanjeevani scheme for SME loans for the healthcare sector for existing hospitals, nursing homes, clinics and medical colleges.

Your Bank also participates in disbursing Aarogyam Healthcare Business Loans, which covers the entire healthcare ecosystem under the product. The stakeholders included are hospitals, nursing homes, diagnostic centres, pathology labs, manufacturers, suppliers, importers, and logistic firms engaged in critical healthcare supply.

### Competitive Rates of Interest

Your Bank has linked all floating rate loans to Micro, Small and Medium Enterprises (MSMEs) to External Benchmark w.e.f. 1<sup>st</sup> October 2019.

### Trade Receivables Discounting System (TReDS)

The Bank was the first among all PSBs to register as a financier on the TReDS platform, set up to provide finance to MSMEs. We have presence on all the three TReDS platforms in the country, i.e. RXIL, M1 exchange and Invoicemart. Your Bank has been actively participating in the online biddings on the platform and has been offering very competitive rates for the benefit of MSMEs. In FY2022, 14,208 Bills aggregating ₹2,668 crore were discounted.

### Supply Chain Finance

Leveraging Bank's state-of-the-art technologies and vast branch network, your Bank continues to be a significant player in Supply Chain finance by strengthening its relationship with the corporate world across various sectors. Your Bank has extended supply chain finance to over 31,000 dealers and over 12,260 vendors with total sanctioned limits of over ₹38,680 crore (e-DFS) & ₹5,825 crore (e-VFS). Thirty-seven new tie-ups were established during the financial year, including CG Power & Industrial Solutions Limited, Skoda, Honda India Power Limited, Bajaj Auto Limited, Nestle India Limited, Ambuja Cement Limited, Trident Limited, and Tata Consumer Products Limited, among others. New e-DFS limits of ₹5643 crore were sanctioned in this financial year up to 31<sup>st</sup> March 2022. To ring-fence the supply chain portfolio, your Bank has put suitable risk mitigation measures and risk-based pricing for the Supply Chain Portfolio. Being the country's largest lender, your Bank has also undertaken a leadership role in implementing proactive measures

to support the dealers availing of the e-DFS facility during the covid pandemic related business slowdown. Your Bank has simplified e-VFS processes and built a front-end digital interface for a vendor to enhance customer experience.

### 3. Business Partnerships and Tie-ups

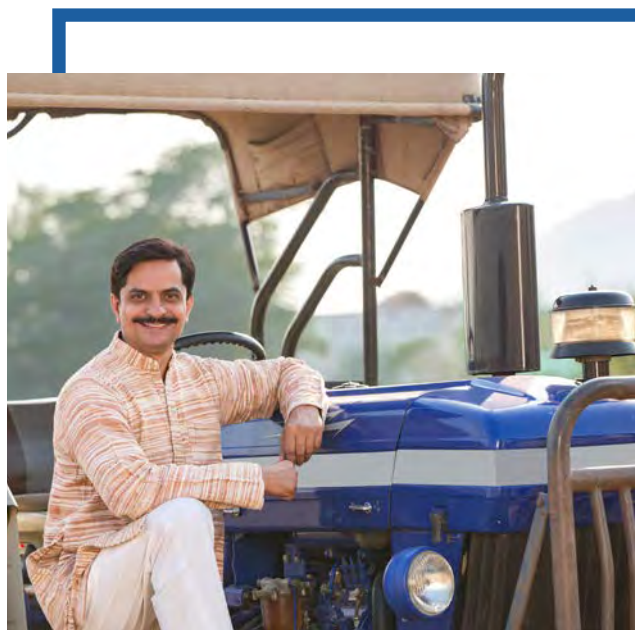
**Warehouse Receipt Finance:** Your Bank has introduced a Warehouse Receipt Financing scheme (WHR) for financing against Warehouse Receipts issued by collateral managers having a tie-up with the Bank. Under the scheme finance is extended to traders/ owners of goods/ manufacturers etc. Further, WHR issued by Central Warehousing Corporation (CWC) and State Warehousing Corporation (SWC) would also be eligible for WHR finance. SBI has also tied up with repositories NERL &

CCRL for financing against e-NWR and NEML (a subsidiary of NCDEX) for the e-auctioning of NPA/stressed accounts under WHR Financing scheme.

### 3. Rural Banking - Agri Business

Your Bank's lending under Agriculture & Allied activities has crossed the milestone of ₹2,27,000 crore during this financial year, catering to more than 1.42 crore farmers. During the year, the Agriculture Gold loan portfolio has increased to ₹73,601 crore in FY2022 from ₹66,878 crore in FY2021.

Under Atmanirbhar Bharat schemes viz. Agri Infrastructure Fund (AIF), Animal Husbandry Infrastructure Development Fund (AHIDF) and PM Formalization of Micro Food Processing Enterprises (PM FME), your Bank has disbursed loans to 1,400 borrowers amounting to ₹806 crore.



*Atmanirbhar Bharat schemes viz. Agri Infrastructure Fund (AIF), Animal Husbandry Infrastructure Development Fund (AHIDF) and PM Formalization of Micro Food Processing Enterprises (PM FME) has changed the landscape of Agri Business.*

### 1. Micro Credit:

Your Bank has won the National Award for the Highest SHG bank linkages consecutively for 2017-18, 2018-19, 2019-20 and 2020-21 instituted by the Ministry of Rural Development, New Delhi.

Your Bank has the second-highest market share in SHG loans outstanding among all banks, with outstanding loans of ₹24,023 crore to 8.71 lakh SHGs as of 31.03.2022, covering more than 85 lakh women members. SBI's market share of loans under the National Rural Livelihood Mission is the second-highest among PSBs, which is 25.80% as of 31.03.2022.

Since the inception of Deendayal Antyodaya Yojana (DAY-NRLM), your Bank has financed 29,35,453 SHGs under Bank-SHG Linkage and disbursed ₹66,821 crore up to 31.03.2022.

Your Bank has disbursed ₹882 crore under the e-Mudra scheme for Microfinancing enterprises up to ₹50,000 since inception. In the Current Financial year, 1,24,763 loans have been sanctioned, and ₹562 crore have been disbursed up to 31.03.2022.

Your Bank has launched "PM SVANidhi Loans" with effect from 02.07.2020 to support the livelihoods of street vendors during the Covid-19 pandemic. In FY 2021-22, we have disbursed 3,48,041 loans, amounting to ₹406 crore to Street Vendors under both tranche I & II, as of 31.03.2022.

### 2. Digital step, collaborations:

Currently, your Bank has an Agri Gold loan and KCC review on YONO Krishi digital platform. Your Bank has launched YONO Krishi SAFAL Dairy during the year, an end-to-end digital product for financing dairy farmers. Your Bank has also embarked upon digitising all the journeys in Agriculture.

To address high volume and low-value ticket loans in Agri-Business with a digital optimisation strategy, your Bank is onboarding AgriTech-BCs with differentiated Business Models. These AgriTechs will help source, service, and collect Agri and Microcredit products.

Credit disbursements to the farmers over the years are as follows:

### Flow of Credit to Agriculture

(₹ in crore)

Year	Target	Disbursement	% Achievement
FY2019	1,16,315	1,56,385	134
FY2020	1,27,947	1,77,473	139
FY2021	1,74,468	1,98,268	114
<b>FY2022</b>	<b>1,92,500</b>	<b>2,19,396</b>	<b>114</b>