



# ALL INDIA STATE BANK OFFICERS' FEDERATION

(Registered under the Trade Unions Act 1926, Registration No: 727/MDS)  
Central Office: State Bank Buildings, St. Mark's Road, Bangalore-560 001  
Registered Office: 22, Rajaji Salai, Chennai- 600 001

**CIRCULAR NO. 52**  
**TO ALL OUR AFFILIATES**

**DATE: 04.11.2024**

## **An Appeal**

### **Let's Unite for Growth – Together, We Strengthen Our Future**

Dear Comrades,

You are the backbone of the greatest success story in Indian banking. Because of your tireless dedication, the State Bank of India has achieved something remarkable—recording the highest annual profit ever by any Indian company in FY2024. Each one of you is a part of this victory, and together, we have set new standards for the entire industry.

Our journey has been filled with triumphs, like the swift wage negotiations and the significant improvements in service conditions under the 9th joint note. These achievements are not just victories for us—they are a reflection of the support of our beloved Bank. The recent approval of Special Pay is yet another proof of how deeply the State Bank of India cares for its family. For over 218 years, our bank has been more than an institution; it has been a mother, nurturing us with opportunities, security, and endless moments of pride. We have all benefited greatly, and with the bank's continued support, even brighter days are ahead.

As we celebrate these achievements, it is equally important to acknowledge the challenges that lie ahead. Despite our Bank's resilience and strength, we are not insulated from the broader difficulties facing the banking industry. A key concern is the declining market share of Current and Savings Accounts (CASA)—a trend impacting not just our Bank but the entire banking sector. While we remain the industry leader, sustaining our position demands continuous effort, unity, and firm commitment from each one of us.

Now is the time for us to walk an extra mile for the institution that has given us so much. This is not just another task—it is a calling, a chance for us to safeguard our future and the future of our bank.

AISBOF has always been by your side—fighting for your rights, securing your benefits, and standing tall with you in every endeavour. Today, we ask you to stand with us again as we face this crucial challenge. We call on each officer to take up the mantle of responsibility and contribute to the bank's strength in the most direct and impactful way possible.

We urge every member to bring in at least one current account / savings account every month until March 31, 2025. Imagine what we can achieve together: a substantial addition to our customer base, reinforcing our deposit base and connecting us even more deeply with the communities we serve. This is not just about numbers—it's about protecting the legacy of our bank, the very foundation of our professional lives.

Moreover, despite our bank has been recognized as the Best in Digital Banking by *Financial Express* and honoured as the Best Bank in India for 2024 by *Global Finance Magazine* in New York, it is felt necessary to aggressively onboard both new and existing customers to the much awaited and recently launched **“Bharat QR with Sound Box”**. This tool offers a variety of options for significant CASA growth without any significant increase in branch footfalls.

The State Bank of India has always cared for us. Now it's time for us to show how much we care for it. Every account we open is a testament to our loyalty, our passion, and our belief in the values that our bank stands for. The future of this great institution is in our hands, and just as this bank has always nurtured us, we must now rise to protect and preserve it. In this critical moment, we cannot falter.

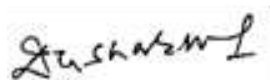
Together, we can overcome these challenges. Together, we will ensure that our bank not only survives but thrives. Let us prove, once again, that when the officers of SBI set their sights on a goal, no obstacle is insurmountable.

We have the power, the strength, and the unity to make this happen.

In solidarity,

With greetings

Yours comradely,



**(Deepak K Sharma)**  
General Secretary



**(Rupam Roy)**  
President



**(Vinay K Bhalla)**  
Chairman

**At the Service of Members for more than 5 Decades**

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