



## FEDERATION OF PENSIONERS' ASSOCIATION

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### **SBI Wealth**

### **REORGANISATION OF SBI WEALTH**

### **REVISION IN CLIENT SEGMENTATION & SERVICING STRATEGY**

SBI Wealth was introduced with objective to serve the Bank's UHNI/HNI customer with unique set of investment and Bank products. Accordingly, Bank hires officers on Contract for Sales and Investment Team. Wealth Management services have been extended to Premier Banking customers in FY 2023-24.

2. Under the ongoing 'Project Wealth' to revamp Bank's Wealth Management and Premier Banking services. The following important changes have been approved:

- a) Segmentation of customers.
  - b) Relationship model with three types of Relationship Managers viz – VP Wealth (lateral officer), Relationship Manager (lateral officer), RM Wealth (internal officer) and Relationship Associate (clerical) & Relationship Associates Team Lead (RATL) for Virtual Relationship model.
  - c. Inclusion of Circle functionaries for driving the Wealth Business.
3. Revised Organogram superseding all earlier approvals is attached as **Annexure-I.**
4. The proposed reporting authority structure for all the positions is attached as **Annexure-II.**
5. The Key Changes proposed are as under:
- (i) A new position of Country Head (Wealth Management Business) equivalent to Chief General Manager (TEGSS-I) is being created.

- (ii) All the Deputy General Managers posted in Wealth Management and Premier Banking department viz., DGM (HIRC), DGM(WB&O)-I, DGM (WB&O)-II, DGM (Premier) etc will report directly to the Country Head (Wealth Management Business).
- (iii) Relationship Managers- Wealth is a new position of Scale I/II/III officers in the Bank and will cater to Wealth Customer segment under TRV of Rs. 50 lakhs to Rs. one crore. Scale III officers posted as Relationship Managers will be termed as Senior Relationship Managers Wealth and will have the same reporting structure as that of Relationship Managers. Relationship Managers will be posted at the branches and will have their CDS mapped to AGM D-VAS who will be their reporting Authority.
- (iv) Relationship Manager Wealth Services (RMWS) will directly report to AGM (Wealth) at Circles.
- (v) AGM Wealth will report to DGM (RCWM) and will have dotted line relationship with DGM (WB&O) at Corporate Centre for effective monitoring at Corporate Centre.
- (vi) The segment of customers with TRV of above one crore will be catered by laterally recruited officials designated as VP (Wealth) who will report to RM Team lead (Lateral officers).
- (vii) RM Team Leads will report to Regional Heads of the respective Circle and will have dotted line relationship with AGM Wealth for administrative purpose.
- (viii) Regional Heads will have a direct reporting to respective Zonal Heads and will have dotted line relationship with DGM (RCWM) for better coordination and operational efficiency of fulfilment squad.
- (ix) Head (Product, Investment & Research) & Zonal Heads who are officers hired on contract basis will have direct reporting to the Country Head (Wealth Management Business).
- (x) Investment Officer/Investment Specialist and Central Research Team will directly report to Head (PIR) and Investment Officer/Specialist will have dotted line relationship with AGM (Wealth) for administrative purpose.
- (xi) Monitoring of business targets vis a vis performance of VP-Wealth (lateral officers) will be vested with Relationship Manager Team Leads (RMTL), Regional Heads (RH) and Zonal Heads. DGM (RCWM)

and AGM (Wealth) will ensure the required support in providing the banking related products and services in an efficient manner by monitoring performance of Relationship Manager Wealth Services (RMWS) and fulfilment squads.

(xii) Wealth Management & Premier Banking Business is continued to be part of Circle Business. Circle CMC will review the performance of Wealth Management Business with Regional Head/Zonal Head and DGM (B&O) at Administrative Office will review with RMTL.

(xiii) Relationship Banking will be extended to Premier Banking Customers also through VRM Model to serve their Banking and Investment needs. VRM service will increase the stickiness of the Premier Banking Customers with the Bank and will help improve PPC also.

(xiv) Relationship Associates (VRM) posted at VRM Centres will report to Relationship Associates Team Lead (RATL)- (Scale II/III position) who in turn will report to CM Premier. CM Premier will report to DGM (RCWM) at the Circles and will assist in coordination and operational efficiency of the fulfilment squad at the Circles.

## 6. SEGMENTATION GUIDELINES

At SBI Wealth, Segmentation guidelines were laid down as per Circular No.: NBG/WMBU-WEALTH/2/2019 – 20 dated 01.06.2019. Under the ongoing '**Project Wealth**' competent authority has approved revised segmentation and servicing strategy of the Wealth & Premier customers by defining various onboarding parameters such as ETB, NTB, Family, VIP etc. Details of Revised definition of TRV, onboarding criteria and servicing strategy are as under:

**Two segments** of customers – '**Wealth**' and '**Premier**' have been carved out from the existing customer base based on defined criteria which includes Total Relationship Value (TRV), Salary account type, Loan sanction amount. Customers will be served by different set of Relationship Managers to cater to their financial and Investment needs. RM Wealth (lateral officials) is now renamed as VP Wealth and RM Premier (internal officials) is now renamed as RM Wealth. Virtual Relationship concept is introduced to cater to the customers with TRV of INR 30 lacs to INR 50 lacs.

The **criteria for the revised segmentations** are as under:

Key criteria	Wealth Customer	Premier Customer
Total relationship value (TRV)	INR 50 lakhs and above	INR 30 lakhs to less than 50 lakhs
Salary	Rhodium Salary Package Customer	Platinum Salary Package Customer
Home Loan (Aggregate Sanctioned Amount)	INR 2 crores and above	INR 1 crore to less than 2 crores
Auto Loan (Sanctioned Amount)	INR 30 lakhs and above	INR 20 lakhs to less than 30 lakhs
Education Loan (Sanctioned Amount)	INR 30 lakhs and above	INR 20 lakhs to less than 30 lakhs

A. **Revised definition of TOTAL RELATIONSHIP VALUE (TRV)**

Revised Definition of TRV
Total Relationship Value (TRV) shall include: <ul style="list-style-type: none"><li>• CASA</li><li>• TD/ STD</li><li>• Mutual Funds acquired through SBI acting as distributor.</li><li>• PMS/AIF acquired through SBI acting as distributor.</li><li>• Bonds purchased via SBI,</li><li>• Demat balance held with SBI Securities Ltd.</li><li>• SBI Life Total Premium Paid (for policies sourced through SBI Wealth/Premier)</li></ul>

B. **INVESTMENT ARCHITECTURE & RELATIONSHIP MANAGER CATEGORIES**

i. **Open Investment Architecture**

- ✓ All approved Mutual Fund schemes across fund houses.
- ✓ Approved PMS from various service providers.
- ✓ Approved AIF from various service providers.
- ✓ Approved Bonds.
- ✓ Any other product approved for Wealth clients from time to time.

ii. **Closed Investment Architecture**

- ✓ All JV Products manufactured by SBI Mutual Fund (including Mutual Fund schemes, PMS and AIF), SBI Life, SBI General and SBI Securities Ltd.
- ✓ Bonds – Government Bonds (Gilts), SDLs, RBI Bonds, Sovereign Gold Bond

iii. Relationship Managers shall cater to clients under different investment architectures as follows:

Relationship Manager	Investment Architecture Offered
VP Wealth (lateral officer)	Open Architecture
RM Wealth (internal officer)	Closed architecture
Virtual Relationship Associate (internal staff)	Closed architecture

### C. ONBOARDING UNDER SBI WEALTH

#### i. Existing to Bank (ETB) Clients

Existing Guidelines	Revised Guidelines
<p>An ETB Wealth prospect is an existing Customer of the Bank with a Total Relationship Value (TRV) of INR 30.00 lakhs.</p> <p><b>Clarifications:</b></p> <p>i. The TRV on the date of on-boarding should be INR 30 lakhs.</p> <p>ii. MF investments done through SBI (i.e. AMFI Registration Number (ARN)/Broker Code 12195) ONLY to be considered as part on TRV.</p>	<p>Minimum TRV for Wealth client to be revised to <b>INR 50.00 Lacs</b></p> <p>Clients with TRV INR 50 Lacs to less than 1 crore shall be onboarded by <b>RM Wealth (internal official)</b></p> <p>Clients with TRV INR 1 Crore and above shall be onboarded by <b>VP Wealth (lateral official)</b>.</p>
<p><b>Net monthly Salary</b> Credit of INR 2.00 lakhs and above credited to SBI Account</p>	<p><b>No Change</b> in Salary criterion. Onboarding to continue for Rhodium salary package customers with minimum net salary credit of INR 2 lacs per month.</p> <p>Clients onboarded by RM Wealth shall be mapped to RM Wealth and Clients onboarded by VP Wealth shall be mapped to VP Wealth.</p>
<p>The aggregate Sanctioned Limit of <b>Home Loans</b> should be INR 1.00 Cr. &amp; above.</p> <p>Home Loans include SBI Maxgain, SBI Realty, Home Loans to Non-Salaried Segment-Differential Offerings, Insta Home Top-Up Loan, SBI Home Top Up Loan, CRE Home Loans, SBI Flexi Pay Home Loan, SBI Privilege &amp; SBI Shaurya Home Loan, Flexible Margin Payment Option Schemes, Personal Loan Against Property (P-LAP), Smart Home Top-up Loan, etc.</p>	<p>The aggregate Sanctioned Limit of <b>Home Loans</b> should be INR <b>2.00 Crore</b> &amp; above</p> <p>Clients with Home Loans of INR 2 crores to less than 3 crores shall be onboarded by RM Wealth.</p> <p>Clients with Home Loans of INR 3 crores and above shall be onboarded by VP Wealth.</p>

Existing Guidelines	Revised Guidelines
<b>Auto Loan</b>  No Wealth eligibility for Auto Loan clients	The aggregate Sanctioned Limit of <b>Auto Loans</b> should be INR <b>30 Lacs</b> & above. Clients onboarded by RM Wealth shall be mapped to RM Wealth.  Clients onboarded by VP Wealth shall be mapped to VP Wealth.
<b>Education Loan</b>  No Wealth eligibility for Education Loan clients	The aggregate Sanctioned Limit of <b>Education Loans</b> should be INR <b>30 Lacs</b> & above Clients onboarded by RM Wealth shall be mapped to RM Wealth.  Clients onboarded by VP Wealth shall be mapped to VP Wealth.
<b>Retired SBI Staff</b>  No separate eligibility criteria	Minimum TRV to be INR <b>1 Crore</b>  Clients onboarded by RM Wealth shall be mapped to RM Wealth.  Clients onboarded by VP Wealth shall be mapped to VP Wealth.

ii. **New to Bank (NTB) Clients**

Existing Guidelines	Revised Guidelines
NTB Prospect would be a person who satisfies one of the following conditions:  a. Does not have any Banking relations with us (No CIF with the Bank), or b. Maintaining only PPF/Sr. Citizen Deposit Scheme account with us, or c. Maintaining only Loan account with the Bank. However, Home Loan borrowers with a sanctioned limit of INR 1 Cr. and above would be Onboarded as ETB Wealth Client as per the eligibility criteria.	No Change  No Change  Home Loan Borrowers with a sanctioned limit of INR 2 Cr. and above or Auto Loan clients with a sanctioned limit of INR 30 Lacs and above or Education Loan clients with a sanctioned limit of INR 30 lacs and above would be Onboarded as ETB Wealth Client as per the eligibility criteria and above-mentioned segmentation between RM Wealth and

d. QAB< INR 1 lakh	<p>VP Wealth.</p> <p>No Change</p>
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Existing Guidelines	Revised Guidelines
<p><b>TRV for On-boarding NTB Wealth</b>  Clients should be as follows:</p> <ul style="list-style-type: none"> <li>• Fresh funds coming from another Bank.</li> <li>• Investments in Mutual Funds made through SBI (i.e. Investments made under ARN/Broker Code 12195) would be considered as TRV.</li> </ul> <p>(Investments made through other Brokers/Distributors which require ARN Transfers (change of Broker Code) <b>would not be</b> considered as TRV for on-boarding).</p> <p>Initial Deposit/Investment of INR 10.00 lakhs. NTB Clients should increase their TRV from INR 10 lakhs to INR 30 lakhs within one year from the date of onboarding.</p>	<p>No Change</p> <p>Initial Deposit/Investment of INR <b>30.00</b> lakhs for clients onboarded by <b>RM Wealth</b>. TRV of clients onboarded by RM Wealth to increase to minimum INR <b>50 Lacs</b> within one year from the date of onboarding.</p> <p>Initial Deposit/Investment of INR <b>50.00</b> lakhs for clients onboarded by <b>VP Wealth</b>. TRV of clients onboarded by VP Wealth to increase to minimum INR <b>1 Crore</b> within 1 year of onboarding.</p>
Opening a Salary Account with SBI with monthly Net Salary Credit of INR 2.00 lakhs and above	<p>No Change in Salary criterion.</p> <p>Clients onboarded by RM Wealth shall be mapped to RM Wealth.</p>

	Clients onboarded by VP Wealth shall be mapped to VP Wealth.
Newly sourced Home Loans of INR 1.00 Cr. The aggregate Sanctioned Limit of Home Loans should be INR 1.00 Cr. & above. Home Loans include SBI Maxgain, SBI Realty, Home Loans to Non-Salaried Segment-Differential Offerings, Insta Home Top-Up Loan, SBI Home Top Up Loan, CRE Home Loans, SBI Flexi Pay Home Loan, SBI Privilege & SBI Shaurya Home Loan, Flexible Margin Payment Option Schemes, Personal Loan Against Property (P-LAP), Smart Home Top-up Loan, etc.	<p>Newly sourced <b>Home Loan</b> of INR <b>2.00</b> Cr (sanctioned <b>within one month</b> of onboarding).</p> <p>For example, New Home Loan of minimum INR 2 Cr + New CIF = NTB</p> <p>New Home Loan of minimum INR 2 Cr + existing QAB &lt; INR 1 lakh = NTB</p> <p>Clients with Home Loans of INR 2 crores to less than 3 crores shall be onboarded by RM Wealth.</p> <p>Clients with Home Loans of INR 3 crores and above shall be onboarded by VP Wealth.</p>
<p><b>Auto Loan</b></p> <p>No Wealth eligibility for Auto Loan clients</p>	<p>Newly sourced <b>Auto Loan</b> of INR <b>30 Lacs</b> (sanctioned <b>within one month</b> of account opening and onboarding).</p> <p>For example, New Auto Loan of minimum INR 30 Lacs + New CIF = NTB</p> <p>New Auto Loan of minimum INR 30 Lacs + existing QAB &lt; INR 1 lakh = NTB</p> <p>Clients onboarded by RM Wealth shall be mapped to RM Wealth.</p> <p>Clients onboarded by VP Wealth shall be mapped to VP Wealth.</p>
<p><b>Education Loan</b></p> <p>No Wealth eligibility for Education Loan clients</p>	<p>Newly sourced <b>Education Loan</b> of INR <b>30 Lacs</b> (sanctioned <b>within one month</b> of account opening and onboarding).</p> <p>Clients onboarded by RM Wealth shall be mapped to RM Wealth.</p> <p>Clients onboarded by VP Wealth shall be mapped to VP Wealth.</p>

### iii. **WEALTH FAMILY ACCOUNTS** **DEFINITION**

Wealth Family includes the following members:



- a. Wealth Client,
- b. His/her Spouse and
- c. Major Children
- ✓ There would be no restriction on the number of family members for On-boarding as Wealth Clients within the same family.
- ✓ One Family will be considered as one unit for the business credit of upgradation to higher segment.

**a. Existing to Bank (ETB) Clients under Wealth Family Accounts**

Criteria	Existing (INR)	Revised (INR)
TRV	50 lakhs	<b>Minimum Family TRV changed to INR 50 Lacs.</b>  Family with TRV INR 50 Lacs to less than 1 crore to be onboarded by RM Wealth.  Family with TRV 1 crore and above to be onboarded by VP Wealth.
Net Salary Credit	3 lakhs	<b>No onboarding</b> under Wealth Family on Salary criterion basis
Home Loan (Sanctioned Limit)	1.5 Crore	<b>No onboarding</b> under Wealth Family on Home Loan criterion
Auto Loan	No Family Wealth onboarding basis Auto Loan criterion	<b>No onboarding</b> under Wealth Family basis on Auto Loan criterion
Education Loan	No Family Wealth onboarding basis Education Loan criterion	<b>No onboarding</b> under Wealth Family basis on Education Loan criterion
Retired SBI Staff	No separate eligibility criteria	Minimum TRV to be <b>1 Crore</b>  Clients onboarded by RM Wealth shall be mapped to RM Wealth.  Clients onboarded by VP Wealth shall be mapped to VP Wealth.

**b. New to Bank (NTB) Clients under Wealth Family Accounts**

Criteria	Existing (INR)	Revised (INR)
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TRV	50 lakhs/	<b>Minimum Family TRV changed to INR 50 Lacs.</b>  Family with TRV INR 50 Lacs to less than 1 Crore to be onboarded by RM Wealth.  Family with TRV INR 1 crore and above to be onboarded by VP Wealth.
Net Salary Credit	3 lakhs	<b>No onboarding</b> under Wealth Family on Salary criterion basis
Home Loan (Sanctioned Limit)	1.5 Crore	<b>No onboarding</b> under Wealth Family on Home Loan criterion
Auto Loan	No Family Wealth onboarding basis Auto Loan criterion	<b>No onboarding</b> under Wealth Family basis on Auto Loan criterion
Education Loan	No Family Wealth onboarding basis Education Loan criterion	<b>No onboarding</b> under Wealth Family basis on Education Loan criterion

D. RE-MAPPING OF CLIENTS

E. **DEVIATIONS IN CLIENT ON-BOARDING**

SBI Wealth offering is extended to clients meeting the minimum eligibility criteria laid down in the form of TRV, monthly salary credit and loan relationships with the Bank. However, there are clients at top positions in GOI/Defence/Corporates/laureates who are opinion makers and are a vital connection for the Bank. A need was hence felt to onboard such clients on the wealth platform irrespective of the eligibility criteria.

Existing Instructions	Revised Guideline/Clarifications
<p>i. For Business and Recognition purposes, operating functionaries are encouraged to On-board only the VIP Clients as Wealth Client with certain deviations (e.g. TRV, Salary etc.).</p> <p>ii. VIP Clients would be treated as ETB VIP Clients and categorized as such in Miles System.</p> <p>iii. Credit for sourcing of such Clients by the RM/ARM, will not be considered for calculation of PLP. However, any New Money/Gross Sales/Other Business booked from the ETB VIP Client will be included in the mapped RMs performance.</p> <p>iv. Deviations should be approved by the AGM &amp; Wealth Circle Head and reported to the respective DGM (W&amp;BO) I/II at WMBU for review and control purposes</p>	<p>i. No Change.</p> <p>ii. VIP onboarding shall be revised as follows: ✓ VIP Clients would be treated as ETB VIP Clients and categorised as such in IWMS. ✓ VIP clients onboarded by RM Wealth shall be served by RM Wealth. ✓ VIP clients onboarded by VP Wealth shall be served by VP Wealth.</p> <p>iii. No Change</p> <p>iv. Deviations should be approved by the AGM Wealth and reported to the respective DGM (RCWM) at LHO for review and control purposes.</p>

F. **VIP & RANK BASED ONBOARDING**

VIP and Rank based onboarding were defined vide Circular NBG/WMBU-WEALTH/5/2022 - 23 that identified specific job roles and positions where clients

could be onboarded independent of the wealth eligibility criteria. We propose to add the sitting judges of Supreme Court of India and High Courts in Rank Based Onboarding.

The **updated list** of positions after inclusion is as follows:

SN	Organization	Minimum Equivalent Rank and above/Position for Eligibility
i .	Central Government	All Central Government officials in the rank of IAS, IFS, IPS, IRS or equivalent rank of Joint Secretary level and above officers.
i i .	State Government	IAS, IPS, IRS, Secretaries to State Governments. All state Government Officials in the rank of PCS on selective basis based on their position and business potential/opportunities available.
i i i .	Defence Services	All commissioned officials of Colonel and above equivalent ranks in Indian Army, Indian Navy and Indian Air Force.
i v .	PSUs	Head/Chairman and Directors of the PSUs.
v .	Corporates/MNCs	Top executives, Chairman, President, MD, CEO, VP, ED, CFO, Director HR and equivalent ranks/grades executives in company.
v i .	SME Clients	Promoters/Directors of SME unit having Credit exposure of equal to or more than ₹ 500.00 lakhs under Standard Asset category.
v i i .	SBI (as CUG Clients)	Regional Managers and all TEGS officials.
v i i i .	Judiciary	Sitting Judges of Hon'ble Supreme Court of India, High Courts and equivalent positions
i x .	Final Year Students of select Premier educational institutes.	List of institutes: <ol style="list-style-type: none"> <li>1. Indian Institute of Management, Ahmedabad</li> <li>2. Indian Institute of Management, Bangalore</li> <li>3. Indian Institute of Management, Kozhikode</li> <li>4. Indian Institute of Management, Calcutta</li> <li>5. Indian Institute of Management, Lucknow</li> <li>6. Indian Institute of Management, Mumbai</li> <li>7. Indian Institute of Technology, Madras</li> <li>8. Indian Institute of Technology, Delhi</li> <li>9. Indian Institute of Technology, Bombay</li> <li>10. Indian Institute of Technology, Kanpur</li> <li>11. Indian Institute of Technology, Kharagpur</li> </ol>

G. **ONBOARDING UNDER PREMIER BANKING**

Premier Banking shall be offered to clients meeting the following criteria and be served through a Virtual Relationship Module (VRM) manned by Virtual Relationship Associates (VRA):

**Existing to Bank (ETB Clients)**

Parameter	Eligibility Criteria
TRV	INR 30 Lacs to less than 50 Lacs
Salary	Platinum Salary Package accounts
Home Loan	Total Sanction Limit between INR 1 Crore to less than 2 crores
Auto Loan	INR 20 Lacs to less than 30 Lacs
Education Loan	Sanctioned amount of INR 20 Lacs to less than 30 Lacs
Retired SBI Staff	INR 50 Lacs to less than 1 Crore

**New To Bank (NTB Clients)**

NTB onboarding is proposed to be through the following means:

**TRV Basis**

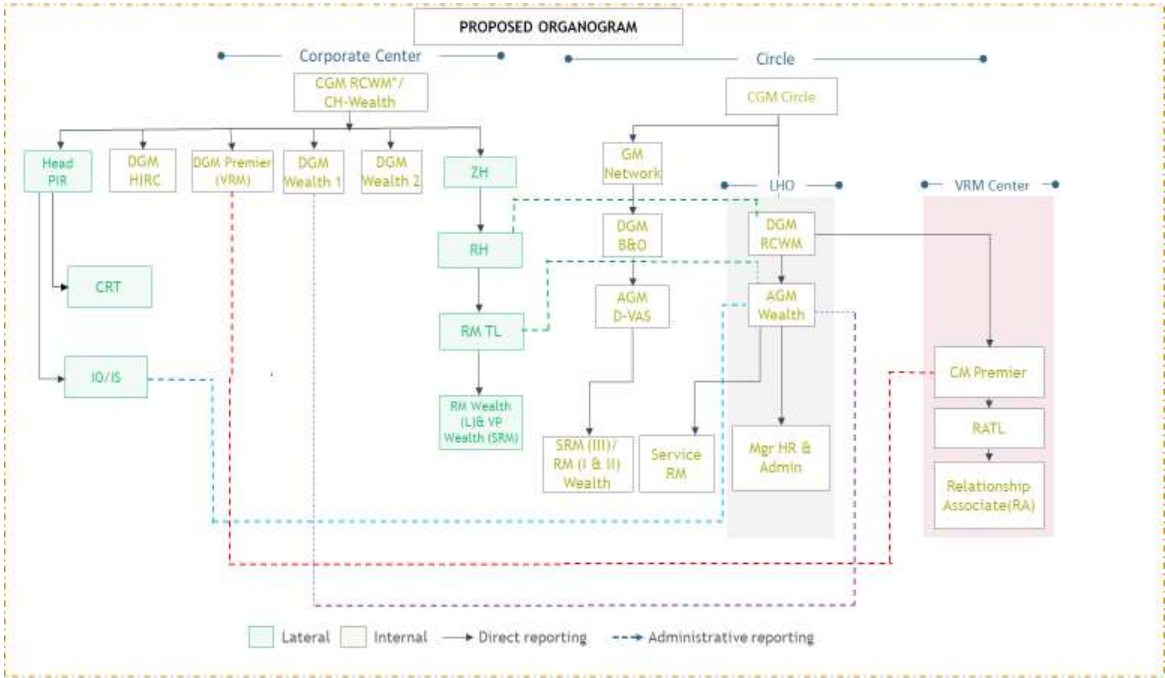
- a. New CIF opening with minimum TRV of 30 Lacs
- b. Clients maintaining QAB< INR 1 lakh and bringing TRV of INR 30 Lacs.

**Salary Accounts**

New Platinum Salary Package Accounts shall be considered as NTB.

- 7. Revised organogram, proposed reporting & reviewing of all the positions and F&Q has been placed as Annexure I, II and III respectively.
- 8. Please arrange to advise all our operating functionaries handling Wealth Management Business for implementation and meticulous compliance.

Annexure-I



Chief General Manager (RCWMB) will exercise the Administrative, Financial and Staff related powers until the position of Country Head (Wealth Management Business) is created and recruitment exercise is completed.

Annexure-II

The proposed Reporting & Reviewing of all the positions are as under:

i. CORPORATE CENTRE: Regular Staff		
Position	CDS reporting Structure	
	Reporting	Reviewing
Country Head (Wealth Management Business)	DMD (Retail- P & RE)	MD (R B&O)
DGM (Wealth -I)	Country Head (Wealth Management Business) Management)/ CGM  (RCWM)*	DMD (Retail- P & RE)
DGM (Wealth -II)		
DGM (HR, IT, Risk & Compliance)		
DGM (Premier) (VRM)		
Circles:		
Position	CDS reporting Structure	
	Reporting	Reviewing

AGM (Wealth)	DGM (Resources, CVE & Wealth Mgmt.) Wealth will have dotted line relationship with DGM (WBO-1) at Corporate Centre	CGM at Circle
Manager (HR & Admin)	AGM (Wealth)	DGM (RCWM)
RM Wealth <sup>#</sup>	AGM (D-VAS)	DGM (B & O)
Service RM (RMWS)	AGM (Wealth)	DGM (RCWM)

**ii. VRM CENTRE:**  
**Position**

CDS reporting Structure		Reviewing
	Reporting	g
CM Premier	DGM (RCWM)	CGM Circle
Relationship Associate TL (MMGS- II)	CM Premier	DGM RCWM
Relationship Associates	Relationship Associate TL	CM Premier

\* Chief General Manager (RCWM) will exercise the Administrative, Financial and Staff related powers until the position of Country Head (Wealth Management Business) is created and recruitment exercise is completed.

# RM Wealth/ Senior RM wealth will be from internal resources (Scale I/II/III) to create a pool of relationship managers for Wealth BU within the Bank.

iii. CORPORATE CENTRE: Lateral officers		
Position	Reporting Authority	Dotted Line Relationship
Head (PIR)	Country Head (Wealth Management Business)	-
Central Research Team / CRT Support	Head (PIR)	-
Manager (Business Process/ /Business Development)	Country Head (Wealth Management Business)	-

iv. Circles: Lateral Officers		
Position	Reporting Authority	Dotted Line Relationship

Zonal Head	Country Head (Wealth Management Business)	-
Regional Head	Zonal Head	DGM (RCWM)@
Relationship Manager – Team Lead	Regional Head	AGM Wealth @
Relationship Manager & VP Wealth (SRM)	Relationship Manager – Team Lead	-
Investment Specialist	Head (PIR)	AGM Wealth %
Investment Officer	Head (PIR)	AGM Wealth %

@ for operational efficiency of fulfilment squad and better coordination  
 % for administrative control

Annexure-III

FAQs & Responses

SN	Query	Response
I .	What are the Product Codes for Wealth Savings Account?	<p>The Product Codes for Wealth Savings Account are:</p> <p>1015-1101 - WEALTH SB PUBLIC          1015-3401- WEALTH SB STAFF          1016-1101- WEALTH SB NRO PUBLIC          1016-3401- WEALTH SB NRO STAFF          1017-1101 - WEALTH SB NRE PUBLIC          1017-3401 - WEALTH SB NRE STAFF</p>
I .	What is the ARN Code, Broker Code and Sub-Broker Code to be used in ARN Transfer applications?	<p>i. <b>Broker Code</b> for the Two RTA's is as under:</p> <ul style="list-style-type: none"> <li>• CAMS - SBIWEALTH</li> <li>• Karvy – SBIWEALTH</li> </ul> <p>ii. <b>Sub-Broker Code</b> - Branch Code of Wealth Savings Account</p>



I	What is the ARN Code, Broker Code and Sub-Broker Code to be used for offline to online upgradation (applicable for all folios mobilised through SBI i.e. 12195)?	<p>i. <b>Broker Code</b> for the Two RTA's is as under:</p> <ul style="list-style-type: none"> <li>• CAMS - SBIWEALTH</li> <li>• Karvy – SBIWEALTH</li> </ul> <p>ii. <b>Sub-Broker Code</b> - The Original Branch Code from where the investment has been initiated (the Sub-broker code can be verified from the Statement of Account issued by AMC).  <b>NOTE:</b> Please ensure that Wealth Savings Account particulars are registered with the AMC/RTA. This is required to ensure that the redemption amount is directly credited to the Wealth Savings Account. The request for change in Bank Account particulars (if required) needs to be submitted to AMC/RTA along with ARN Transfer/Offline to online applications. A cancelled cheque should also be attached to the request for change in Bank mandate.</p>
IV	Can Top-Up Loan be considered as part of Home Loan for on-boarding under the Home Loan Criteria?	Yes. All variants of Home Loan including Top Up Loan can be considered for on-boarding under the Home Loan Criteria. Total Sanctioned Limit should be greater than or equal to INR 2.00 Cr.
V	Can three brothers (A, B and C) with Total Sanctioned Home Loan limit of INR 2 Crs be onboarded as Individual ETB Wealth Clients?	Yes, A, B and C can be on-boarded as individual ETB Wealth Clients since the home loan is greater than INR 2.00 Cr.
VI	Client A, an NTB Prospect, applies for ARN Transfer (i.e. change of Broker Code to SBI Wealth) for his MF holdings purchased through HDFC Bank. Can Client A be on boarded on the basis of his application?	No. As per the approved eligibility criteria investments in MF made through SBI only can be considered for TRV while onboarding NTB Clients.
VII	Client A transfers INR 50 lakhs to the SB account of his/her spouse to on-board her/him as NTB Wealth Client. Can the spouse be considered for on-boarding as NTB Client?	No. Only fresh funds remitted from other Banks/Financial Institutions be considered for TRV while on-boarding NTB Clients.
VIII	Can a HUF be on-boarded on Wealth Platform?	As per Bank's extant instructions HUF is classified as a SME Client. Thus, HUF will be treated at par with Corporates and the guidelines for on-

		boarding Corporates should be followed.
IX	Whether daughter-in-law/son-in-law/parents of the Primary Holder can be considered for Wealth Family on-boarding?	No, the Client, his/her spouse and major children only can be considered for Wealth Family on-boarding.
X	If Client A is on-boarded as a Wealth Client, is there any time limit for on-boarding his family members as Wealth Family?	There is no time limit for on-boarding the family members of Client A. Family members of Client A can be on- boarded as and when requested. However, the criteria for Family onboarding should be meticulously complied with.
XI	Whether RM Wealth (Internal officer) may be given open architecture (refer page 3-4 Investment architecture).	Yes, Relationship Manager Wealth may be given open architecture 3 Months after their taking over as RM/SRM Wealth after due training.
XII	Whether, Staff can be onboarded on the loan criteria to Wealth.	No, Loan (HL, AL & EL) criteria is applicable for public only.