



**Press Note :**

**MAHABANK** is 100 % CBS .....

***MAHABANK Launches “Maha-Mobile”***

Today at 11.00 AM, Mr. Allen CA Pereira, Chairman and Managing Director, Bank of Maharashtra announced the 100 percent CBS coverage at all the 1446 branches of the Bank, at their Karla Branch in Pune Rural Region. The function held at this rural branch, the last branch to be brought under CBS network, was symbolic of the Bank's commitment to serve the rural populace with latest technology. To mark this occasion of 100% coverage, the Bank also launched an IT Product, 'Maha-mobile', a mobile banking solution for the benefit of customers. The customers can experience the convenience of banking even when they are on the move.

**1. Core Banking Solution**

- 1.1. The year 2009-2010 is a landmark year in the annals of Bank of Maharashtra in many ways. Not only the year is the Platinum Jubilee Year, but it can be termed as the “Technology Transformation Year” for the Bank. The Bank rolled out plethora of IT Products & Services during the year with the objectives of customer satisfaction and business growth. CBS implementation was one of the major IT initiatives of the Bank.
- 1.2. CBS (Core Banking solution) is a centralized transaction processing system, where all the customers' data of branches reside on a central server. The infrastructure is capable of handling future business growth of the Bank for the next three years and scalable.
- 1.3. The most significant and challenging of all the IT initiatives is bringing ALL the 1446 branches (524 rural, 263 semi-urban, 278 urban and 381 metropolitan branches) of the Bank under Core Banking Solution. Today, Bank has achieved this milestone of becoming 100 percent CBS.
- 1.4. With the implementation of Core banking, the Bank has transformed the Branch customer to bank customer thereby achieving significant shift in customer preference from Branch banking to other 24x7 multiple alternate delivery channels. Customer of any branch can access and operate on their accounts and undertake transactions from any of the 1446 branches of the Bank and also through other multiple delivery channels such as ATM, POS, Internet and Mobile Banking. The technology will enable the Bank to cut down time to market the banking product and increase efficiency in services. The transaction cost will also be reduced thereby enhancing stake holder value.



1.5. The CBS will make the bank's endeavor in financial inclusion faster and more efficient.

1.6. Benefits of CBS to customers

- Any branch banking – Cash deposit / withdrawal, Cheque deposit, etc
- Internet Banking Facility
- Phone Banking
- Issuance of ATM Card through any of 1446 branches
- Point of Sale Terminals
- Mobile Banking

1.7. MIS Benefits –Integrated MIS with the help of CBS would enable informed decision resulting in implementation of better products and services to customers

**2. Launching of Mobile Banking Solution 'Maha-Mobile': On this day, as the Bank is celebrating 100% CBS, we are launching yet another New age technology product "Maha-Mobile", a Mobile Banking solution for the convenience and benefit of all its customers.**

The services under Maha-mobile include balance enquiry, viewing of last three transactions, Cheque status inquiry, funds transfer, requests for issuance of Cheque book, statement of account,

Customer can make transfer of funds up to Rs.50000/- in a day through the using 'Maha-Mobile' facility. The per day funds transfer limit can be set as per customers wish to any amount up to Rs.50000/-

**Following services will be introduced in Phase 2**

- Inter-bank funds Transfer (Through NEFT)
- Utility Bill Payment
- Mobile Commerce

**Installation and Registration Process:**

The customer should submit application form at his home branch requesting for the facility. The customer has to download the mobile banking application software from the website or by sending SMS as <BOMMOBILE> to 9975494909 after registration and activation.

3. Following major IT products / service have been rolled out by the Bank for fulfilling the motto of the Bank "To be everyone's Bank for every banking need".



- i. **Internet Banking** : Internet Banking with balance enquiry, statement of account and funds transfer facilities
- ii. **International VISA Debit Cards**: The Bank has 345 ATMS and the cards can be used across ATM of any Bank and Point of Sale terminal in the country and abroad.
- iii. **Welcome Kit – Issuance of Mahabank Insta Debit Card**: VISA Debit Card (Insta-Card) as Welcome Kit at the time of opening of accounts for Savings and Current Accounts.
- iv. **Online Share Trading -Maha E-Trade**: Launched on 08/02/2010 for facilitating safe and easy online share trading for its customers. Bank has entered into an arrangement with three vendors namely, M/s. Religare, M/s. Munoth and M/s. Enam Securities for this product.
- v. **Online Shopping / e-Commerce through Net Banking**: Facilitating e-commerce transactions including online shopping, utility bill payments, airline ticketing etc through the Internet
- vi. **Funds transfer through RTGS / NEFT**
- vii. **Application Supported by Blocked Amount (ASBA)**: Facility to apply for IPO without remitting the share application money
- viii. **e-tax payment**: Facility for e-payment of direct and indirect taxes through internet banking
- ix. **SMS Banking and SMS Alerts**: Facility to know balance of account and send requests for Cheque book, issuance of DD and statement of account by sending an SMS. The customer will get alerts and reminders for transactions done by them.
- x. **Maha-e-Statement – Account statement on email**: A customer centric product “Maha e-statement” for sending weekly / monthly electronic statements for Saving, Current and Cash Credit accounts automatically to the registered customers via email
- xi. **Other IT initiatives** in the pipeline are
  - a. Inter bank funds transfer through net banking & Mobile banking, Tax payment through ATMs, Gift Card, Self-service Passbook printing kiosks etc.



**b. Cheque Deposit System at select branches**

Cheque Deposit Machines for collection of Cheques with facility of acknowledgement of Cheque with image is under roll out at 15 centers.

**c. Queue Management System for customers at select branches**

Implemented for the customers at identified branches from Pune, Nasik and Delhi

**4. Platinum Jubilee Year**

Bank entered its Platinum Jubilee Year on 16.09.2009 & inaugural celebrations of platinum jubilee year were done at the hands of the President of India, Mrs. Pratibha Devi Singh Patil. On this occasion, the Bank adopted 75 villages for providing basic education, sanitation, health, energy and water conservation.

The other major activities proposed to be undertaken during the Platinum Jubilee Year are as under.

- Achieving business level in excess of Rs.100000 crores
- Branch network to more than 1500 branches.
- Adding 75 new ATMs

**5. Road Map Ahead**

- ☛ Aggressive Focus to increase credit with focus on SME, Mid Corporate, Retail Loans and Corporate Finance.
- ☛ Faster process of credit proposal through e-credit
- ☛ Faster service to customers through BPR, integrating MIS for benefit of customers
- ☛ New ATMs to be installed making ATM network to 500
- ☛ Introducing Automated Cheque Deposit System at Branches
- ☛ Self-service pass book printing kiosks will be implemented at select branches.
- ☛ Tax Payment through ATM
- ☛ Setting up Near Site for 100 percent disaster recovery
- ☛ ISO 27001 Certification
- ☛ Inter-bank funds transfer through Internet Banking and mobile banking customer

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