

NOTICE TO CUSTOMERS

Bank is providing various transactional, informative, promotional, educational SMS alerts to customers on their registered mobile number. This service is currently free of cost to account holder.

Looking to cost involved in sending SMS alerts to Customers, it has been decided to recover following charges for sending transaction related SMS from Customers w.e.f. 01/07/2017 –

- **Current / Saving / Cash Credit: Rs. 15/-+ Taxes per quarter**

The amount would be deducted at the beginning of the quarter.

Default Subscription:

Existing as well as new customer, who fulfill following requirement, would be automatically subscribed and charged for SMS alerts facility, unless unsubscribed-

- Current, Saving, Overdraft or Cash Credit Account holders.
- Account holders where mobile number is registered with Bank.
- New account holders if not unsubscribed at the time of account opening.

SMS Charges Exemption Categories:

- BSBDA / FI / PMJDY Account holders.
- Pension Account holders.

Option for Subscription/Un-subscription:

Customers are at liberty to unsubscribe to the transaction related SMS alerts, if they do not wish to be charged-

- By giving application at the home branch.
- If customer is having more than one account they are required to unsubscribe/ subscribe for each account separately.
- If the customer do not wish to pay SMS alert charges w.e.f 01/07/2017, the application to unsubscribe must be given on or before 30/06/2017.

If account holder unsubscribes before the start of next quarter, he will not be charged from immediately succeeding, however the customer will be charged for current quarter. After unsubscription such customer will get only mandatory alerts, informative & educative SMS and will not get other SMS alerts.

All the customers are requested to take a note of above.

For Bank of Maharashtra,

Date – 3rd June 2017

**General Manager
Resource Planning**