

ALL INDIA KARNATAKA BANK EMPLOYEES' ASSOCIATION (REGD.)



(Affiliated to A.I.B.E.A.)

AND

KARNATAKA BANK OFFICERS' ORGANISATION (REGD.)

(Affiliated to A.I.B.O.A.)



Circular Letter No. 10/2022

READ AND CIRCULATE

16.12.2022

Dear Members,

CASA & ADC CAMPAIGN - 2022-23

CLARION CALL TO OUR MEMBERS TO INVOLVE ENERGETICALLY IN THE CAMPAIGN!

**GIVE BOOSTER DOSE TO YOUR COLLECTIVE EFFORTS AND
ACCELERATE THE GROWTH MOMENTUM!**

Members are aware that our bank has launched **CASA & ADC CAMPAIGN - 2022-23** for a 100 days period i.e. from 15-11-2022 to 24-03-2023 to augment Rs.750 Crore fresh deposits in CASA portfolio by canvassing 350000 Savings Accounts and 15000 Current Accounts. The Bank has also envisioned a minimum 35% CASA share in the total deposits by March 2023. Further, to increase the CASA base, effective marketing of ADC products to eligible customers is also an important segment in this campaign. All our members must have gone through the HO Circular emanated from BBDC Dept. dated 09-11-2022 announcing the launching of Current and Savings Bank accounts – CASA Campaign - 2022-23 with vision and strategies.

The Managing Director, in his letter dated 10-11-2022 has solicited the full support and co-operation of our Organisations to achieve a new milestone in CASA and to make the current year's CASA & ADC campaign a successful event. While highlighting the importance of CASA deposits in the Bank, he has also acknowledged the commitment and conviction of our Associations in appealing to our members to get involved actively in canvassing CASA deposits and ADC products during the campaign period as hitherto being done. He has also expressed his confidence that this year too, we will give a fervent appeal to our members to involve ourselves in this regard expeditiously.

Comrades, as you are already aware, CASA being low cost deposits, plays a significant role in the financials and profitability of the Bank. It will greatly help to increase the profit of the Bank when these funds are utilised for advances in a more competitive way. The effective marketing of ADC products will help us to attract new customers to the bank and also to prevent existing customers from migrating to other banks in need of these products. Therefore, **every one of us should take it as our immediate goal and vigorously involve in the task as a team to mobilise CASA deposits to the maximum extent so that the target of canvassing 3,50,000 Savings Bank accounts and 15,000 Current accounts with mobilisation of fresh deposits Rs.750 Crores are achieved well within time. Further, actively marketing our ADC products to eligible customers is another important task and make them as a tool to increase the CASA base.**

The Management has also announced various incentives to staff members as well as branches in different categories as a reward. These rewards and recognition should further motivate our members to put in their best efforts in mobilising the maximum CASA accounts, CASA deposits and penetration of ADC products.

Time and again, we acknowledge the magnificent contributions of our members working in branches / Offices for the growth and development of our dear Bank in all the segments including increasing the CASA portfolio and penetration of ADC products in a challenging marketing condition. It is reflected in our recently announced financial results of 30-09-2022, in which, the bank could surpass record net profit of Rs.525.81 Crore, increase in CASA share to 32.82% from 30.88% (Y-o-Y) and significant reduction in GNPA from 4.52% to 3.36% (Y-o-Y) and NNPA 2.85% to 1.72% (Y-o-Y) besides positive growth in other parameters. We congratulate each and every member of ours for this wonderful achievement, now, we once again appeal to all our members at all levels to get themselves involved actively in opening of maximum quality CASA accounts, mobilise maximum CASA deposits and penetrate ADC products by channelising your energy to the maximum extent during the campaign period. We are confident that our members will do their best in this task during the CASA Campaign period.

Comrades, our Bank is entering into the Centenary Year during 2023 and the growth and development of our beloved Bank is of paramount importance to all of us, as our own prosperity and growth are entwined and enshrined with the progress of the Institution in which we work and serve. Therefore, we once again appeal to all our rank and file to get involved in the task of CASA and ADC campaign and create a new bench mark in the campaign by active participation at the time of entering into historic Centenary Year.

**Let us march on to the Centenary Year in a royal manner
by making the CASA & ADC campaign a grand success!**

With warm greetings,

Yours comradely,



**(Paneendra K G)
General Secretary, AIKBEA**



**(Suresha Hegde S)
General Secretary, KBOO**

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