



JOB DESCRIPTION FOR APPRENTICE RELATIONSHIP MANAGER-I

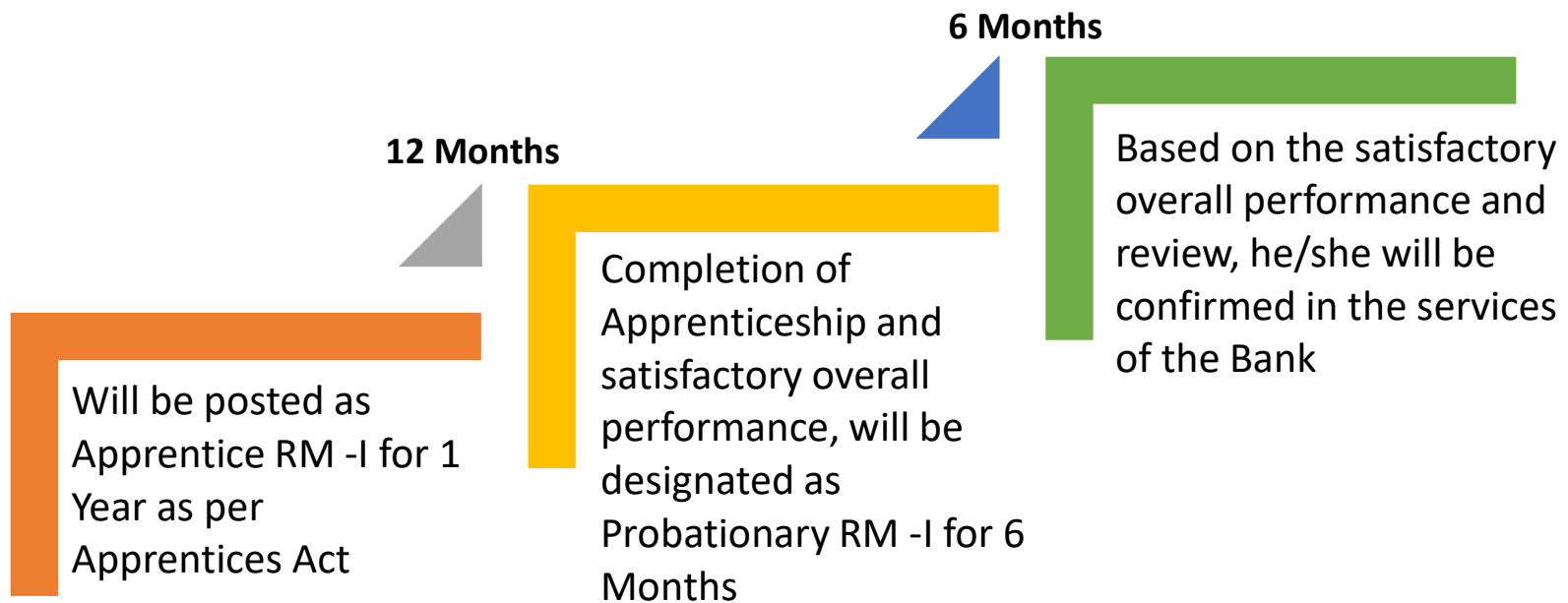


SELECTION OF APPRENTICE RELATIONSHIP MANAGER-I

- The Bank has been recruiting candidates who have completed Under Graduation (UG) as Relationship Managers for the Bank through Campus Recruitment.
- Now, the Government of India (GOI), as part of its initiative to promote employment and specialized skills for Undergraduates, has introduced the apprentice scheme under the Apprentice Act of 1962.
- City Union Bank, to support the NATS initiative, will henceforth be recruiting Undergraduates through the Apprentice scheme.
- Candidates recruited under the apprenticeship scheme, will be designated as "Apprentice Relationship Manager-I" for a period of 1 year, during which the candidates will receive a stipend from the Government in addition to a salary from CUB.
- The candidates recruited will be on the rolls of the Bank and will continue to be employed at the Bank upon satisfactory completion of apprenticeship we may absorb to probation.

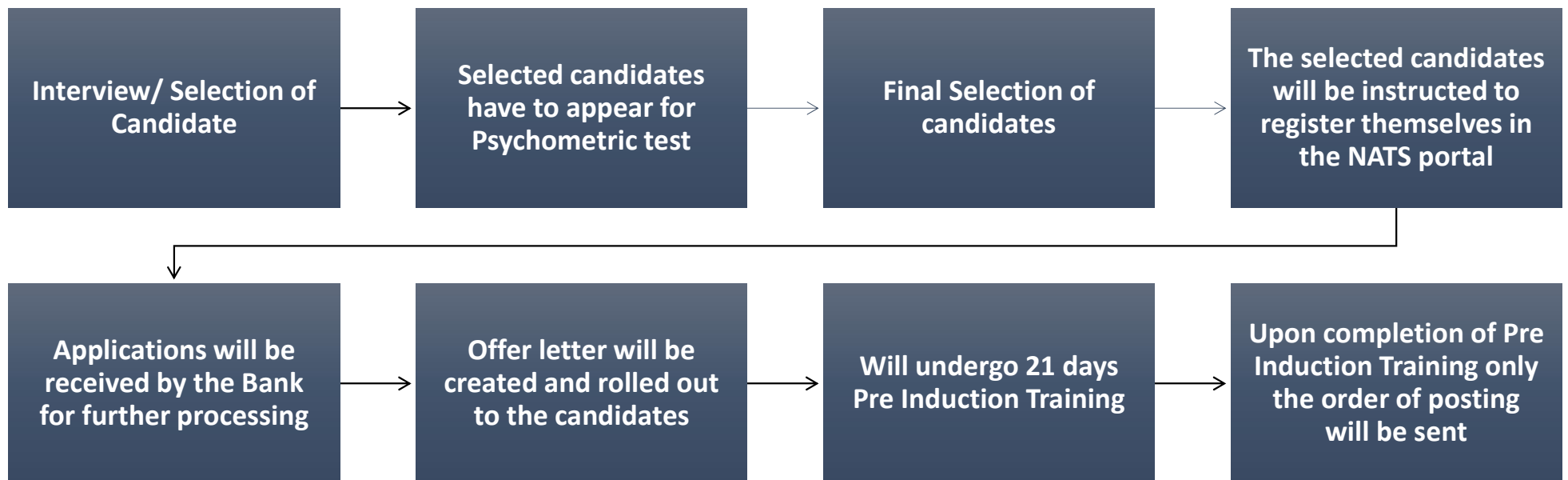


Journey of Apprentices as Relationship Manager-I





Recruitment Process



Same process as previous year



Salary during Apprentice and Probationary period

| Component | Apprentice RM | | Probationary RM-I | |
|-----------------------------|---------------------|-----------------|-------------------|-----------------|
| | For First 12 months | | Next 6 Months | |
| | Amount (in Rs.) | | Amount (in Rs.) | |
| | Per Month | Per Year | Per Month | Per Year |
| Basic Pay | 8,000 | 96,000 | 8,550 | 1,02,600 |
| Dearness Allowance | 2,000 | 24,000 | 2,138 | 25,650 |
| HRA | 2,000 | 24,000 | 2,000 | 24,000 |
| CCA | 700 | 8,400 | 700 | 8,400 |
| Basket of Allowance | 4,300 | 51,600 | 10,116 | 1,21,395 |
| Government Subsidy/ Stipend | 4,500 | 54,000 | 0 | 0 |
| Gross (A) | 21,500 | 2,58,000 | 23,504 | 2,82,048 |
| Employer PF @10% (B) | 1,000 | 12,000 | 1,069 | 12,828 |
| NPS | 0 | 0 | 427 | 5,124 |
| FCTC | 22,500 | 2,70,000 | 25,000 | 3,00,000 |



Roles and Responsibilities of Apprentice RM - I

**The roles of RM involves catering to the needs of the banks customers and will involves
80% - Marketing & Sales and 20 % - Banking Operations**

1. Sales of the Banks products and services.
2. Develop and nurture relationship with existing customers, to generate new business from them.
3. Originate and acquire new leads from existing customers and other sources, to convert into business for the branch, by means of marketing calls and customer visits.
4. Cross selling of third party products like insurance, to existing customers.
5. Lead generation for Current and Savings Accounts- CASA to new customers and increase of balance with existing customers.
6. Lead generation for various loan products like housing loan, Jewel loan, vehicle loan, personal loan etc.
7. Regular calls and visits to customers and leads for relationship building.
8. Responsible for timely processing of bank transactions like Account Opening, fund transfer, cheques etc.
9. Ensuring timely resolution of customer queries and improving customer relationship through good service.
10. Responsible for handling day to day branch operations and efficiently handling all branch operation related tasks.
11. Compliance to the banks rules, internal guidelines, systems and procedures.
12. Effectively and efficiently handling any assignment given by the Branch Manager or Management from time to time.



CITY UNION BANK

THANK YOU