

DEPT : SECRETARIAL
REF No. SEC/ST EX.STT/136/2019-20

November 21, 2019

National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Plot No.C/1, G Block,
Bandra-Kurla Complex, Bandra (E),
Mumbai – 400 051.
SCRIP CODE: SOUTHBANK

Dear Sirs,

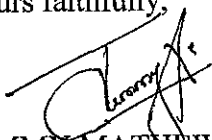
Sub: Presentation to Investors and Analysts

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015, please find enclosed the Presentation given to Investors and Analysts in connection with the investor meet held on 20-11-2019.

The aforesaid information is also being hosted on the website of the Bank www.southindianbank.com.

Kindly take the same in your records.

Yours faithfully,



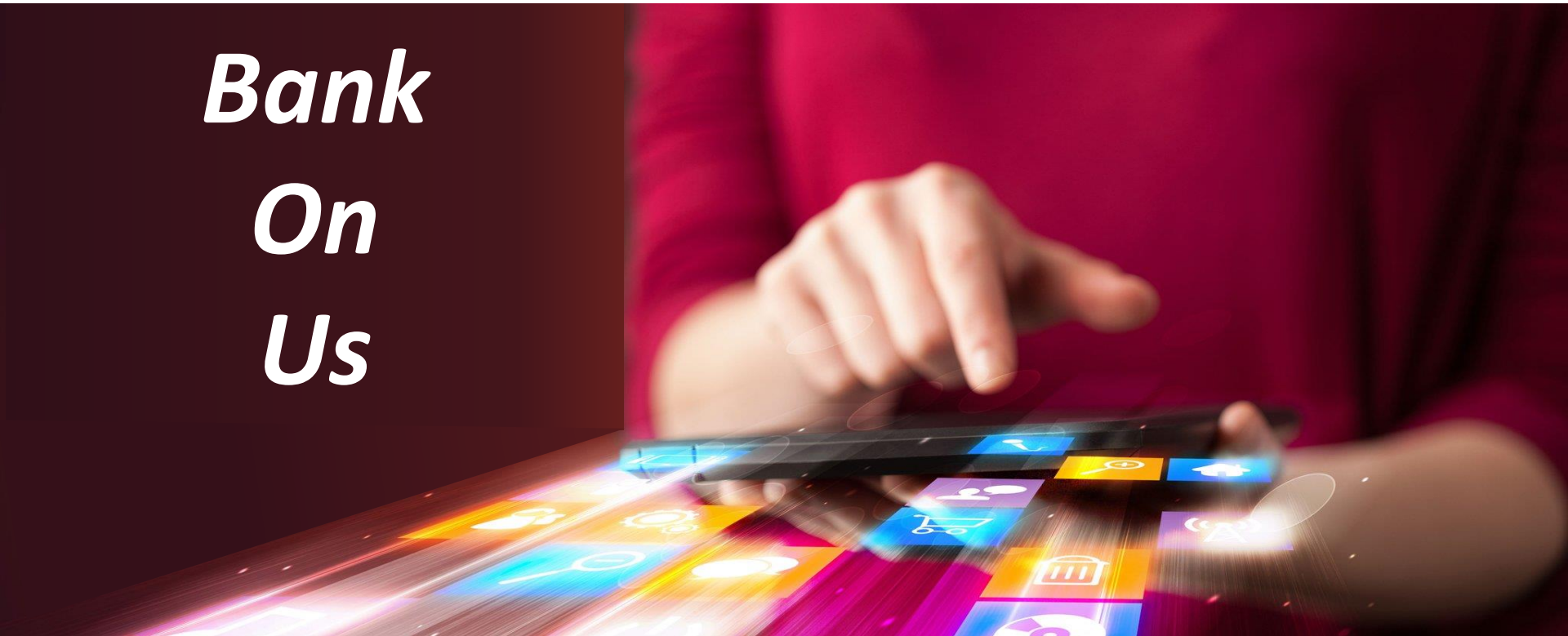
(JIMMY MATHEW)
COMPANY SECRETARY

Encl: a.a.



Experience Next Generation Banking

***Bank
On
Us***



Investor Meet - November 20, 2019



South Indian Bank - Profile & Strategy

- Mr. V. G. Mathew, MD & CEO



Vision & Key Milestones

Vision & Key Milestones



VISION

To be the most preferred bank in the areas of customer service, stakeholder value and corporate governance



KEY MILESTONES

FIRST among the private sector banks in Kerala to become a scheduled bank in 1946 under the RBI Act

FIRST bank in the private sector in India to open a Currency Chest on behalf of the RBI in April 1992

FIRST private sector bank to open a NRI branch in November 1992

FIRST bank in the private sector to start an Industrial Finance Branch in March 1993

FIRST among the private sector banks in Kerala to open an "Overseas Branch" to cater exclusively to the export and import business in June 1993

FIRST bank in Kerala to develop an in-house, a fully integrated branch automation software in addition to the in-house partial automation solution operational since 1992

FIRST Kerala based bank to implement Core Banking System



Board of Directors

Board of Directors...



MR. SALIM GANGADHARAN
Part-time Chairman

Mr. Salim Gangadharan is the Chairman and Non-Executive Director of the Board of our Bank. Mr. Gangadharan holds a Master's Degree in Economics from the University of Kerala. He is also a certified associate of the Indian Institute of Bankers. He has several years of experience in the Reserve Bank of India. He retired in October, 2013 as Principal Chief General Manager and Regional Director, RBI-Trivandrum. He has been on our Board since January, 2014. He is also a director in The National Securities Clearing Corporation Ltd (NSCCL), Northern Arc Capital Ltd, Kerala Infrastructure Investment Board.



MR. V.G MATHEW
Managing Director & CEO

Mr. V. G. Mathew is the Managing Director and Chief Executive Officer of our Bank w.e.f. 01/10/2014. Mr. Mathew holds a Master's Degree in Science from the University of Kerala. Additionally, he is a certified associate of the Indian Institute of Bankers. Mr. Mathew was the Executive Vice President of our Bank from January 2, 2014 to September 30, 2014. Prior to joining our Bank, Mr. Mathew was employed at State Bank of India for more than 30 years. He retired from State Bank of India as Chief General Manager on November 30, 2013.



DR. JOHN JOSEPH
Director

Dr. John Joseph Alapatt is a Non-Executive Independent Director on our Board. He holds a Bachelor of Medicine and Bachelor of Surgery Degree as well as a Post-Graduate diploma from Bangalore University. He is an industrialist having several years of experience in managing a small scale industry unit and has been the Director of our Bank for 22 years.



MR. FRANCIS ALAPATT
Director

Mr. Francis Alapatt is a Non-Executive Independent Director on our Board. He holds a Bachelor's Degree in Science. He is a director of M/s CII Guardian International Ltd and an established business man. Mr. Francis Alapatt has been on the Board of the Bank since November 1, 2013.

Board of Directors...



MR. ACHAL KUMAR GUPTA

Director

Mr. Achal Kumar Gupta is a Non-Executive Director on our Board. Mr. Gupta holds a Master's Degree in Arts from Punjab University. Further, he is a certified associate of the Indian Institute of Bankers. Mr. Gupta retired on November 30, 2013 as the Managing Director of the State Bank of Patiala. He has previously worked in IFCI Limited as Deputy Managing Director from December 12, 2013 to December 11, 2016. He is also a director in Capital India Finance Ltd and Canara Robeco Asset Management Company Ltd. Mr. Gupta has been on the Board of the Bank since January 11, 2017.



MR. V J KURIAN

Director

Mr. V J Kurian is a Non –Executive Independent Director on our Board . He retired from Indian Administrative Services(IAS) of 1983 batch in Kerala cadre as Additional Chief Secretary, water resources . During the tenure of services, Sri Kurian held positions of Managing director in various companies for a total period of 22 years. Presently, Mr. Kurian is the Managing Director of Cochin International Airport Ltd, CIAL infrastructures Ltd & CIAL duty free and retail services Ltd. Mr. Kurian has been on the Board of the Bank since March 23, 2018.



MS. RANJANA S. SALGAOCAR

Director

Ms. Ranjana S. Salgaocar is a Non-Executive Independent Director on our Board. Ms. Salgaocar holds a Bachelor's Degree in Social work from University of Bombay. Ms. Salgaocar is also a Director at International Wine and Food Society. Ms. Salgaocar has been on the Board of our Bank since October 1, 2014.



MR. PARAYIL GEORGE JOHN THARAKAN

Director

Mr. Parayil George John Tharakan is a Non-Executive Independent Director on our Board. Mr. Tharakan holds a Bachelor's Degree in Commerce from the University of Kerala and a LLB degree from Bangalore University. Mr. Tharakan has experience of 30 years in the field of agriculture. Mr. Tharakan has been on the Board of the Bank since November 25, 2014.

Board of Directors



MR. M. GEORGE KORAH
Director

Mr. M.George Korah is an Additional Independent Director on our Board. He is a fellow member of the Institute of Chartered Accountants of India. He is a qualified Information System Auditor and was a rank holder in the I. S. Examination conducted by the Institute of Chartered Accountants of India. He is also a partner of M/s Korah & Korah, Chartered Accountants, has been in practice for over 30 years. Mr. Korah is a trustee of Greenstorm Foundation, Cochin (Not for Profit Public Registered Trust) and financial consultant to several business organizations including Information Technology companies. Mr. Korah has been on the Board of the Bank since August 31, 2018.



MR. PRADEEP M GODBOLE
Director

Mr. Pradeep M Godbole is an Additional Director in our Board .He is a Chartered Accountant with 30+ years of Banking, Technology, Consulting, Auditing, Accounting and Management experience. He has held senior management positions at reputation organizations – Big 4 consulting firm like Ernst & Young; IT organizations like Oracle Financial Services Software (OFSS) & Wipro. Mr. Godbole is currently working on capability building initiatives and is a guest faculty at The Institute of Chartered Accountants of India (ICAI). Mr. Godbole is also a Director of Riskintellect Solutions Private Limited and has been on the board of the bank with effect from 26th March, 2019.



Key Management

Management Team...

Mr. Thomas Joseph K, EVP (Operations)

- Bachelors Degree in Engineering and Diploma in Management & CAIIB
- He is associated with SIB since 1984 and heads Departments such as Risk Management, Technology, Marketing, Corporate Financial Management, Human Resource and Inspection & Vigilance
- He was Head of Credit handling a portfolio of Rs. 40,000 crores and was instrumental in the execution of the Retail Strategy of the Bank which saw significant growth in the MSME & Agriculture Sectors

Mr. G. Sivakumar, EVP (Credit)

- Postgraduate in Chemistry and holds Masters Degree in Business Administration & CAIIB
- He heads Credit and Legal Departments
- He has over 35 Years of Experience in Domestic and International Banking in India and Abroad
- Before joining SIB, he was the General Manager and Head of Private Equity Vertical in State Bank of India where he was responsible for Private Equity and Venture Capital Investments made by the Bank
- He was also a nominee director on the Board of Directors of four companies and Investment Committee of more than ten Alternative Investment Funds

Mr. K. N. Reghunathan, EVP (Treasury)

- Commerce Graduate & CAIIB
- He is responsible for Treasury Operations of the Bank along with International Banking Division
- Before joining SIB, he was associated with Union Bank of India and was General Manager of Treasury and International Banking Division.
- He was the Bank's nominee on the Board of FIMMDA and SBI Global Factors and Member of the Advisory Committee of Metropolitan Stock Exchange of India, IDFC Investment Fund, TATA Growth Fund, TATA Innovative Fund, India Advantage Fund I & II

Management Team...

Mr. Raphael T.J., Chief General Manager (Chief Information Officer)

- Bachelors Degree in Commerce, Masters in EXIM, Diploma in Financial Management and CAIIB

Mr. John Thomas (Country Head - Business Development)

- Bachelors Degree in Science, MBA and CAIIB

Mr. Sanchay Kumar Sinha (Country Head - Retail Banking)

- Bachelor's degree in Arts, Post Graduate Certificate in Business Management (XLRI)

Mr. Benoy Varghese (Country Head - Wholesale Banking)

- Bachelors Degree in Arts & Masters Degree in Business Administration and CAIIB

Mr. Biju E Punnachalil, Chief Risk Officer

- Masters Degree in Science
- Diploma in Treasury, Investment & Risk Management
- Certified Financial Planner
- Certified Associate of the Indian Institute of Banking & Finance

Management Team

Mrs. Chithra H, Chief Financial Officer

- Bachelors Degree in Commerce
- Associate member of the Institute of Chartered Accountants of India
- Certified Associate of the Indian Institute of Banking & Finance

Mr. Sibi P M, Chief Compliance Officer

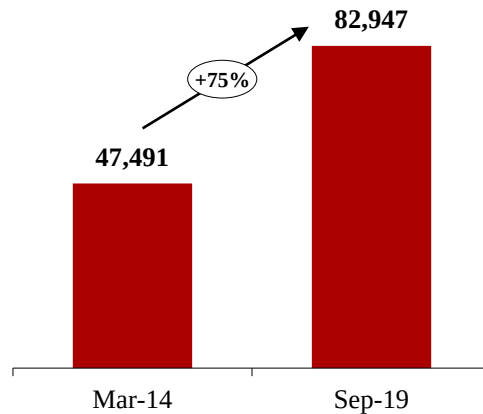
- Bachelor of Technology
- Certified Associate of Indian Institute of Banking & Finance
- FRM and GARP



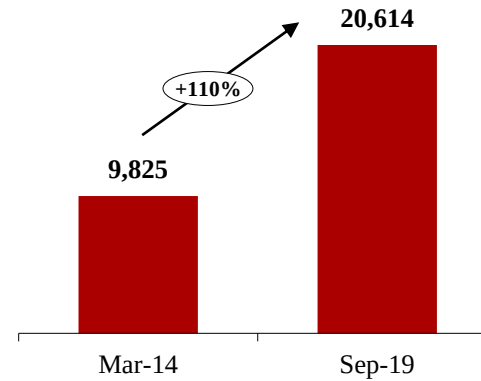
Brief profile

Brief Profile...

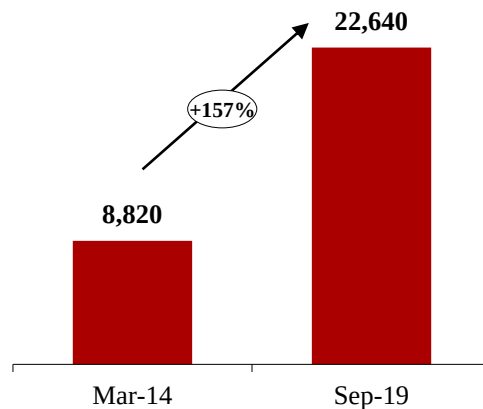
Deposits (Rs. in crs)



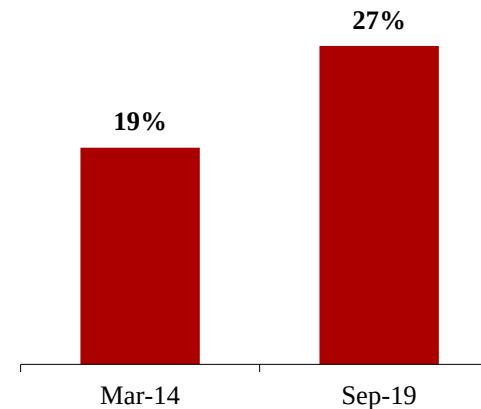
CASA (Rs. in crs)



NRI Deposits (Rs. in crs)

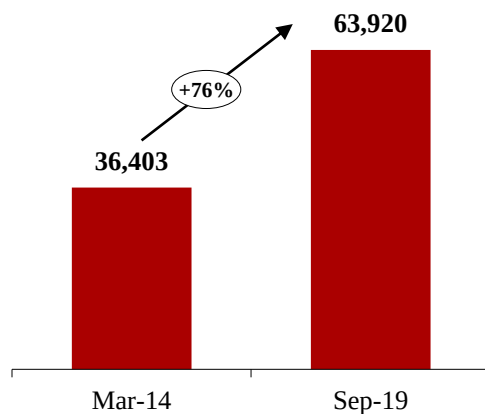


**NRI Deposits
(% of Total Deposits)**

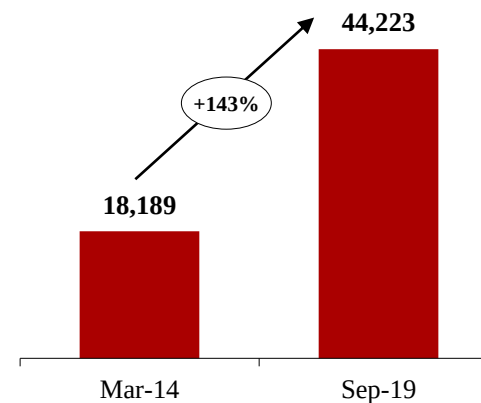


Brief Profile...

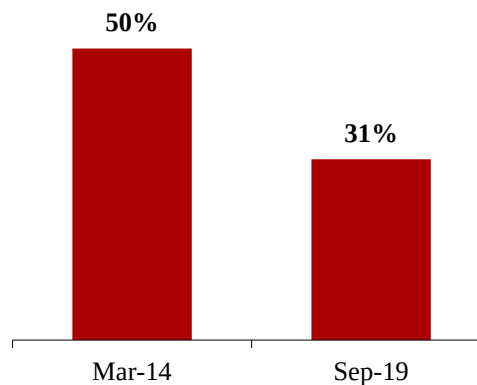
Gross Advances (Rs. in crs)



Gross Advances (excl. Corporate) (Rs. in crs)

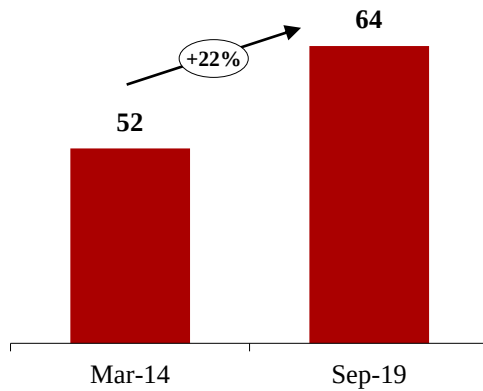


Share of Corporate Loans (%)

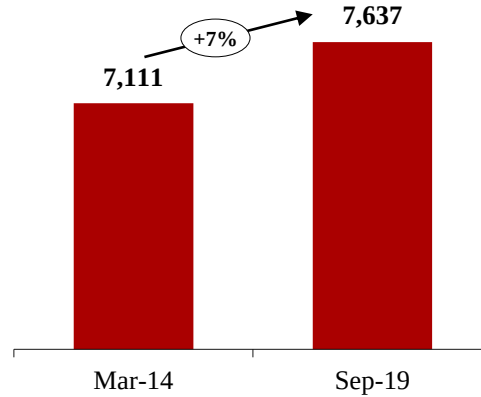


Brief Profile

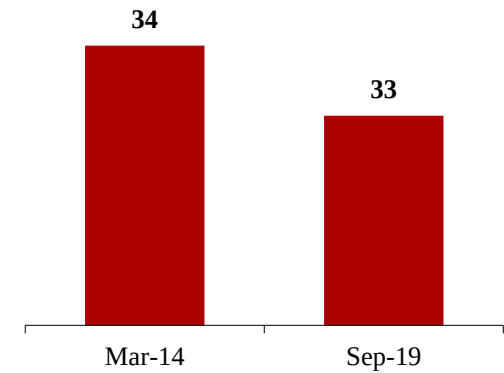
No. of Customers (in lacs)



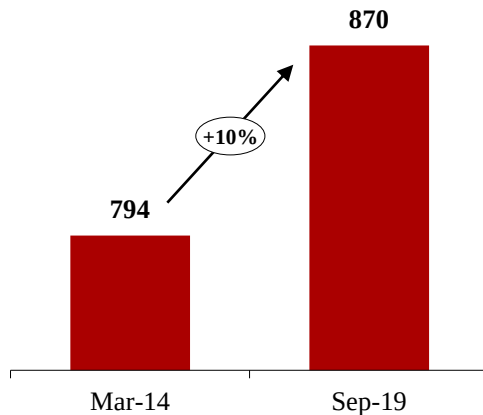
No. of Employees



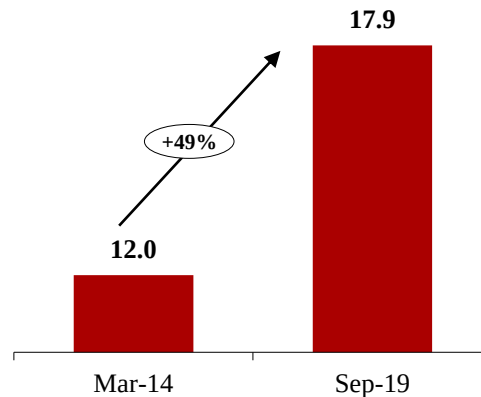
Average Age of Employees



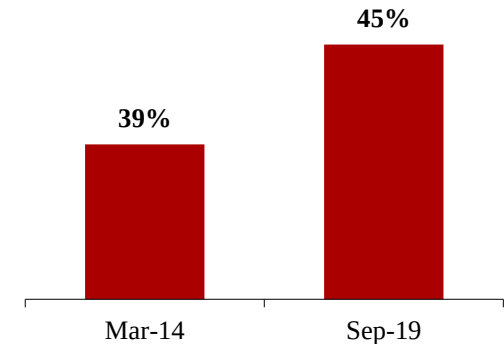
No. of Branches



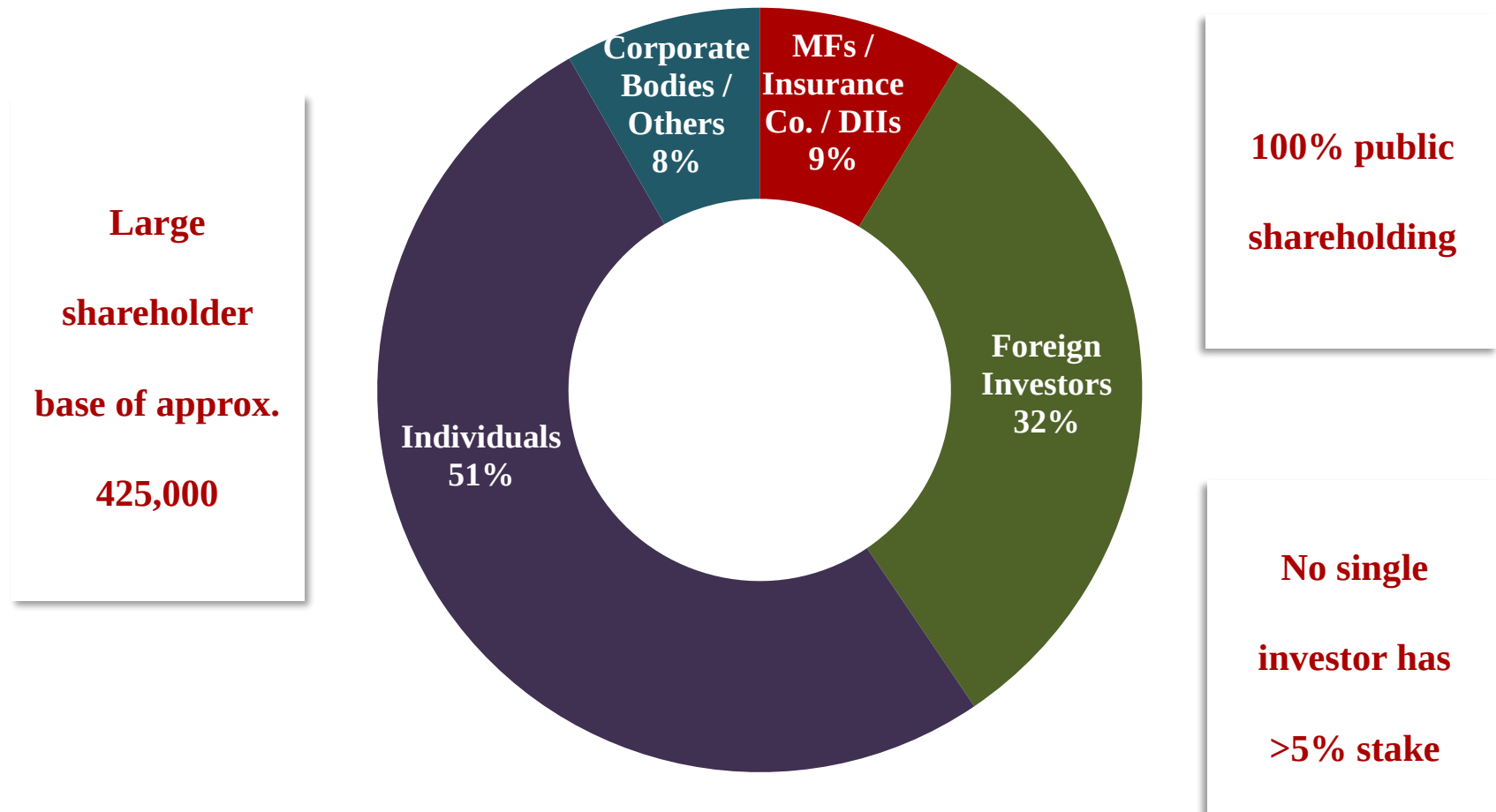
Business per Employee (Rs. in crs)



Gender Diversity (% of female employees)

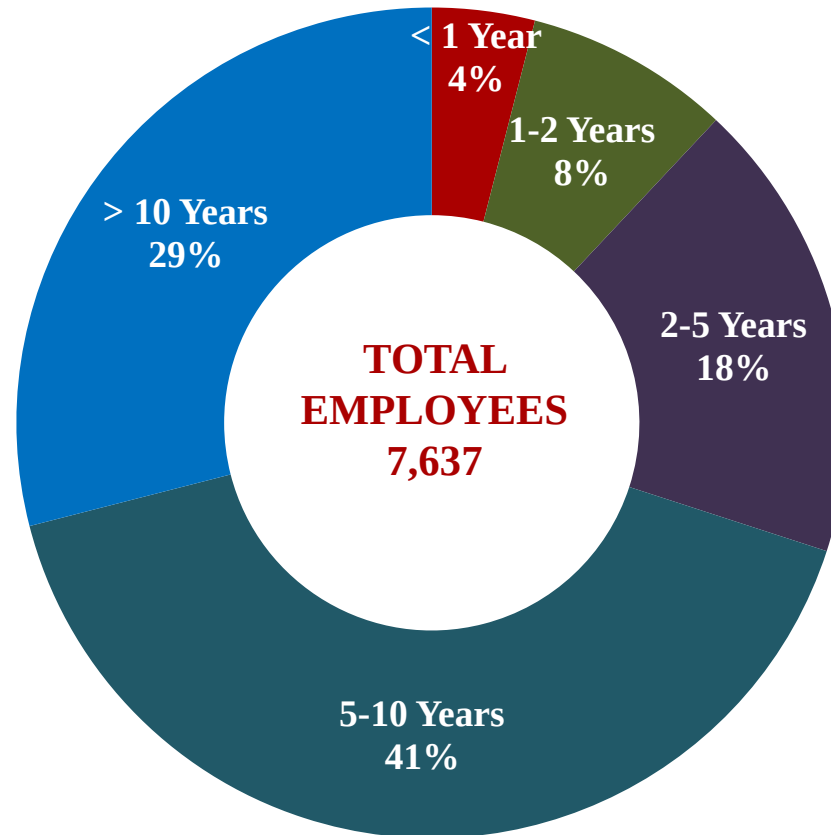


Shareholding Pattern



Experienced & Young Talent

**70% of the
employees have
been with the
Bank for over 5
years**



**Average age is
at 33 years**



Corporate Governance

Corporate Governance...

- **Governed by RBI, SEBI, PFRDA and MCA**
- **The Board is comprised of 10 Directors of eminent stature and expertise in respective fields**
- **Independent Directors comprise of 60% of the Board of Directors**
- **Role of Chairman and Chief Executive Officer has been split**
- **Duly constituted committees of Board such as Audit, Risk Management, Nomination and Remuneration, Corporate Social Responsibility, Stakeholders Relationship are in place**
- **Minutes of the meetings of all Committees are placed before the Board**

- **Board provides strategic guidance, monitors operational performance and ensures that adequate policies and processes are in place**
- **Audit Committee of Board in place and chaired by an independent director**
- **Active involvement of independent directors in guiding operating policies and procedures and risk management strategies**
- **Risk Management Department directly reports to the MD & CEO**
- **Risk Management Committee meets periodically, and minutes are placed before the Board**
- **Necessary ethics management, whistle blower mechanism and prevention of insider trading policies are in place**

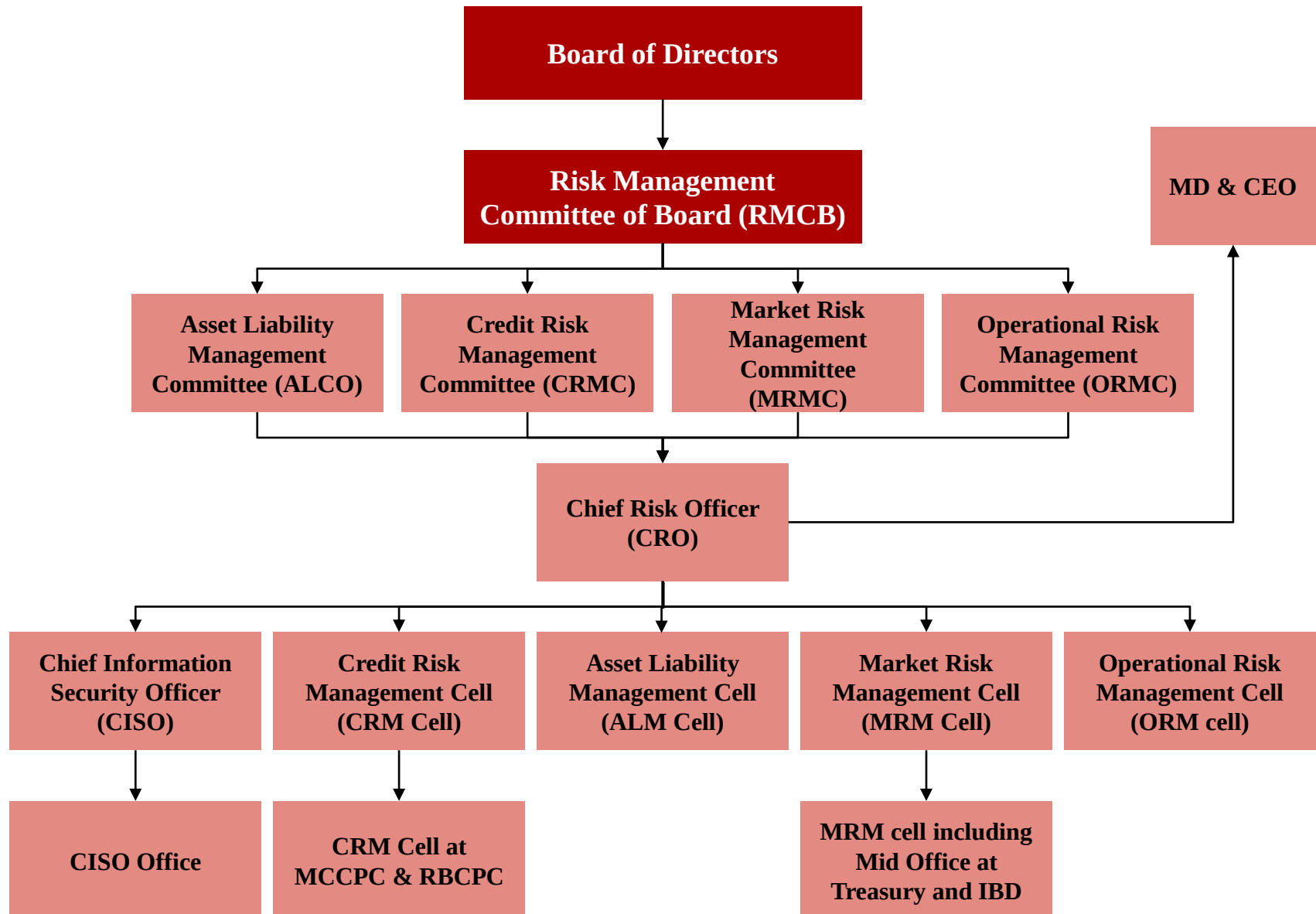


Risk Management Framework

Risk Management strategy

- **Comprehensive and independent risk management system** exists at different levels of management
- Robust governance structure with **independent overseeing by the Board**
- **Enterprise wide risk appetite established** through the risk appetite framework
- **Strong risk culture embedded at grass root level** across systems through effective communication of organizational risk appetite
- Comprehensive Risk Dashboard is disseminated to all executives on a weekly basis
- Identification & assessment of various risk events in terms of likelihood and magnitude of impact
- **Robust and timely capital planning process** ensuring strict adherence to regulatory requirements
- **Sustained focus on delivering superior and optimized returns for all stake holders**
- **External validation of independence and effectiveness of risk management function**

Organisational structure





Road Ahead

Retail Advances

- Full retail product suite in line with the best-in-the-industry
- Focused approach towards growing the gold loan portfolio
- DSA-DST being rolled out selectively

MSME Lending

- Specific CRMs to deepen relationships with existing borrowers
- Dedicated teams have been created to source fresh business; cluster heads manage business in designated areas
- CRMs are entrusted with liability and cross selling targets
- More emphasis is being given to vendor financing & dealer financing

Agri Loans

- Higher business volumes from identified agriculture clusters
- Food & Agri processing units

Corporate Loans

- Very selective cases with exposure above Rs. 100 crore
- Focus on lower ticket size in identified geographies (Rs. 25 - 50 crore)
- Share of corporate exposures to reduce to 25%

Increased share of higher-yielding non-corporate loans and reduced slippages to improve yields

Acquisition strategy

- Equal focus on New-to-Bank clients and on deepening existing relationships

Focus more on Retail Term Deposits

Share of NR deposits to grow; emphasis on low-cost NRI deposits

- Exclusive NR Relationship Managers in Kerala
- Representative offices in the Middle East, headed by bank executives
- New Tie ups with banks / exchange houses for facilitating remittance to SIB accounts

Government Business Department to focus on Government business

- Customized collection and payment solutions for govt. institutions

Share of CASA deposits to increase to 30% in the near term

Fee Income and Others

Product suite in place to improve the non-fund based income

- Active and risk-appropriate treasury management
- Trade and Retail Forex business

Mutual Fund

- Online investment platform “i-invest”; mobile app version to be launched soon
- Additional tie-ups with AMCs to provide customers more options

Income from sale of Third-party Insurance products

- Centrally driven common campaigns for all forms of Insurance
- Cross selling to the over 6 million strong existing customer base
- 100% coverage of retails loans through credit life products

More thrust to corporate NPS accounts by clubbing it with current accounts

SIBerTrade Business

- Increased tie-ups with stock broking companies
- Online Demat & Trading Account opening to reduce TAT

Key enablers

Human Resources

- **Revamped medium-to-long term plan for Talent Acquisition, Performance Management, Career Management and Total Rewards under implementation**

Digitisation and Analytics is a strong theme across all spheres within the Bank

- **Business, Operations, Risk management and Customer relations**

Increase and deepen our geographical presence profitably

- **1,000+ brick-n-mortar touch points by 2022**
- **Branches in all industrial areas**
- **Focus areas for branch expansion: Coastal Andhra, Western India, North East**
- **Operational efficiency to improve further through retail assets & CASA**



Summary

Key Takeaways

Transformation into a Retail Banking Powerhouse nearly complete

Experienced and hands-on management; diversified and independent Board

Robust corporate governance and risk management framework in place

Asset quality issues identified and adequately provided for

Long & fruitful history with over 6 million domestic and NRI customers

Continuous value accretion for all internal and external stakeholders

Mantra of “Profitable Growth” strictly adhered to at all times



South Indian Bank - Retail Banking

***- Mr. Sanchay Sinha
(Country Head, Retail Banking)***

Our Strategy...



Expand Retail Business

- New Retail Banking Department to focus on retail loan & liability/investment products
- Efficient branches & processing centers for faster processing of loans
- Outbound Sales team
- Continuous training of work force
- Advanced technology for ease of customers
- Invest in Brand Building

Strengthen SME Base

- Cluster based approach in industry hubs
- Sole Banker to SMEs for all banking needs
- Dedicated vertical to penetrate SME banking

Improve CASA

- Strategy & Road map in place to increase CASA funds
- Alternate channels for mobilising CASA
- Centralized processes allowing branches to focus on garnering low cost funds
- Continuous improvement/review of products

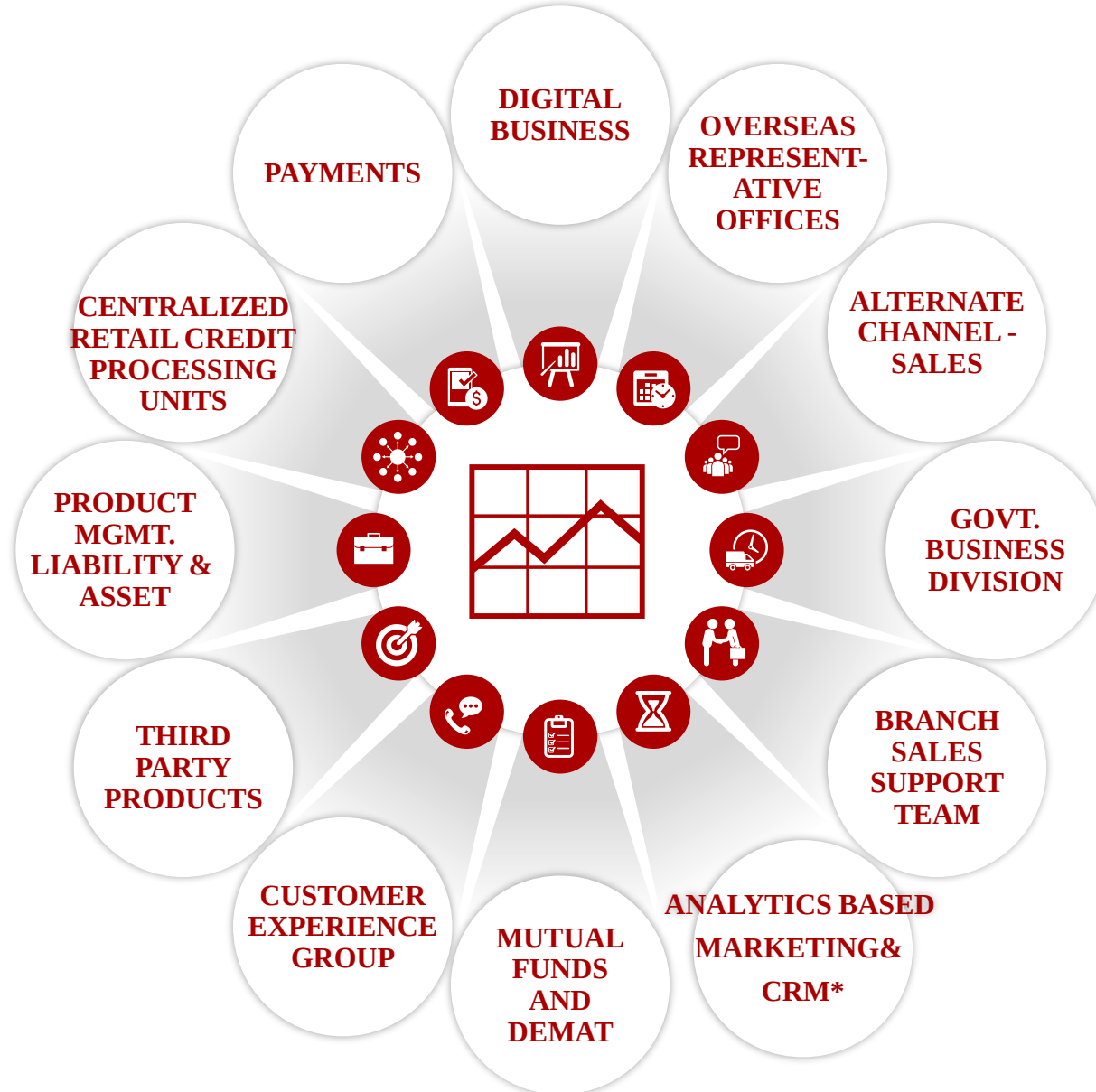
Enhance Asset Quality

- Granulize loan portfolio to spread out risk
- Cautious approach on large corporate lending
- Special cell for monitoring non performing and restructured assets

Improve share of other Income

- Focus on increasing banking services for SME, Retail, NRI
- Enhance treasury capabilities & increase branch strength
- Expand POS/ATM Network and all digital channels
- Leveraging technology to introduce modern & new-age banking products
- Focus on 3rd Party/Investment products to generate more other income

Retailization of SIB



*New center at Kakkanad by FY 20-21

Contents



Q2 Highlights



RBD Assets



CASA, Deposits



NRI & HNW Business



Government Business



Digital Products



Insurance & TPP



Prime Banking

Q2 FY2020 - Highlights

YoY Growth %

Road so far
FY19 - 20

CASA

↑ 12%

DEPOSITS*

↑ 17%

Retail Deposits	13%
Bulk Deposits	50%

**OTHER
INCOME**

↑ 58%

**RETAIL
ADVANCE**

↑ 20%

GL	49.3%
Mortgage	48.7%
HL	25.3%
VL	23.9%
MSME & Agri	18.0%

**NET
INTEREST
INCOME**

↑ 15%

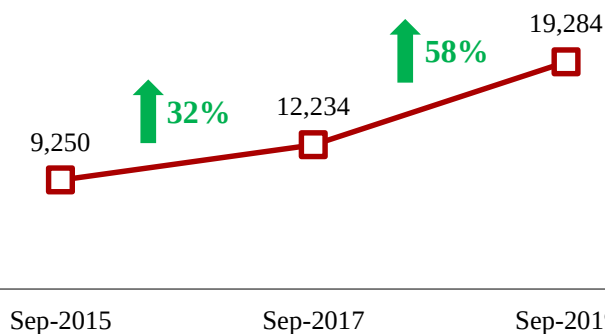
**NR
DEPOSITS**

↑ 11%

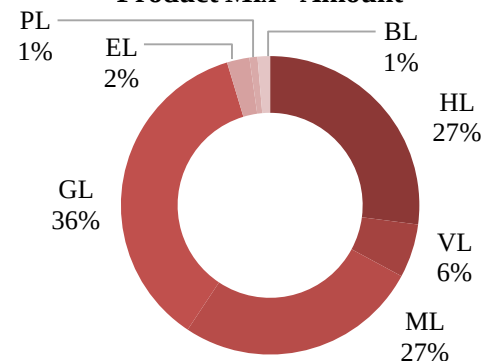
Retail Asset Portfolio

Performance so far (Rs. in cr.)

Retail Asset Performance



Product Mix - Amount



Highlights

- Retail and Agriculture Loans rose by 108% during the period
- 58% Growth from Sep-2017 to Sep-2019 as compared with 32% Growth from Sep-2015 to Sep-2017
- 36% contribution to Retail Product Mix by Gold Loan
- Semi Urban Branches contribute to 44% of Retail Business volume

Instant Online Pre approved Personal Loan

- First in- house asset digital initiative of Online Pre approved Personal Loan with instant disbursement through SIB Mirror +
- 2 seasons launched this calendar year - 3007 a/c opened.
- “NIL” NPA as on date

Critical Success Factors

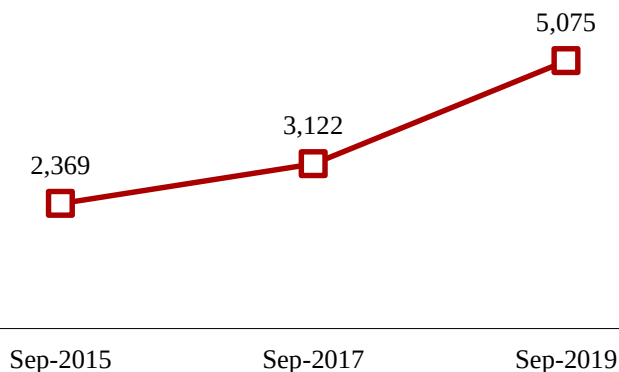
- **Alternate sourcing models - BDO, DSA, DST, Tie Ups and Branch Sales**
- Internal customer penetration through campaigns
- Centralized Processing with improved TAT and optimal productivity
- RLOS Implementation – catalyst to centralized processing.
- Product innovation
- Fintech collaborations

Funding of Kotak Shield, SIB CRITICARE PLUS (Max Bupa) and SIB Universal Protection Plan (Bharti AXA) for all HL, VL, ML and PL- Secure Asset and Other Income Generation through Insurance

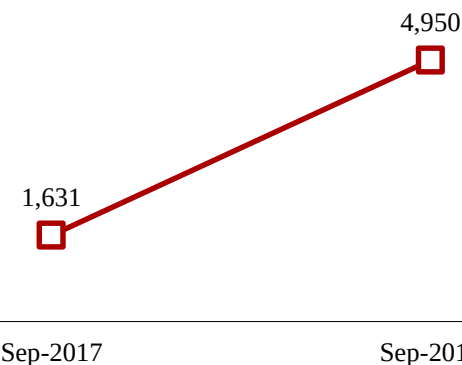
Housing Loan & Mortgage Loan

Rs. in cr.

Housing Loan Portfolio



Mortgage Loan Portfolio



Note: * Mortgage Loan introduced in June 2015

Highlights

- Housing Loan Portfolio rose by 114% from Sep-2015 to Sep-2019
- 63% Growth in Housing Loan Portfolio from Sep-2017 to Sept-2019 as compared with 32% Growth from Sep-2015 to Sep-2017

Critical Success Factors

- Campaign for internal customer penetration
- Campaign for sourcing channels for new business brought in a Business of Rs. 168 cr in Home Loan

Highlights

- Mortgage Loan Portfolio rose by 203% from Sep-2017 to Sep-2019
- 49% growth in Mortgage Loan
- Constitutes 27% of the Bank's Retail Portfolio
- 57% business from Kerala, 33% from Rest of South India and 10% from Rest of India

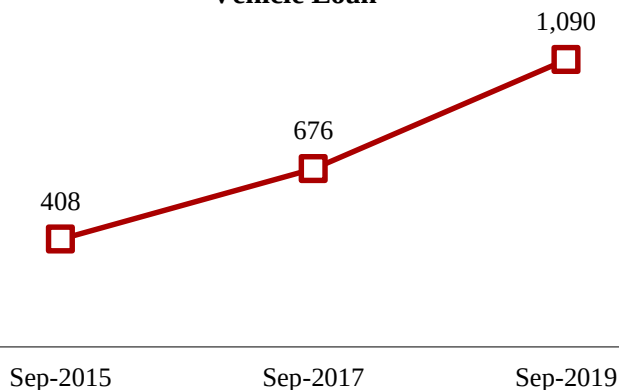
Special Mention

- Emerged as 'HUDCO's BEST PRIVATE LENDING INSTITUTION'

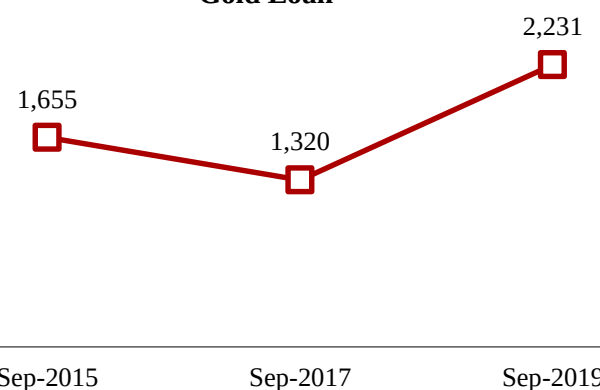
Vehicle Loan & Gold Loan

Rs. in cr.

Vehicle Loan



Gold Loan



Note: * The Gold Portfolio is Rs. 6,755 cr inclusive of Agri / MSME Gold

Highlights

- Vehicle Loan Portfolio rose by 167% from Sep-2015 to Sep-2019
- 24% YoY Growth in Vehicle Loan Portfolio
- Dedicated Auto Vertical to ensure sustainable growth
- OEM Tie Up with Mahindra & Mahindra and TATA Motors. Ongoing discussion with Maruti

Highlights

- Grown by Rs. 546 cr in 6 months of this Fiscal
- Average of 110 Cr. growth for the past 3 months
- Gold to hit Rs.1200Cr. Growth by March 2020
- Customer acquisition through Third Party Digital Tie Ups (Details mentioned in Digital Initiatives Slide)

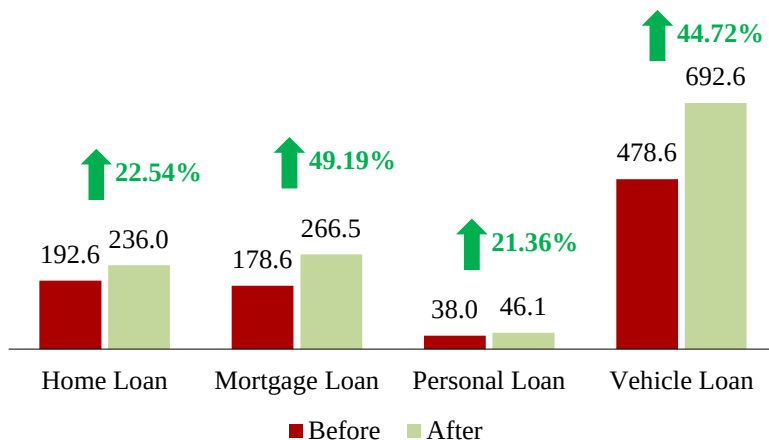
Critical Success Factors

- Vehicle Loan Campaign for internal customers with special benefits like higher LTV, Processing fee waiver etc.
- Vehicle Loan campaigns for sourcing channels Business Impact - Rs. 232 cr
- Gold Loan campaign for Branches to induce Business - Impact - Growth of Rs. 599 cr in this FY
- Exclusive drive on Branches and Regional Offices by the Branch Sales Support Team

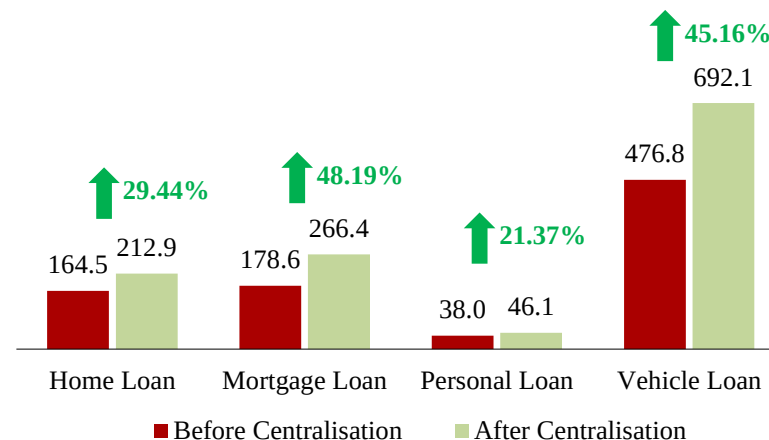
Movement in CASA of Loan Customers

Rs. in cr.

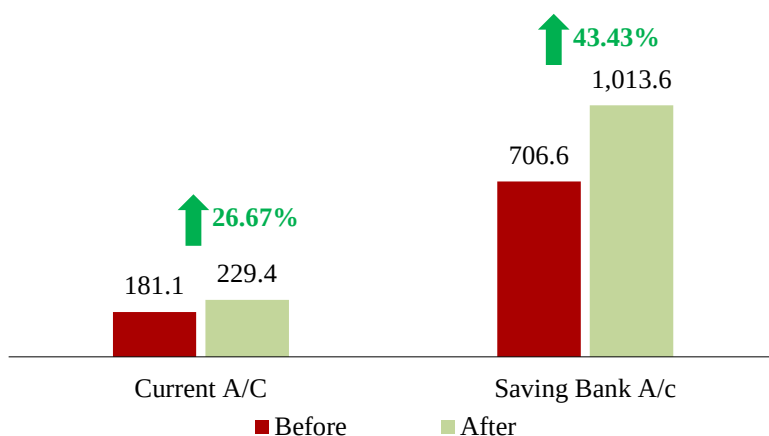
CASA Increase - Before and After Loan A/c opening



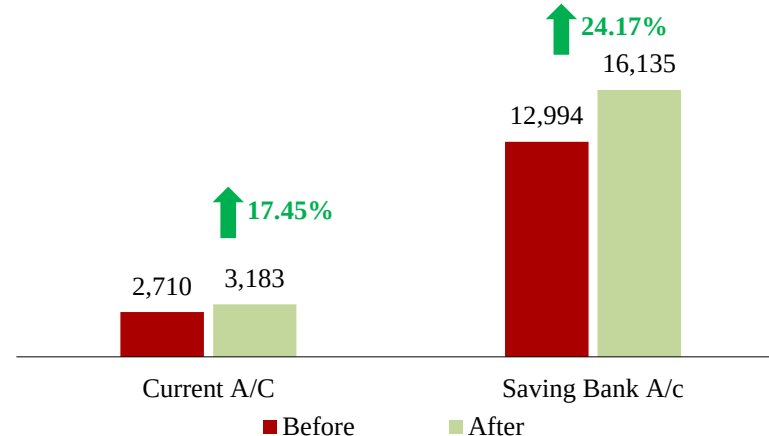
AMB of Asset Linked Customers - Post Centralisation



AMB of Asset Linked Customer



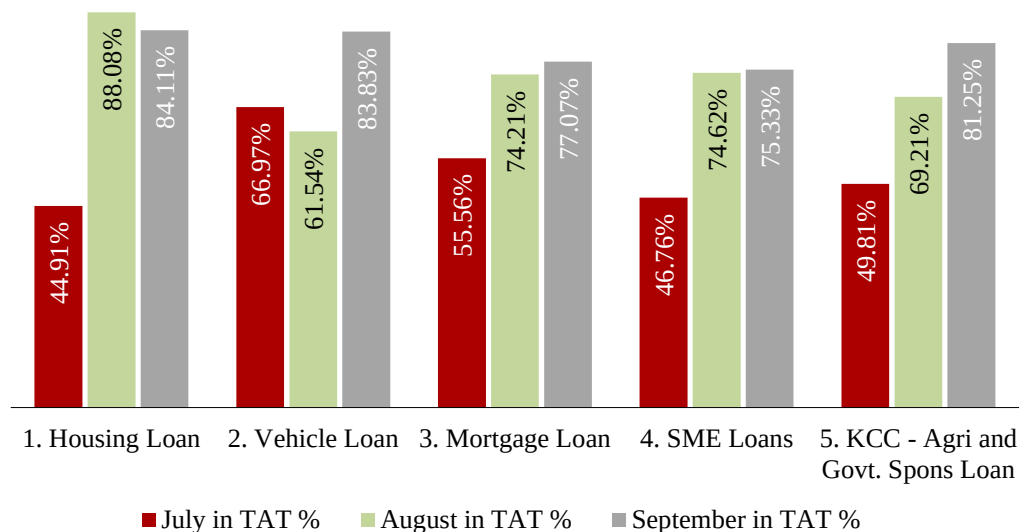
AMB of All CASA Customers



Note:

Period - Before: CASA before the loan; **After:** CASA after 12-24 months the Loan accounts were opened

Retail Loans - Centralised Processing Centre



- Increase of 89% in file numbers and 88% in amount (Sep-18 to Sep-19)
- Implementation of RLOS for all Retail Products excluding Agri Loans & Loans to MSME
- Credit Analyst Productivity: Improvement of 25% in productivity of Credit Analyst seen in 2nd quarter as compared with 1st quarter
- RBCPC TAT-Product Wise: TAT improved from 52% in July 2019 to 80% in September 2019

Critical Success Factors

- Product specific teams created to increase the speed of processing
- Branch support team formed for making Inward & outward calls to Branches for resolving Branch issues, faster disposal of files
- Integration of CIBIL in RLOS initiated
- Suggested for implementing centralized operations for facilitating loan disbursement and property document storage

Road Ahead

- TAT to be improved to 90% by year end
- Per Month Productivity per Credit Analyst to be increased by 20% by year end
- Dedicated Vertical for each Retail Product to be created

Way Forward

Digital Initiatives

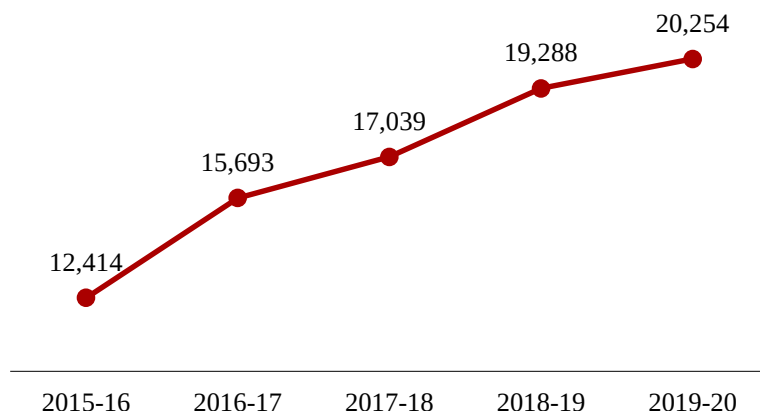
Initiative	Proposition
Hunter	• Next level Fraud Risk Management Solution from M/s. Experian
Tie Up with M/s. OpenTap FinTech	• Small Ticket Personal Loan to employees from their empaneled companies
Tie Up with M/s. CreditVidya	• Completely automated end to end digital loan journey using alternate data for Unsecured loans
Tie Up with M/s. FTL Technology Systems	• Personal Loan to existing customers through SIBermart Platform in tie up with NBFC
Tie up with M/s. Rupeek	• Tie up for Online Gold Loan that includes Customer acquisition (Gold Loan at Doorstep)
Tie up with M/s. Qolar Technologies Pvt. Ltd	• Gold Loan at Doorstep mainly through telecalling

Other Initiatives

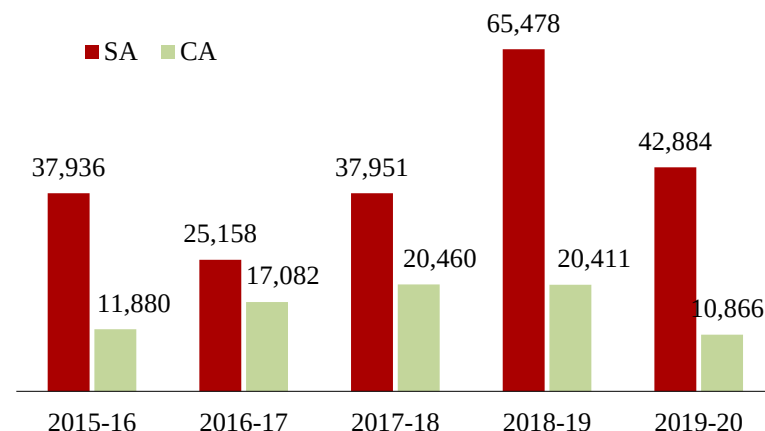
Initiative	Brief
Spot Credit	• Instant credit to Proprietary Current Account Holders
Branch Sales Model	• To support Branches in Retail Asset acquisition through outsourced staff

CASA Movement

CASA Value Trend



CASA Numbers Trend



Note: ** 2019-20 figures are as of Sept '19

Highlights

- CASA EOD has grown by **15% YoY** and AMB by **12%**
- CASA Ratio improved to **25%** from **24%**
- CASA is steadily growing from FY 15-16 to FY 19-20
- Rs. 145 cr NTB value acquired through introduction of SB high value account (SIB Ruby)

Highlights

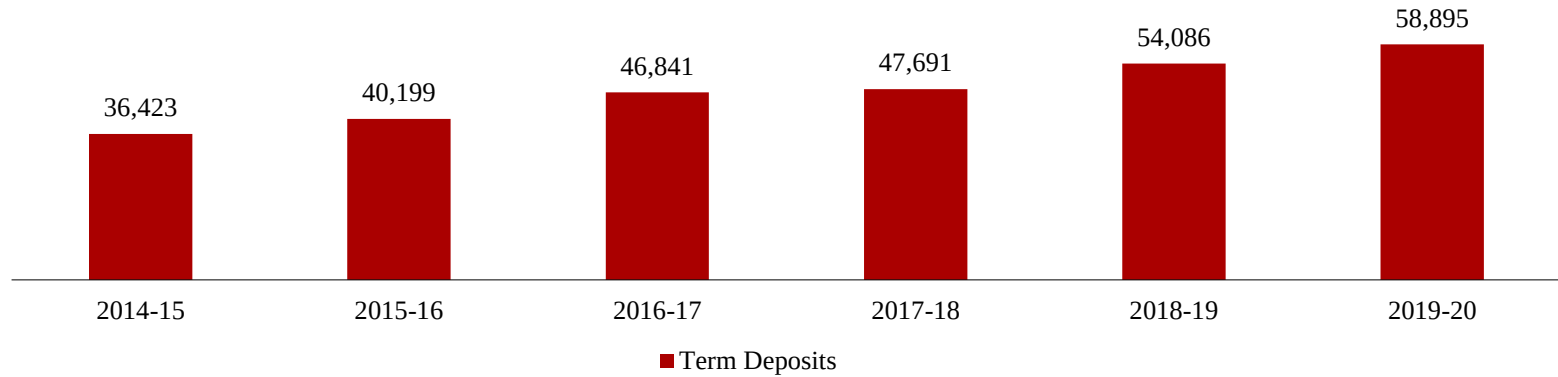
- SB Silver & Above accounts opened so far is 42884 which has a growth of 65% over same time last FY
- Sourcing of quality accounts is trending extremely positive . FY 17-18, FY 18-19 & FY 19-20 , 37951, 65478 & 42884 (Till Sept 19) respectively

Critical Success Factors

- Achievement measurement in AMB instead of EOD Balance and Growth split into NTB & deepening of base
- Implementation of IP has helped getting quality accounts and has improved NTB value
- Dedicated verticals for Savings, CA & Corporate Salary

Term Deposits

Dedicated Deposits vertical



Note: ** 2019-20 figures are as of Sept '19

Highlights

- Term Deposits has grown by 9% from Base, compared to previous year growth of 4%
- YOY growth has improved to 18% from last year 6%
- TD is continuously growing from FY 15-16 to FY 19-20; on comparing the last 5 FYs, highest YTD growth is registered in the current FY (Rs. 4809 cr)
- The number of RDs opened during Q2 has surpassed the total number of RDs opened during the last FY, which marked a YOY growth of 258%

Critical Success Factors

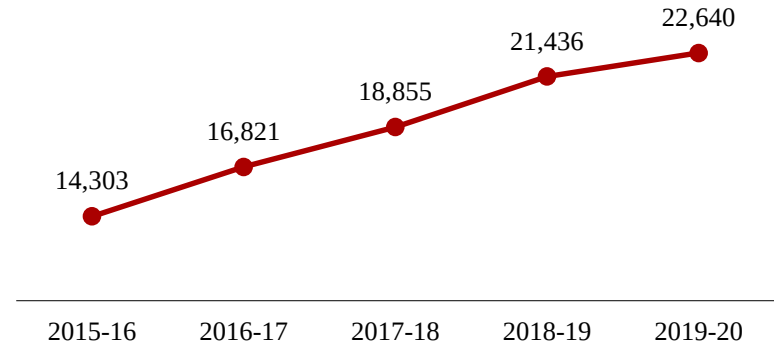
- Introduction of value added products, FD Vantage with Insurance benefits
- Introduction of online opening of Term deposits incl. RD
- Driving TD by allotting targets to sales verticals
- Special schemes for attract senior citizen

NR Business

Snapshot

- NR Customer Base: **3.6 Lacs**
- Demographic Spread:
 - GCC - **82%** , Rest of world - **18%**
- Remittance Tie ups: **40**
- Correspondent Banks: **12**
- Total NR Portfolio: **Rs. 22,640 crores**
- Market Share (Kerala) - **10.2% (SLBC data Sept 19)**
- NR RM's deputed abroad: **12**

NR Portfolio



Highlights

- Past 4 Years Portfolio grew by Rs. 8,337 cr from Rs. 14,303 cr to Rs. 22,640 cr
- FY 19-20 Portfolio grew by Rs. 1,204 cr to reach Rs. 22,640 cr as on Sep 2019
- Average growth of Rs. 2,400 cr per year
- Ratio of NR Deposit to Total Deposit of the Bank has grown from 23% to 27% in the last 5 years

Critical Success Factors

- 45,000 fresh NRI accounts are added on an average every year
- Representative office at Dubai opened on April 2018
- NRI Meets abroad – 5, Inside India – 10, on yearly basis
- Tie-ups for Transit Stay facility near airports for NR HNI customers
- NRI Support desk – One stop solution for NR customers
- Door step courier pick up facility for NR customers to open accounts

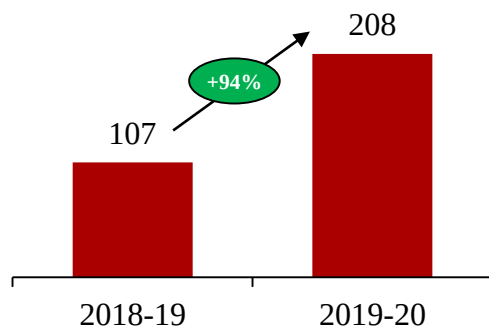
Going Forward

- NR Deposit is expected to grow by Rs. 35,660 cr to reach Rs. 58,300 cr by 2024
- To expand the Bank's presence abroad by increasing the number of NR RMs to 20 by next FY

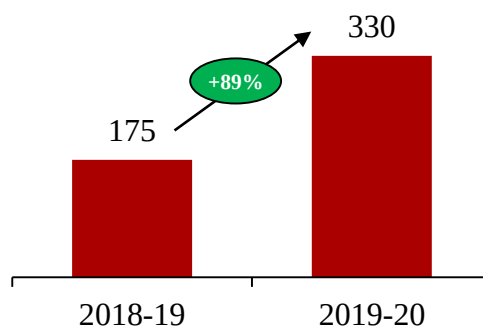
Prime Banking

SIB Prime Platinum and SIB Prime are the exclusive Priority Banking services offered to our HNW customers since 2018

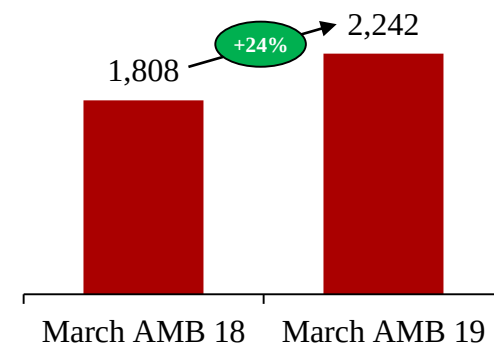
PRIME CUSTOMERS (in '000s)



PURPLE BRANCHES



PRIME CUSTOMER'S SAVING BOOK GROWTH

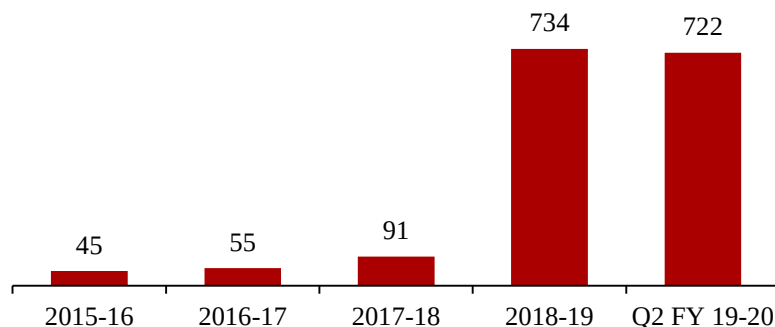


Critical Success Factors	Initiatives	Way forward....
<u>Family Accounts</u> (Customer to Group Ratio 3.00) 21% value growth in Family Grouped accounts during 2019-20	<u>Virtual RM</u> - Regular engagement with 76,000 Prime Customers for deepening, product holding & cross selling	<u>NTB sourcing</u> - 2,500 A/c's per Qtr. with ATS of Rs. 7-8 lakhs from current rate of 1500 per Quarter <u>Product Holding</u> 4.00 per customer by 2020-21 from current 2 per customer
<u>Prime Portfolio</u> Prime Portfolio of Rs. 9,265 cr is 58% of Banks Savings Portfolio of Rs. 16,015	New Products/ Tie ups exclusively designed for HNI clientele- Rupay Select Debit Card, International Airport Lounge Access, Airport Pick & Drop for HNI NR Customers	<u>Number of Purple Branches</u> 450 branches from current 330 (Purple Br- Branches having RMs with more than 150 HNW Prime customers)

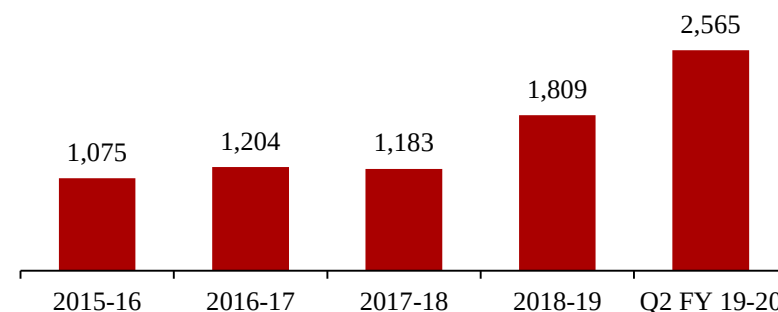
Government Business

A specialized Government Business Division (GBD) was institutionalized at RBD (2018)

GB CASA Business (Rs. in cr.)



TASC CASA Business (Rs. in cr.)



Highlights

- GB CASA EOD has grown by 244% (Value as on 31-09-2018 is Rs. 187 Cr and as on 31-09-2019 is Rs. 645)
- TASC CASA EOD has grown by 35% (Value as on 31-09-2018 is Rs. 1,976 and as on 31-09-2019 is Rs. 2,662)

Critical Success Factors

- More focus and drive across Regions outside Kerala for canvassing Govt. accounts, especially for sourcing the accounts of LSGDS by GBD
- 53 SPOCs identified for exploring the potential business on a pan India basis
- Special drive on Digitalization project of Govt. departments

Customer Experience Group

Objective: High Customer Satisfaction & Cost Neutral Channel

1. Inbound Channel

Key Deliverables

- 24*7 assistance for all products and services
- Dedicated NRI helpdesk for NRI customers
- Technical support for digital services (I-banking and Mobile Banking)
- E-Mail service for customers

Parameters of Performance

- Average talk time
- TAT for Email

Highlights

- Mirror+ activation conversion of new accounts 43%
- Debit card usage activation of new accounts 58%
- 11,424 Leads generated through CEG and converted 26.1 cr Retail loans and 17.4 lacs Insurance business

Critical Success Factor

- 50% activation in mirror plus and 65% activation in debit card usage for all welcome calls done through CEG
- CEG aims to achieve 35 cr RA disbursal and 30 Lacs TPP by Mar 2020

2. Outbound Channel

Key Deliverables

- On boarding of CASA customers and getting them digitally activated
- On boarding of asset customers
- Introducing Bank product/services to our new to Bank customers
- Time to time campaign calls for service and Bank offerings

Parameters of Performance

- Connectivity on welcome calls
- Leads generated
- Digital Activations

Insurance Business

Life Insurance Partners

- SBI Life Insurance
- Kotak Mahindra Life Insurance
- LIC of India

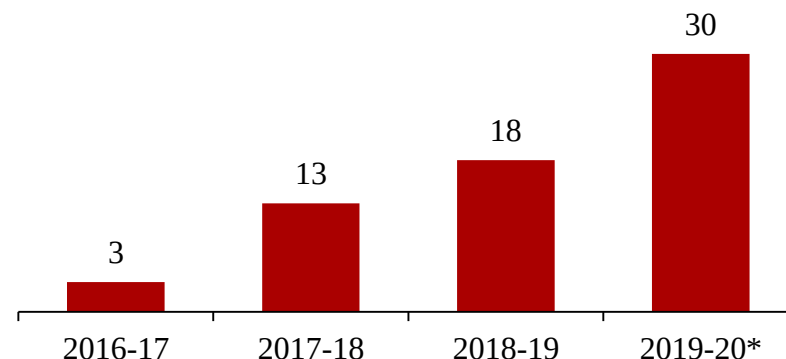
Health Insurance Partners

- Max Bupa Health Insurance
- Manipal Cigna Health Insurance

General Insurance Partners

- Bajaj Allianz General Insurance
- New India Assurance
- Bharti AXA General Insurance

Income Achievement & Projection



Highlights

- **PSM Channel:** Product Sales Managers deployed at 10 regions exclusively looking after Insurance and other Third party products. The initiative has helped us grow by 40% which is significantly better than the market rate
- **YOY Growth** of 48% in commission and 42% in premium collected
- **Mutual Fund** AUM crossed 116Cr and registered more than 100% growth (63Cr growth from 2017) .

Critical Success Factor

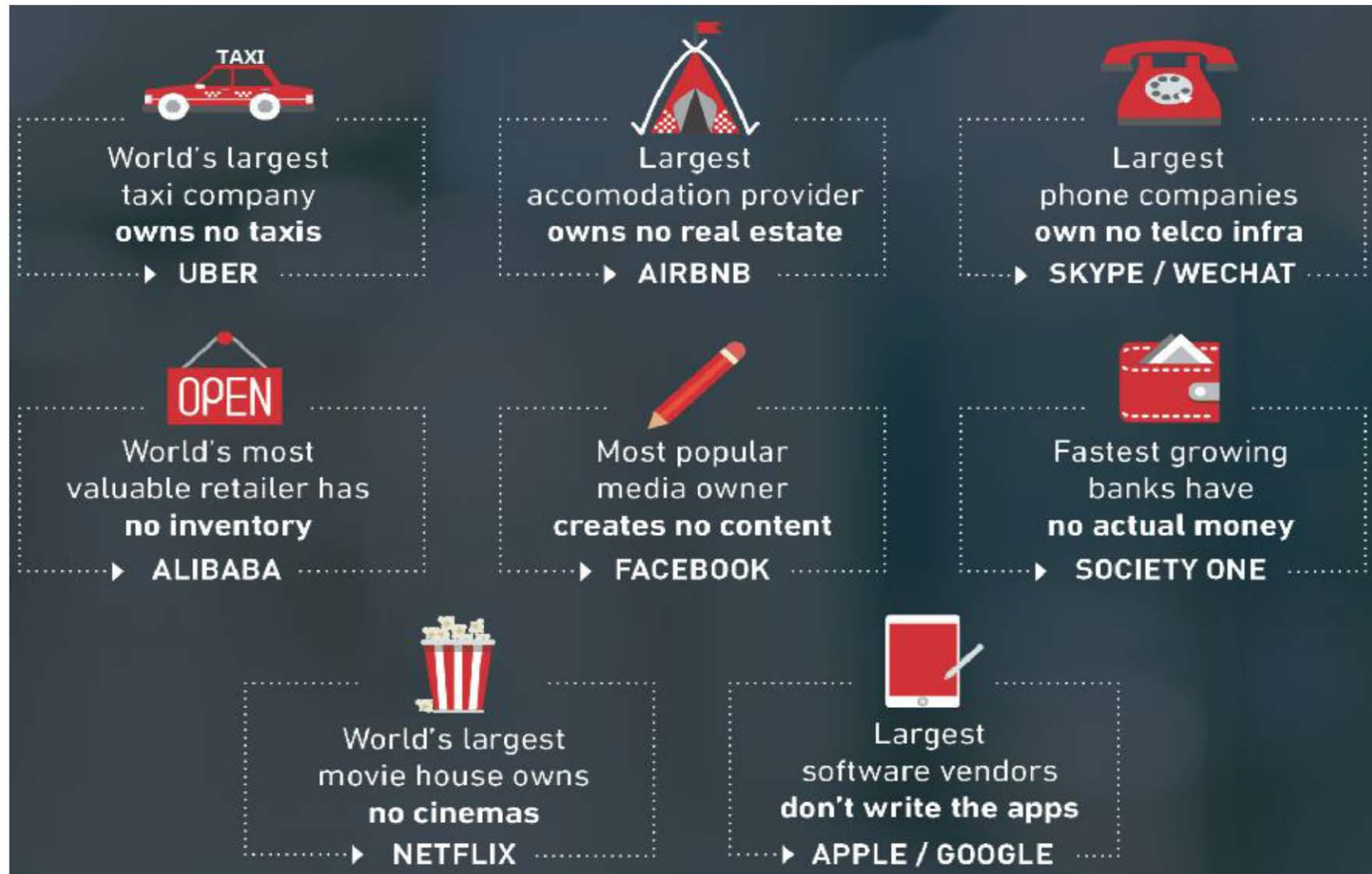
- **Score Card:** Score cards have been implemented for all staff members ,the same will have a direct impact on their performance linked incentive scheme and Promotions
- **BI Analytics:** Outflow Analytics data being shared with Branch for identifying potential leads and prevent income leakage
- **Contests Driven By Bank:** Mission 2020, an Insurance contest for all staff members
- **Specified Person Drive:** As on date, we have crossed 1,200 Specified persons ensuring ethical sales at branches
- **Channel wise strategies:** Various Channels such as RM channels, BDO Channels and NRI relationship Managers have been instructed to specifically engage customers for business generation



South Indian Bank - Digital Banking

***- Mr. Sony A.
(Head, Digital Banking)***

Digital Disruption Has Already Happened



India Digital Story

Total No. of Wireless Subscribers

117 Cr.

Total No. of Aadhaar Cards

124 Cr.

Indians with Internet Access

55 Cr.

Active Internet Users

49 Cr.

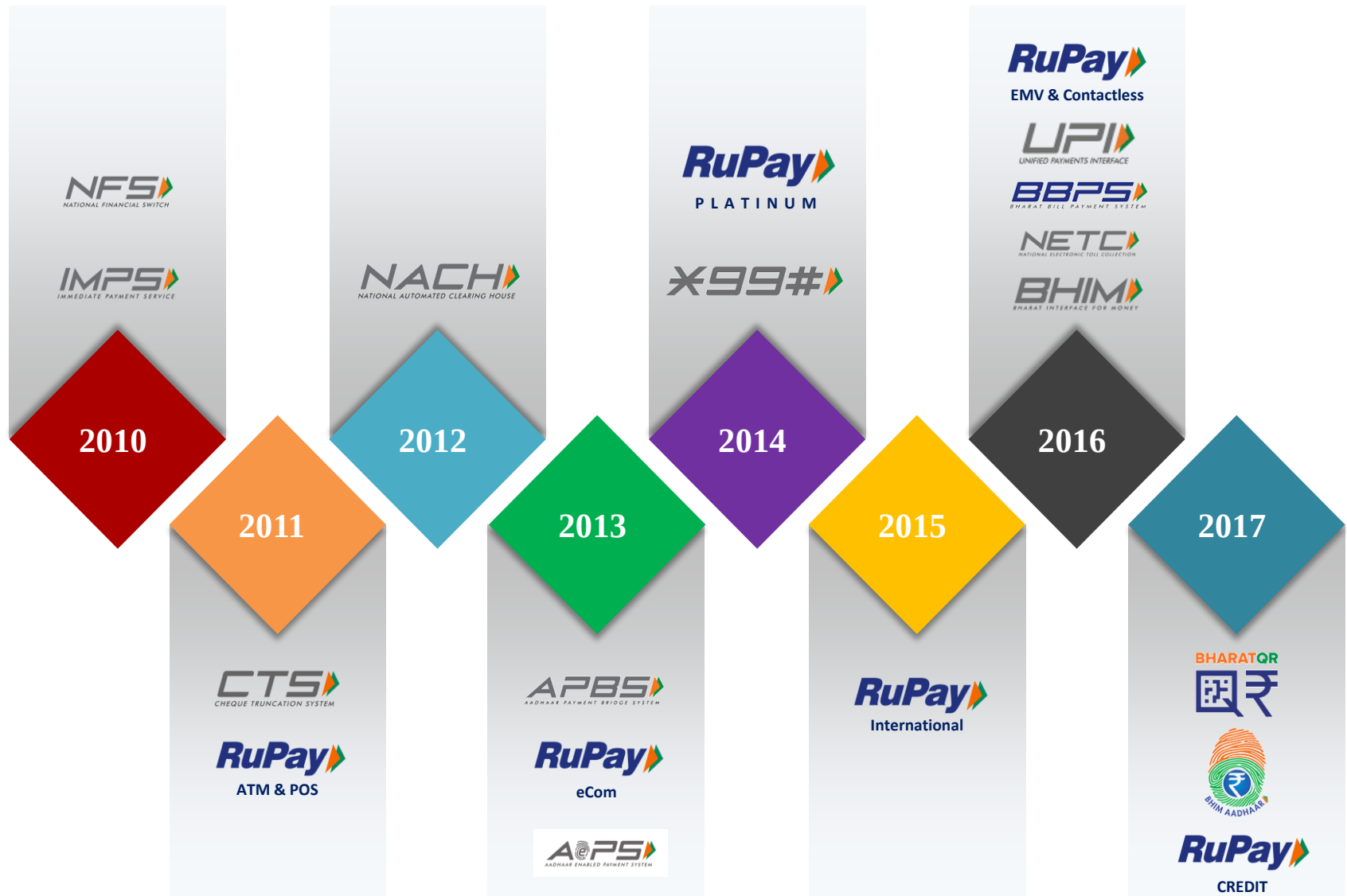
Urban

29 Cr.

Rural

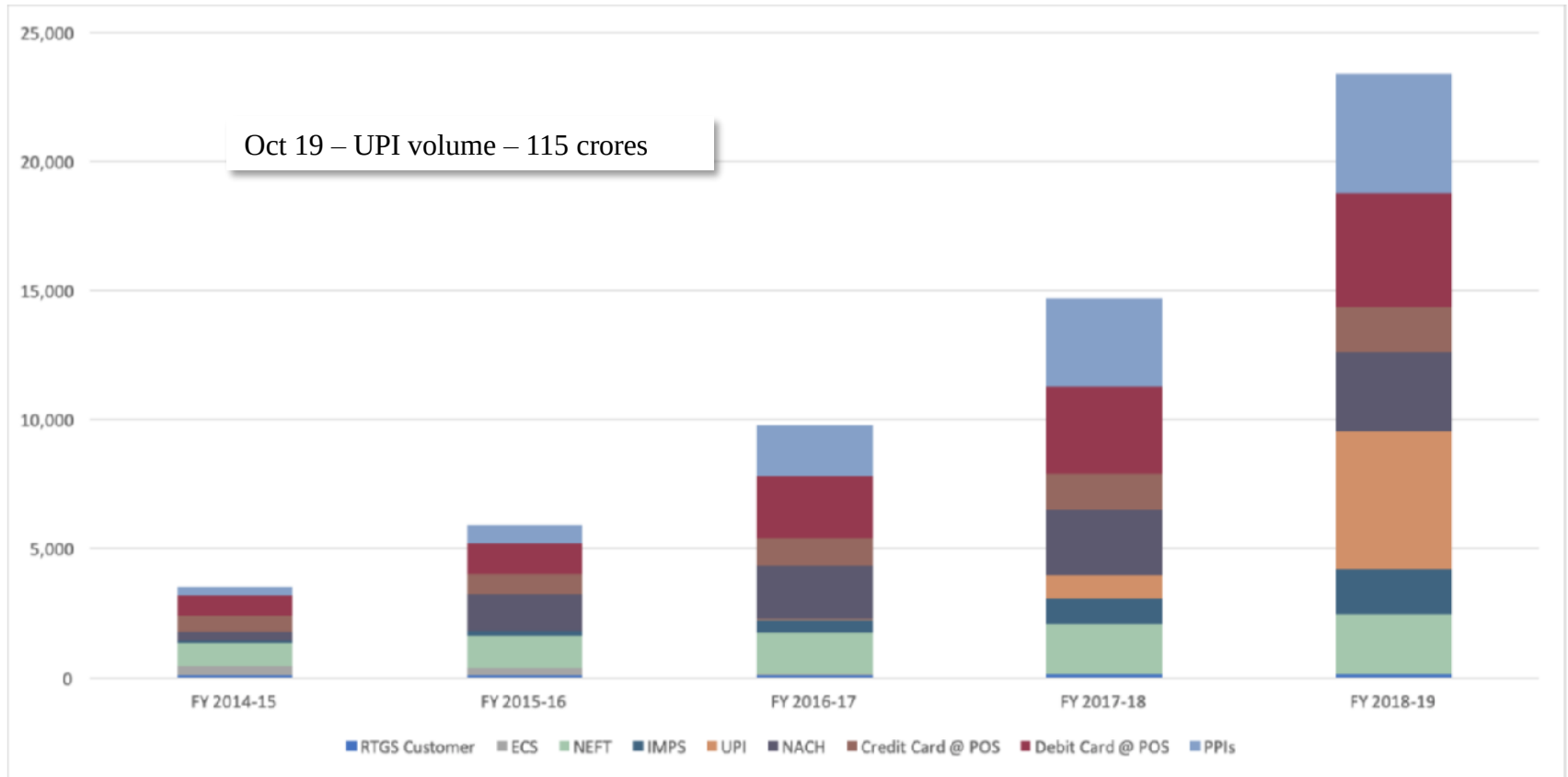
20 Cr.

Payment Options in India



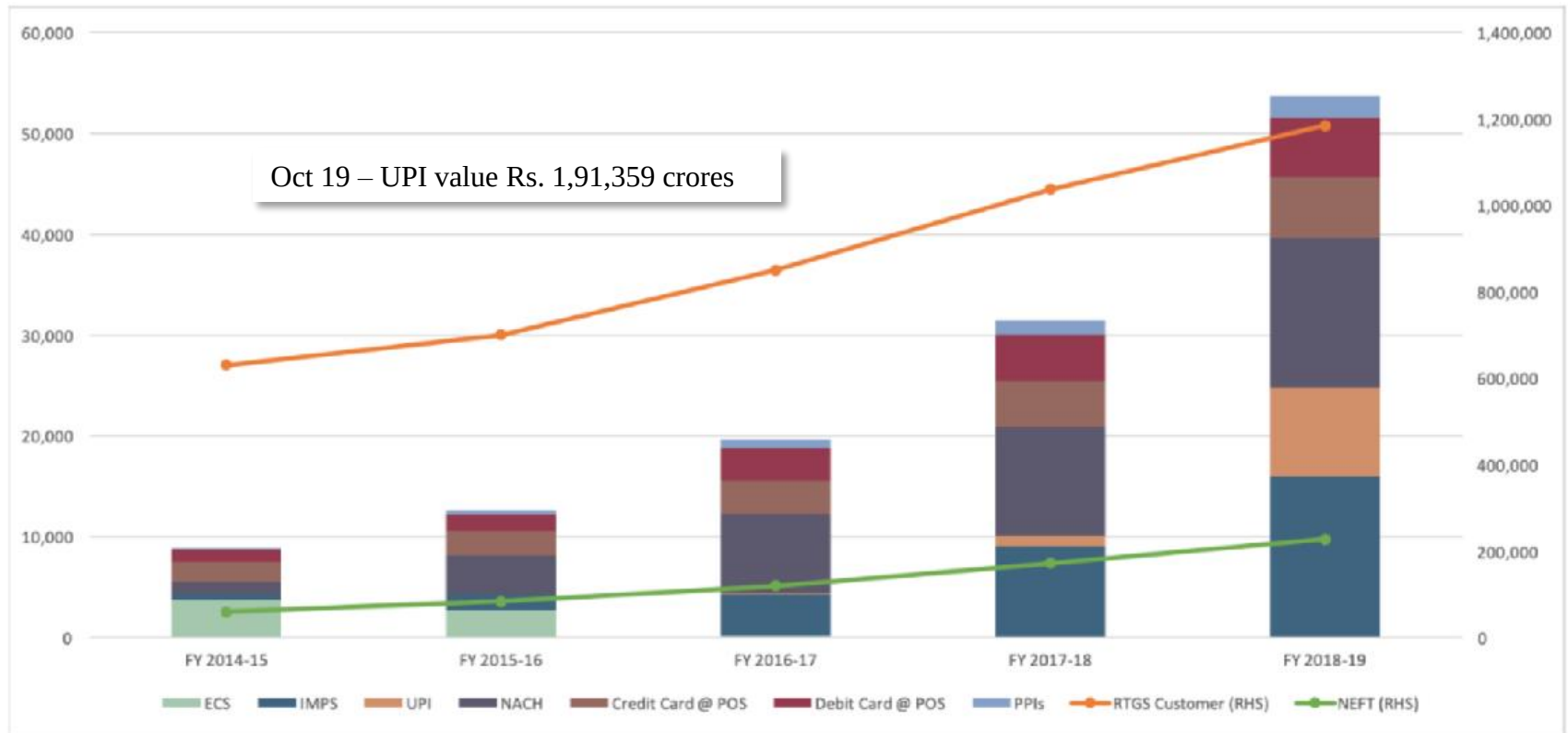
Digital Payment in India - Volume

Figures in Millions: FY 2014-15 → FY 2018-19



Digital Payment in India - Value

Figures in Billions: FY 2014-15 → FY 2018-19





1.

Strong Technology Platform

2.

Expanding Digital Capabilities

3.

Governance, Risk, Compliance

4.

Awards & Testimonials



1.

Strong Technology Platform

2.

Expanding Digital Capabilities

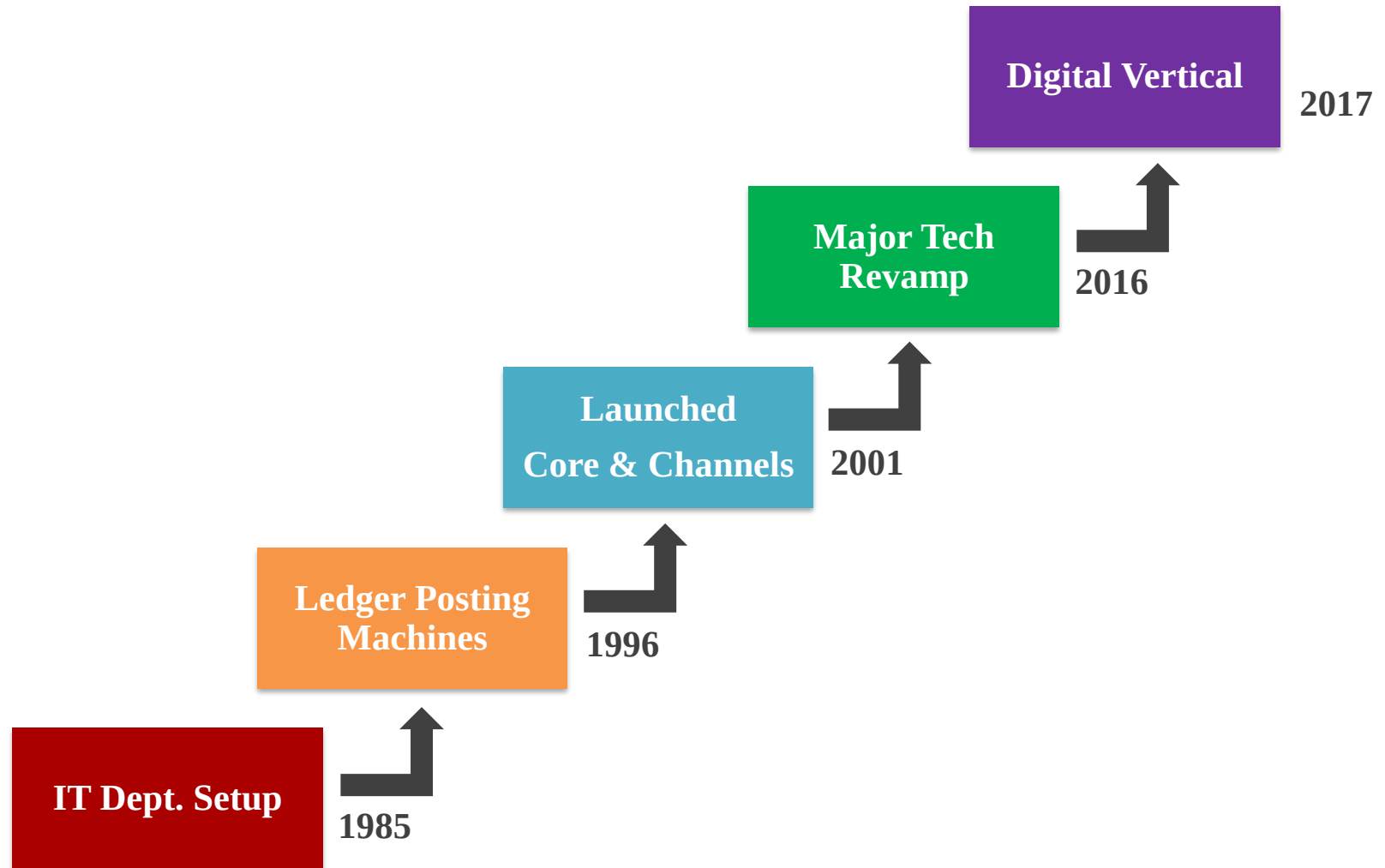
3.

Governance, Risk, Compliance

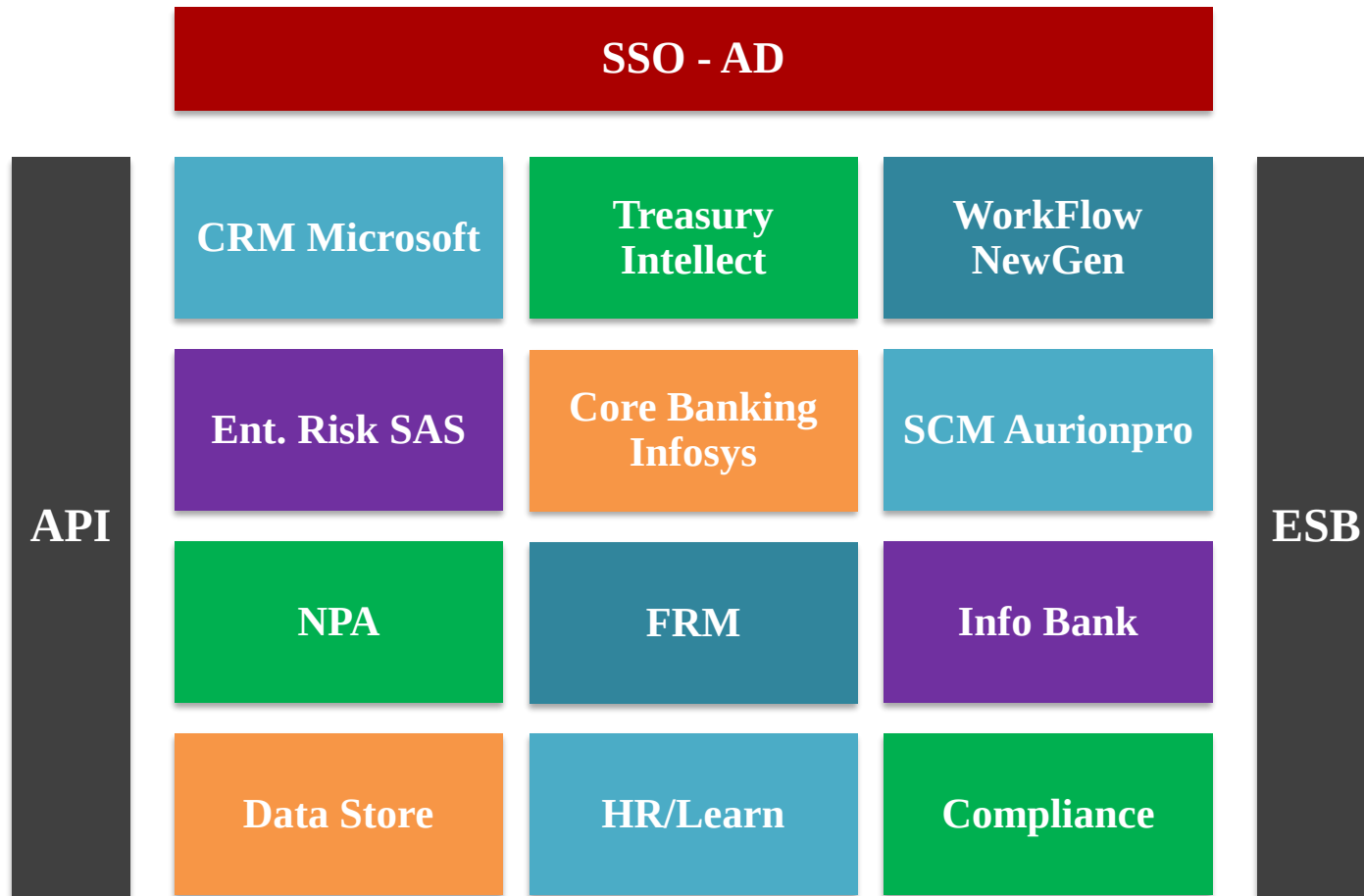
4.

Awards & Testimonials

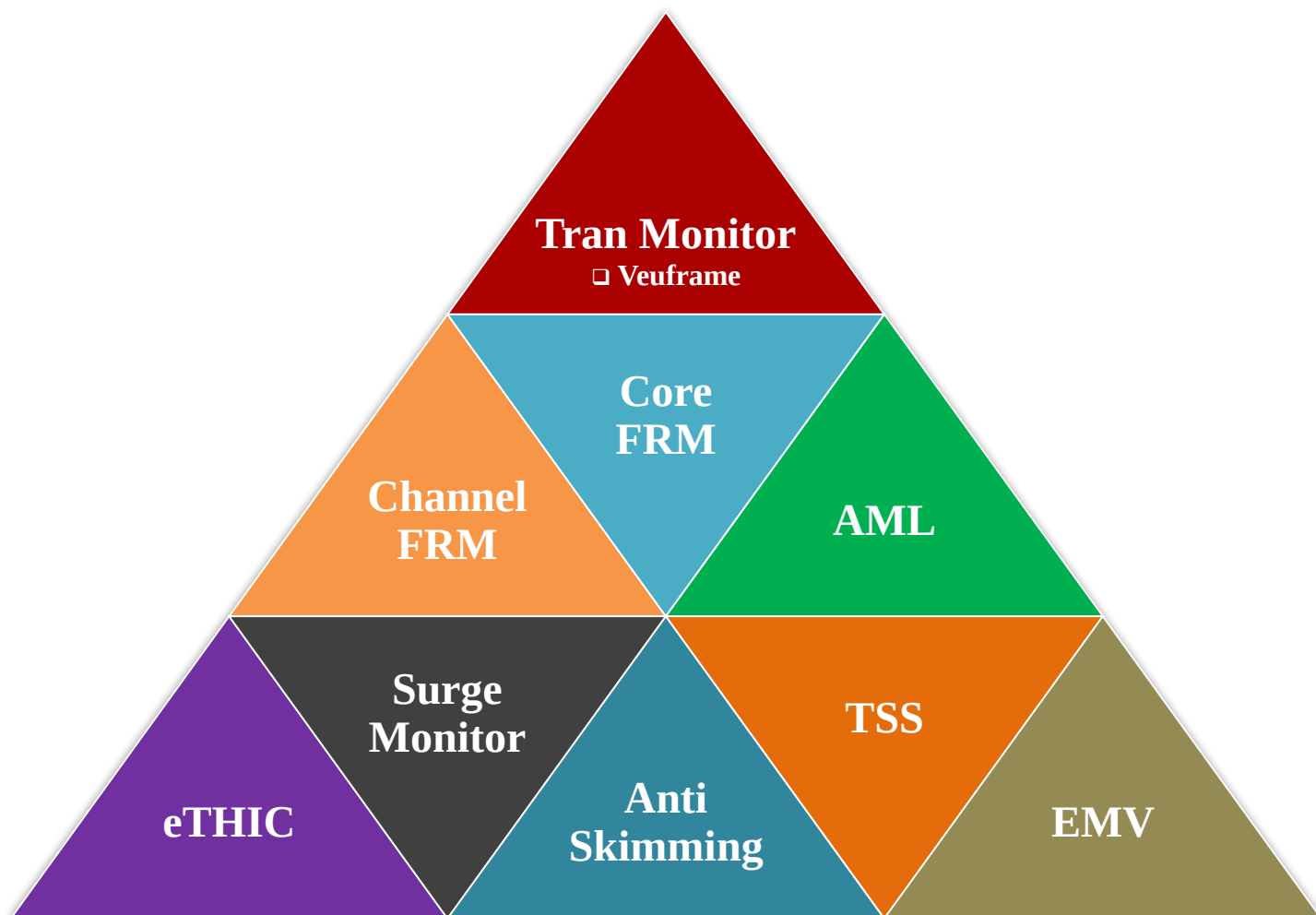
Technology Footprint



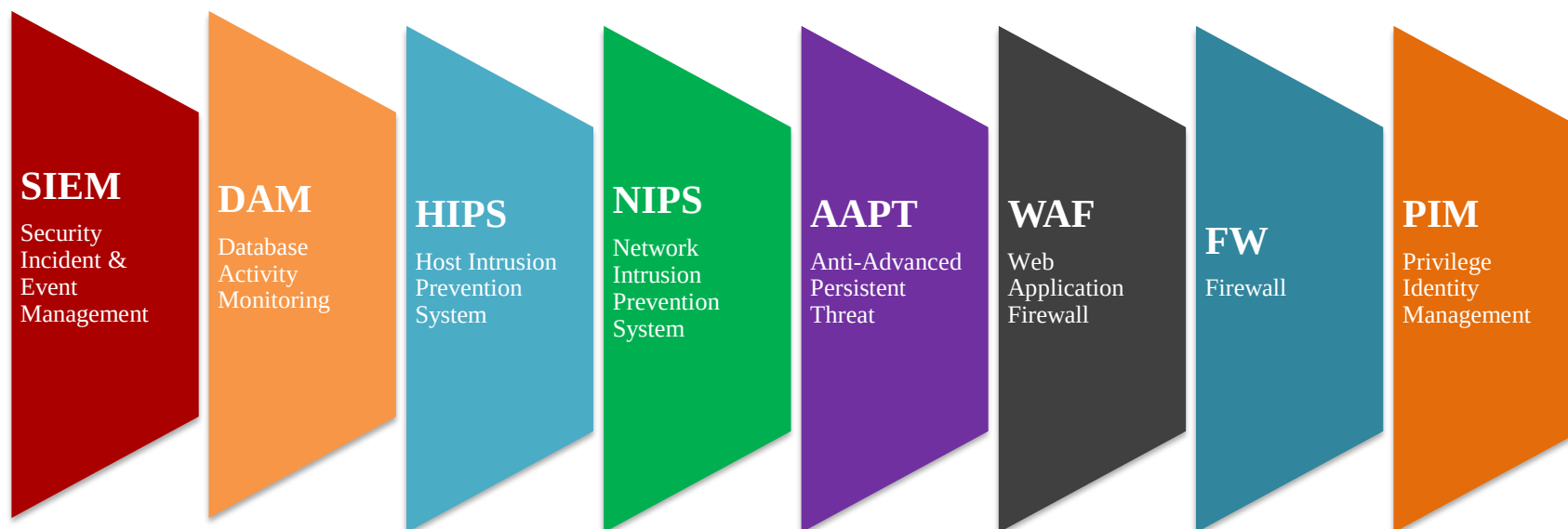
Core Application Stack



Fraud Detection / Prevention Systems



Security Operation Centre



Physical Infrastructure



Data Centre & DR Site



Data Centre - (Tier III + standards compliant)

Connected to all service outlets over a robust MPLS network with built in redundancy

Core Infra – ORACLE RISC servers, HITACHI Storage supporting 3 site architecture

BMS from Siemens - CCTV Surveillance, Fire suppression system, Smoke detection system, Water Leakage Detection Systems, Biometric access etc.

ISO 9001:2008 certified

4000 Sq. Ft, 44 server racks and 13 network racks having around 300 servers for hosting more than 60 applications

Data Centre & DR Site



DR Site is hosted at Bangalore at the premises of Airtel & a near line DR site at Kochi.

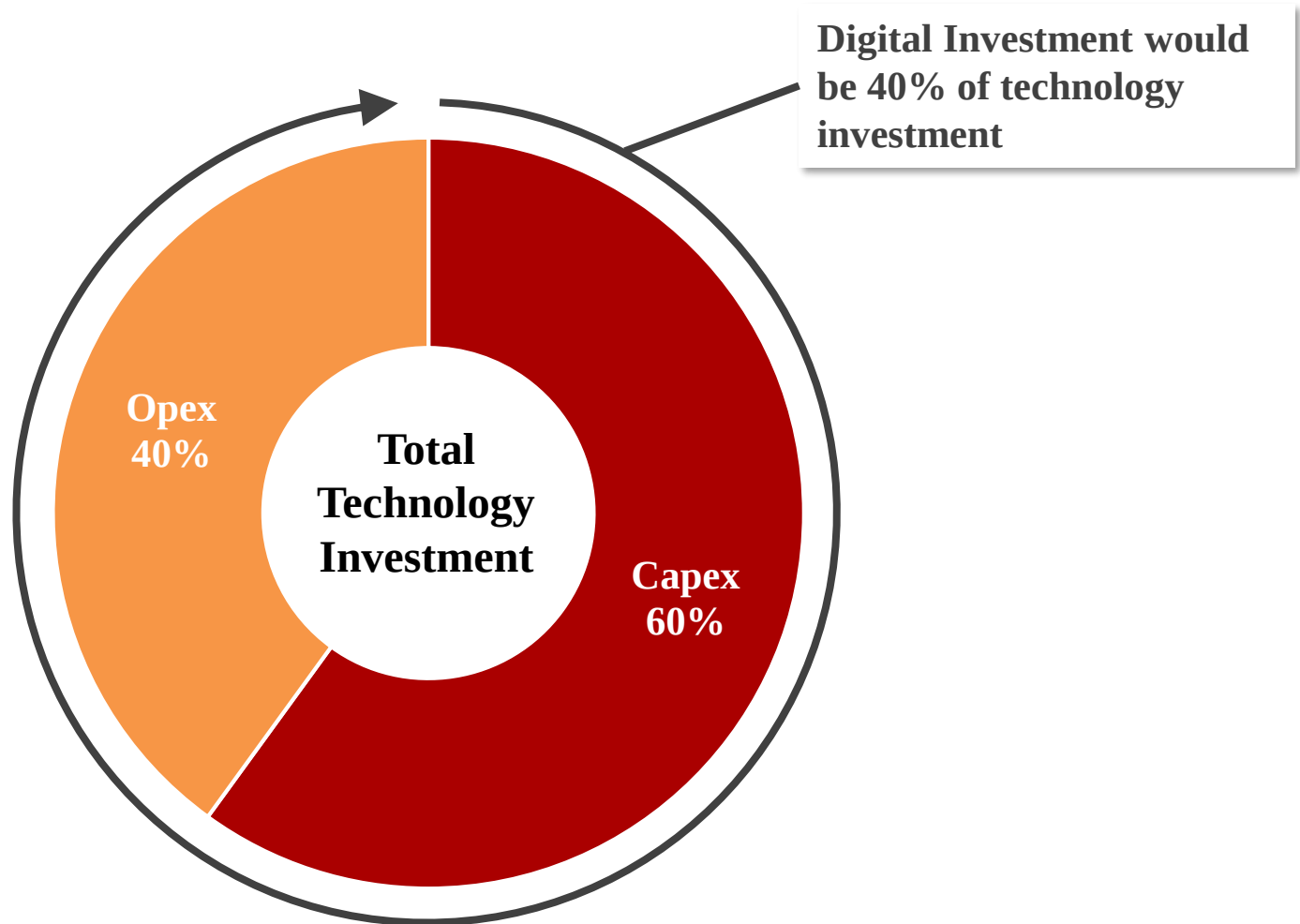
High speed cutting edge technology implemented for network in DC/DR

All efforts have been taken to ensure adherence to green norms, lowest power consumption etc.

Server and Storage Virtualization already implemented for large number of applications (400 VMs running)

Cloud Adoption Strategy for non-critical applications (email, select applications)

Digital Investment





1.

Strong Technology Platform

2.

Expanding Digital Capabilities

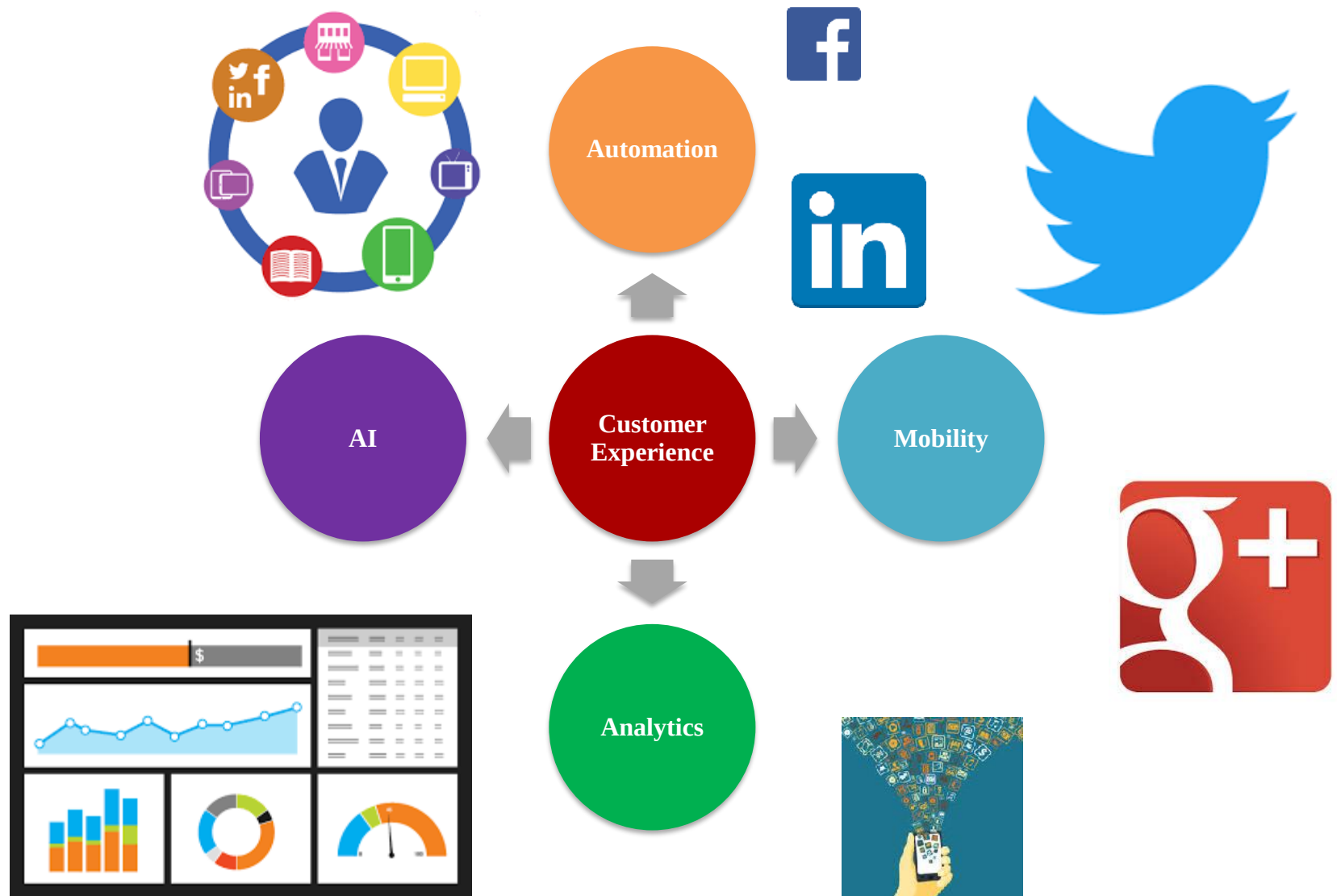
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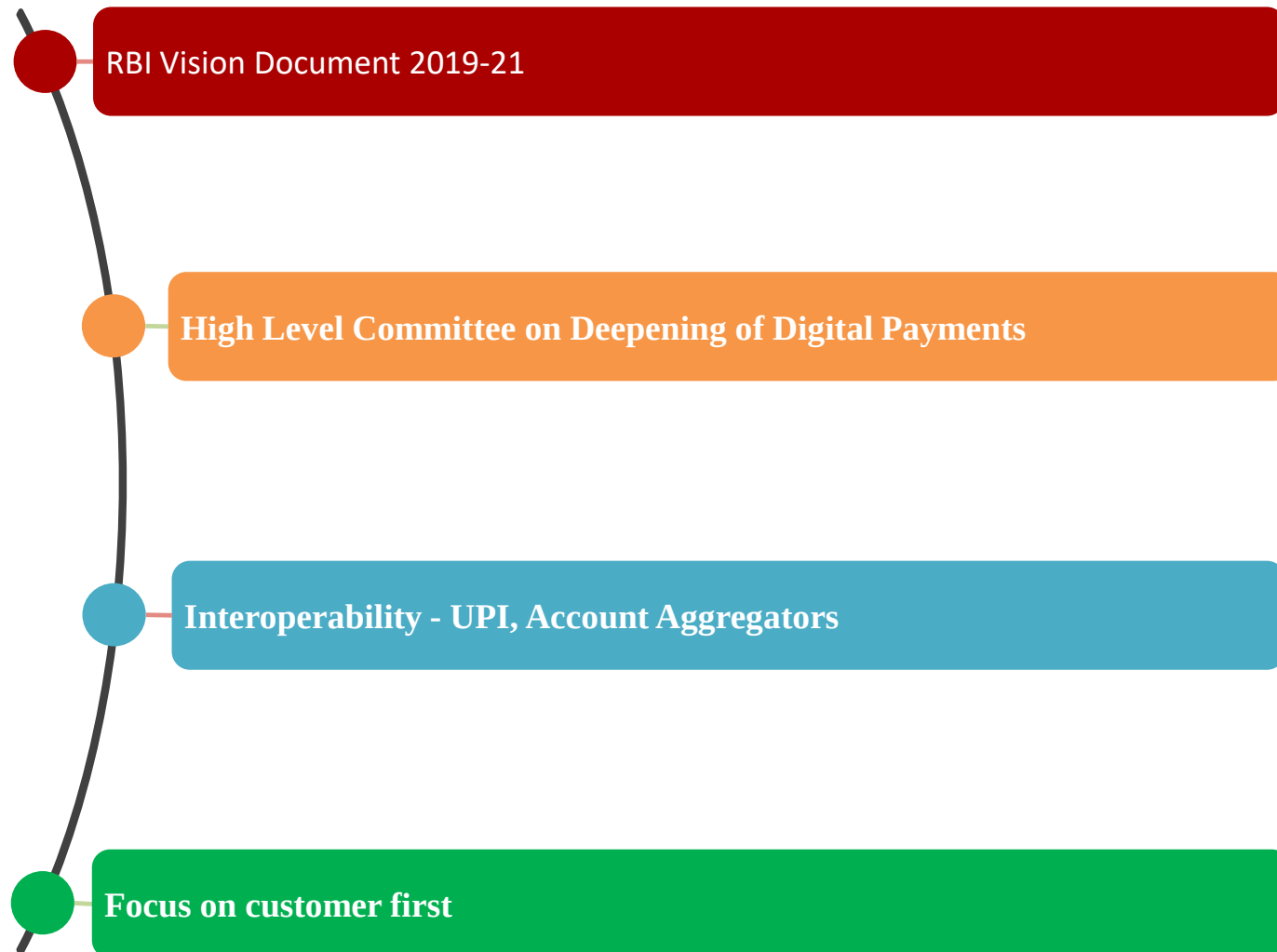
Governance, Risk, Compliance

4.

Awards & Testimonials

Digital – The New Paradigm





India Digital Story

South India Bank 23092019



भारतसरकार
Government of India
इलेक्ट्रॉनिक्स और सूचना प्रौद्योगिकी मंत्रालय
Ministry of Electronics & Information Technology

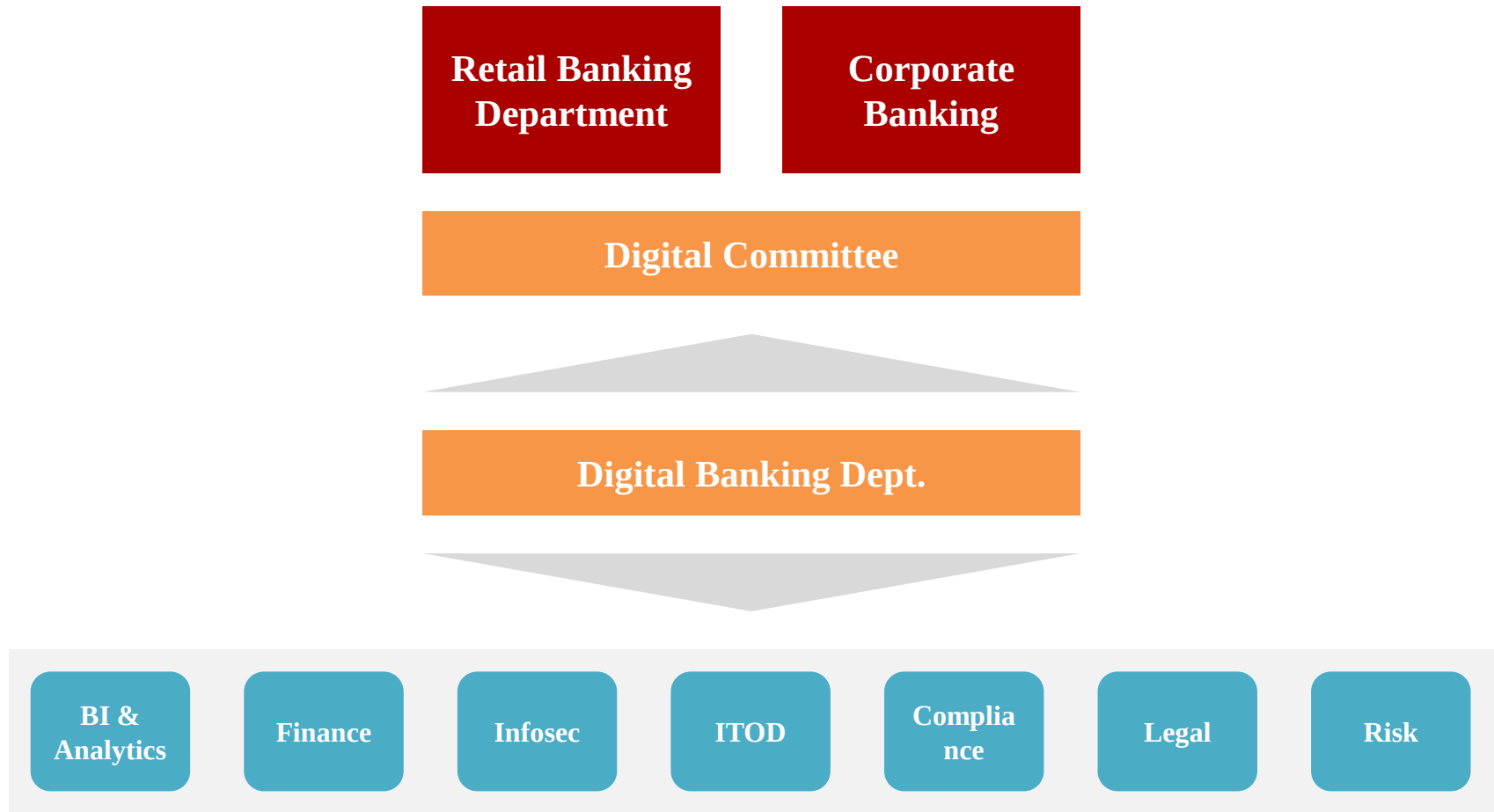
Individual Bank's Summary as on 31st July 2019

#	Banks Name	% Digital Transactions Achievement	% of Merchant Deployment	% of active Merchant in Urban area of Data	Average % of TD (UPI)	Average % of TD (AePS)	Overall Score	Banks Performance Categorisation Overall Score
1	HDFC BANK	110.37%	70.55%	40%	0.40%	3.90%	71	Good
2	FINO PAYMENTS BANK LIMITED	196.92%	100.00%	75%	0.74%	2.89%	70	Good
3	PAYTM PAYMENTS BANK LIMITED	102.01%	100.00%	76%	0.03%	Not Live	69	Good
4	H5BC	156.75%	NA	NA	0.34%	Not Live	67	Good
5	KICI BANK	95.57%	15.40%	49%	0.16%	4.93%	67	Good
6	IDBI BANK	100.03%	27.39%	41%	0.30%	7.40%	65	Good
7	CANARA BANK	97.47%	100.00%	5%	1.43%	4.71%	64	Good
8	AXIS BANK	101.67%	7.04%	44%	0.36%	4.07%	60	Average
9	DBS BANK	116.00%	NA	NA	0.55%	Not Live	58	Average
10	INDUSIND BANK LTD.	102.42%	9.49%	42%	0.49%	63.99%	57	Average
11	KOTAK MAHINDRA BANK	96.13%	27.92%	16%	1.74%	1.93%	57	Average
12	STANDARD CHARTERED BANK	84.03%	NA	NA	1.34%	Not Live	57	Average
13	STATE BANK OF INDIA	90.39%	32.28%	31%	1.75%	3.60%	56	Average
14	CITI BANK	86.22%	NA	NA	2.04%	Not Live	56	Average
15	SOUTH INDIAN BANK LTD.	104.18%	20.02%	41%	0.03%	7.31%	55	Average
16	KARNATAKA BANK	114.06%	1.08%	0%	1.27%	2.23%	54	Average
17	JAMMU AND KASHMIR BANK LTD	119.33%	80.04%	78%	2.73%	2.12%	53	Average
18	AIRTEL PAYMENTS BANK	89.37%	33.17%	31%	0.40%	Not Live	53	Average
19	RBL BANK	82.53%	100.00%	85%	1.92%	33.74%	53	Average
20	BANK OF INDIA	116.19%	1.30%	41%	4.04%	2.45%	52	Average
21	ANDHRA BANK	104.70%	0.57%	73%	0.93%	2.07%	52	Average
22	TAMILNAD MERCANTILE BANK	100.09%	1.96%	84%	6.86%	2.27%	52	Average
23	CENTRAL BANK OF INDIA	97.00%	0.80%	0%	0.78%	2.52%	52	Average
24	YES BANK	132.09%	0.00%	Data Not Shared	0.03%	2.56%	51	Average
25	KARUR VYSYA BANK LTD.	111.39%	2.76%	57%	1.26%	9.26%	51	Average
26	FEDERAL BANK	108.95%	10.21%	20%	0.66%	Not Live	51	Average
27	BANK OF MAHARASHTRA	100.92%	14.86%	22%	3.24%	6.51%	51	Average
28	SYNDICATE BANK	97.76%	100.00%	31%	7.84%	13.10%	51	Average
29	CITY UNION BANK	96.73%	2.98%	4%	1.34%	2.27%	51	Average
30	IDFC FIRST BANK	80.34%	0.00%	Data Not shared	1.02%	2.32%	50	Average



23-04-2019

SIB Digital – Key Internal Stakeholders



Enrich Sales Service Channel

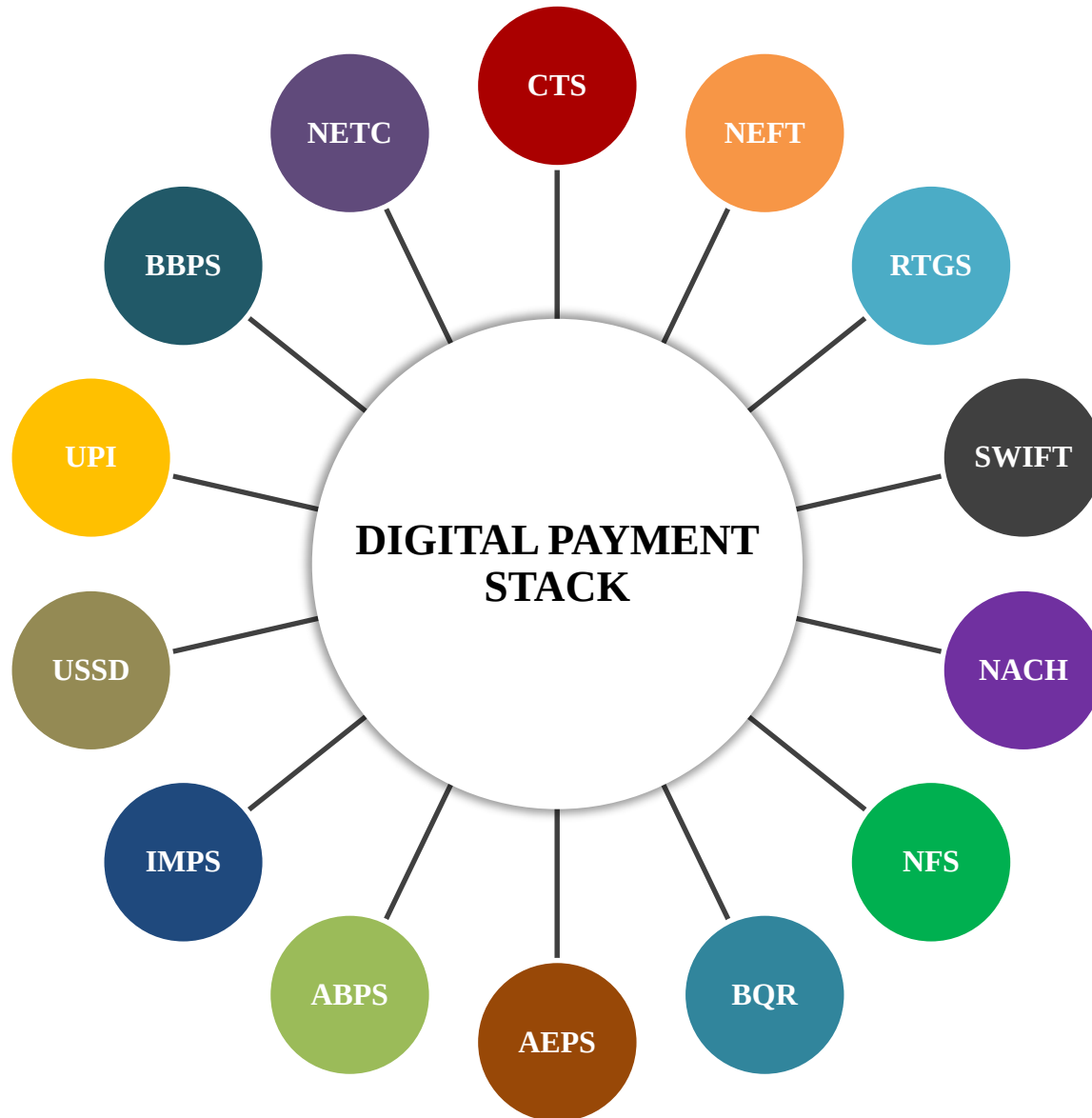
Empower Branches – Assisted Digital

**Digitise and Automate Backend
processes for better customer
experience**

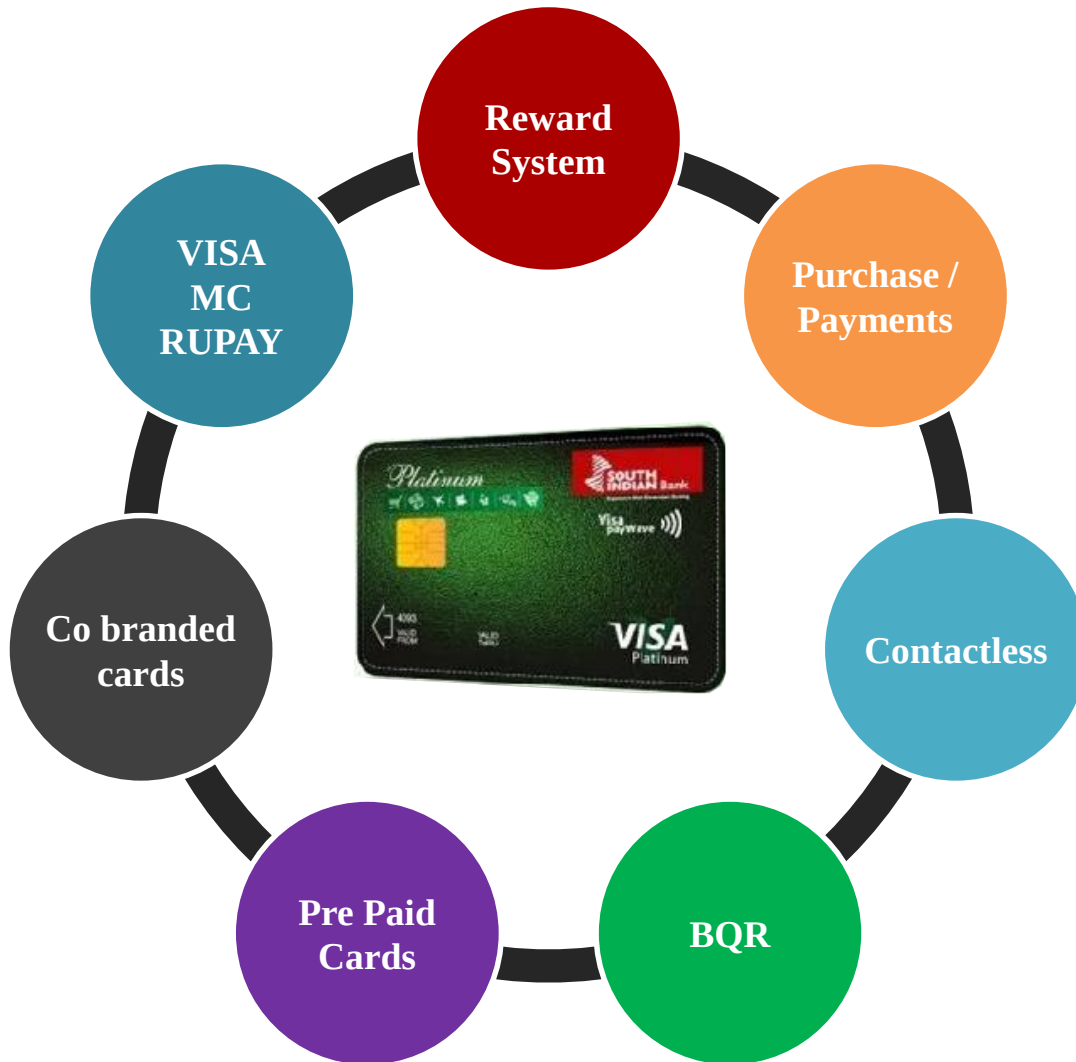
Customer Digital Touchpoints



Digital Payment Capabilities



Cards



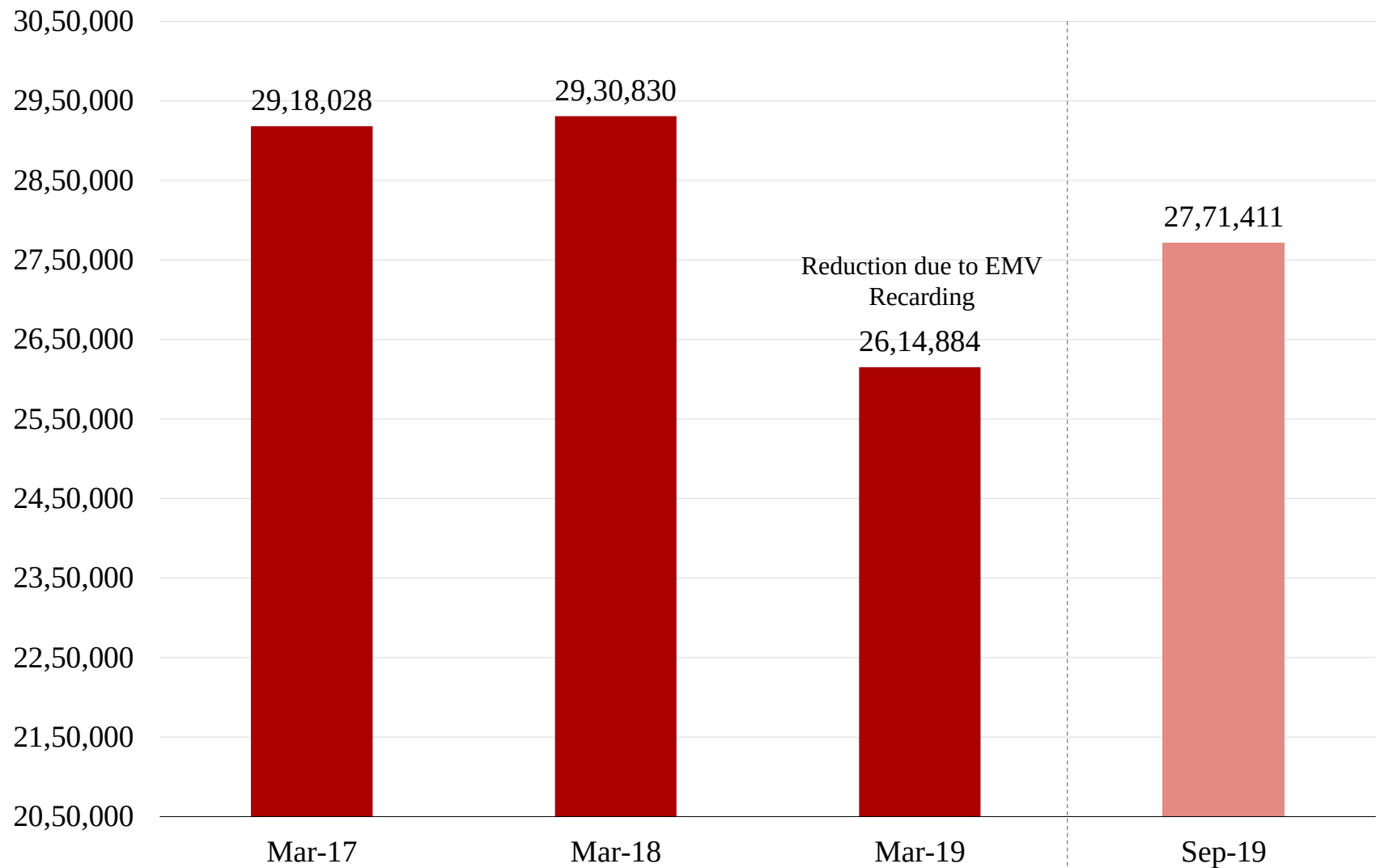
VISA
RuPay



DISCOVER



Card Growth (Activated Unique Customers)



Digital Offerings (Internet/Mobile) to Retail Customers

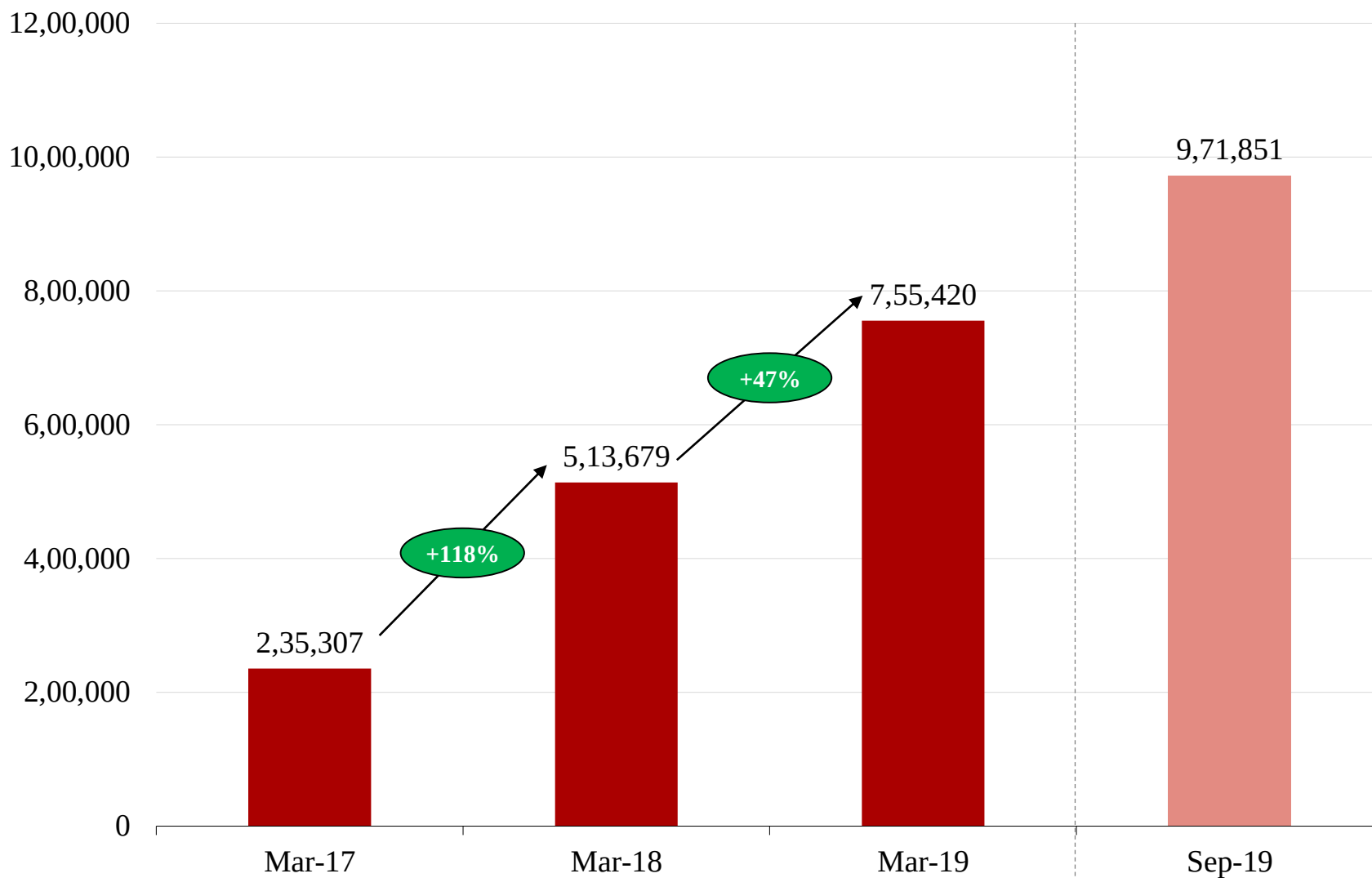
Online Features – A Comparison

Features	SIB	SBI	Axis	ICICI
Fund Transfer	✓	✓	✓	✓
Biometric Access	✓	✓	✓	✓
Deposit Opening & Closure	✓	✓	✓	✓
Loan Against Deposit & Pre Approved Personal Loan	✓	✓	✓	✓
Digital E Lock	✓			
Tax Management	✓	✓	✓	✓
Bill Payments	✓	✓	✓	✓
Debit Card & Cheque Book Management	✓	✓	✓	✓
Mutual Fund Investment	✓	✓	✓	✓
ASBA / Equity Investment	✓	✓	✓	✓
Online Shopping / QR	✓	✓	✓	✓

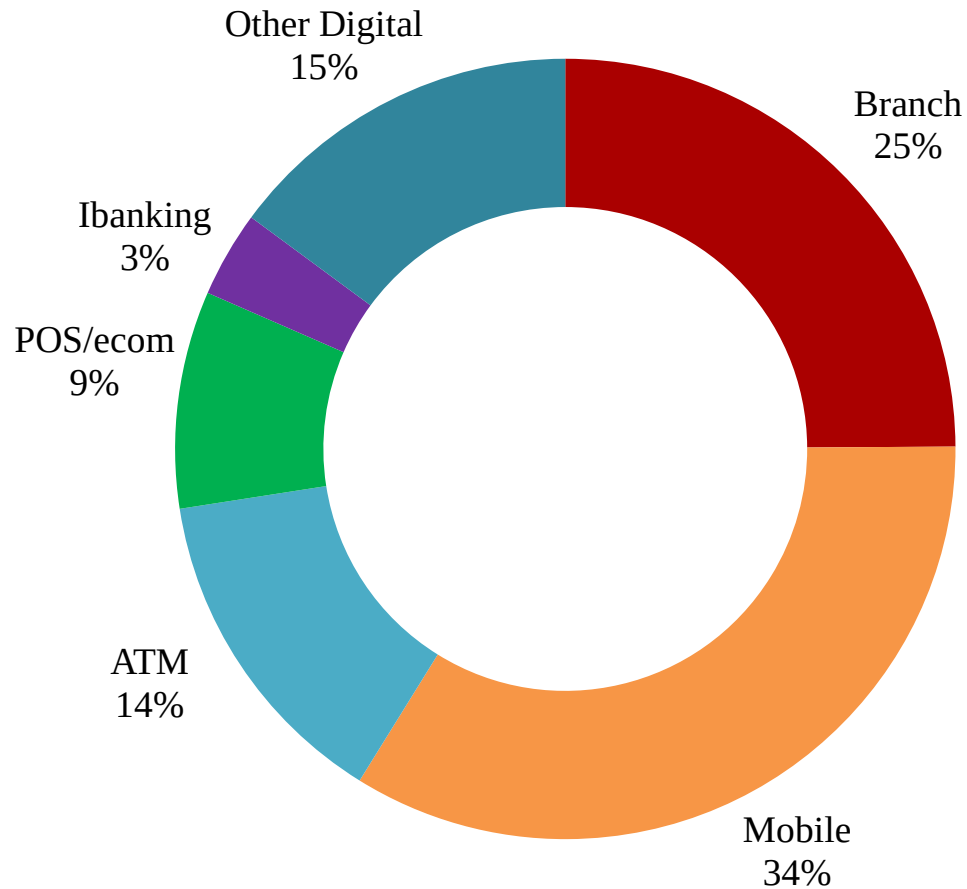
Digital Offerings to Business Customers



Mobile Banking Growth (Activated Unique Customers)



Avg Daily Tran Breakup - Sep 2019



Digital

75.10%

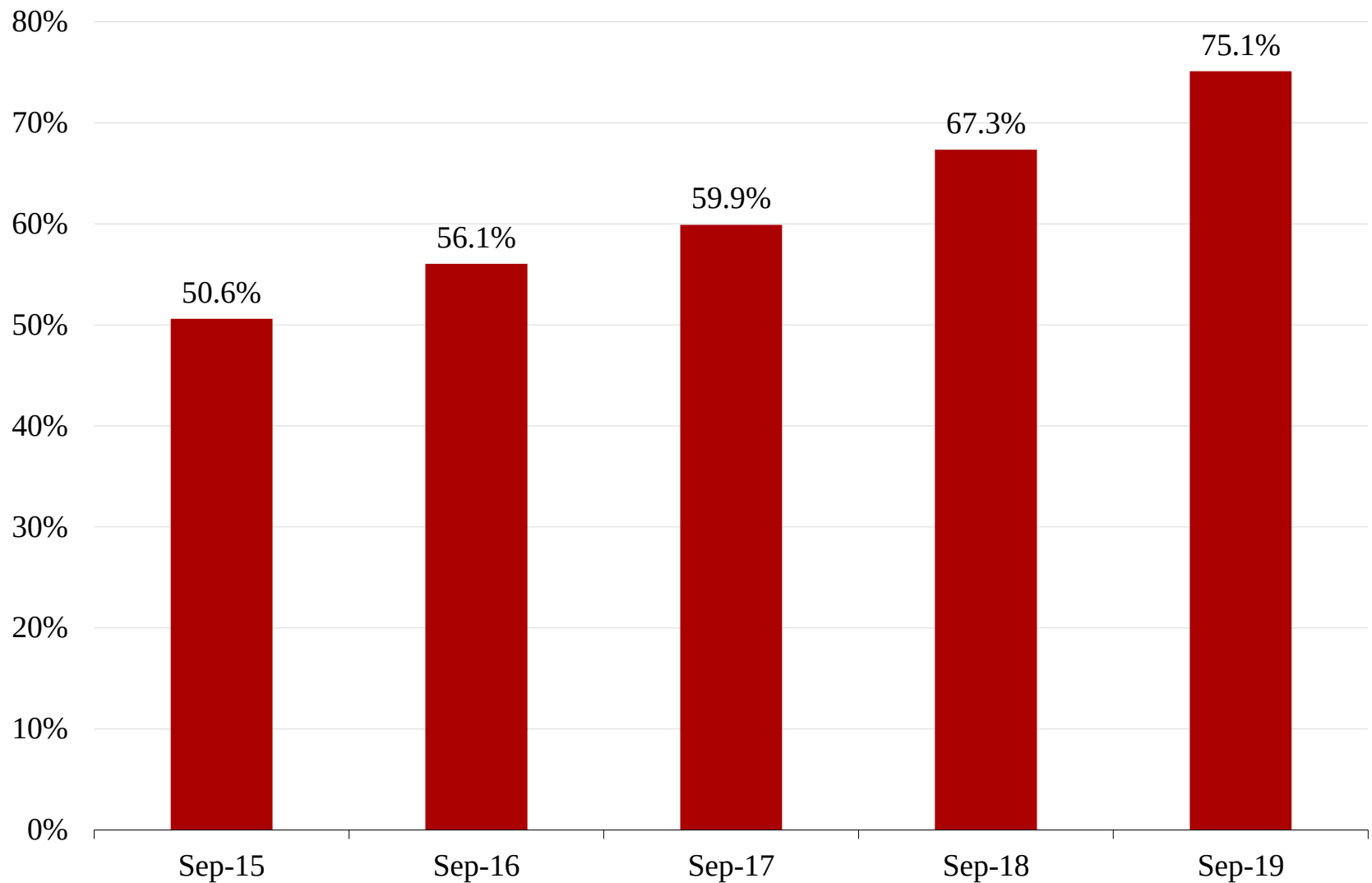
6.52 Lakh

Branch

24.90%

2.43 Lakh

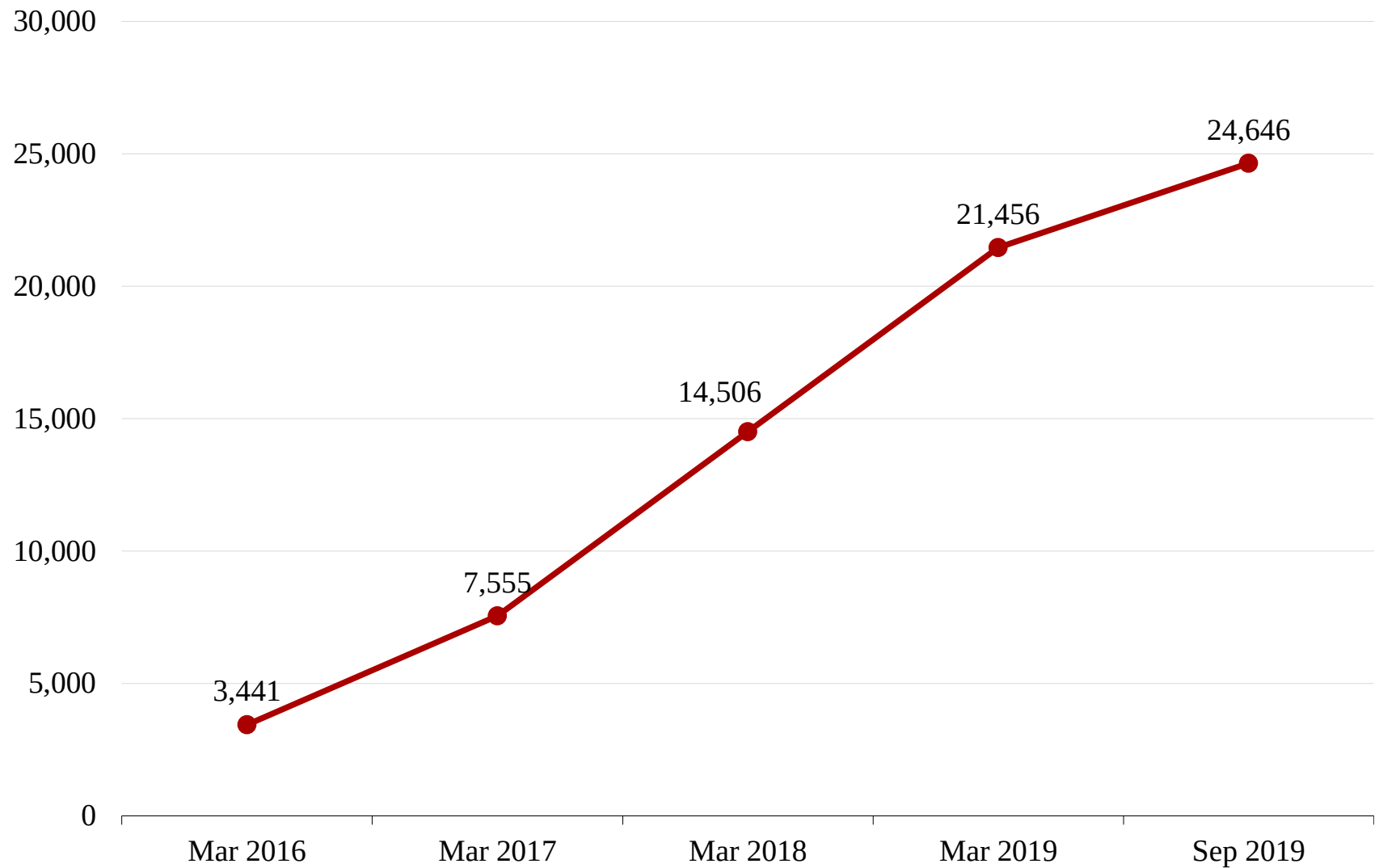
Digital Transaction %



Merchant/Business Acquiring

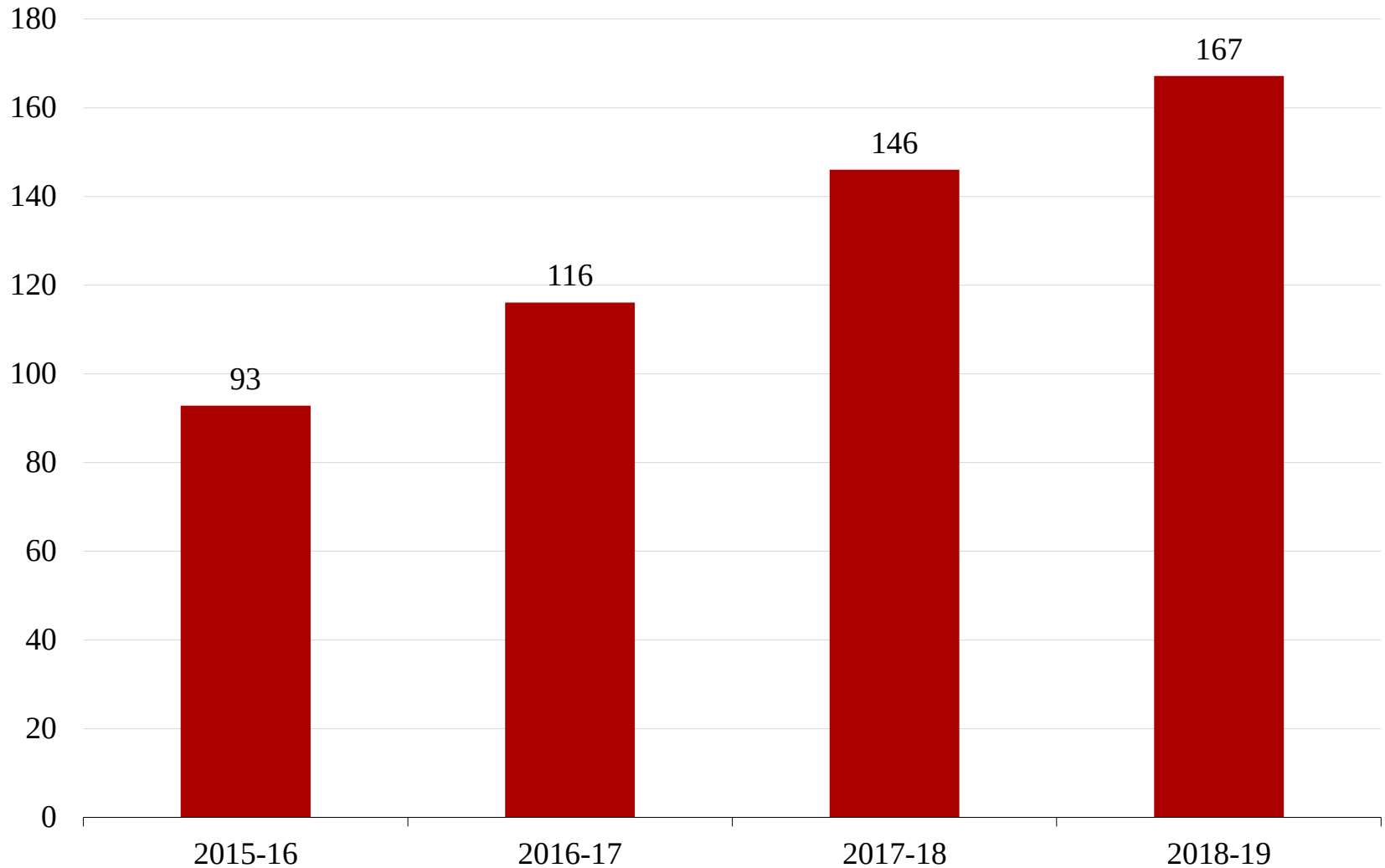


Merchant Payment Outlets (POS & Digital)



Digital Income Growth

Rs. in Cr.



Do It Yourself Using Aadhaar – DIYA



Digital On boarding

TAB based on field

App Based App A/c Opening*

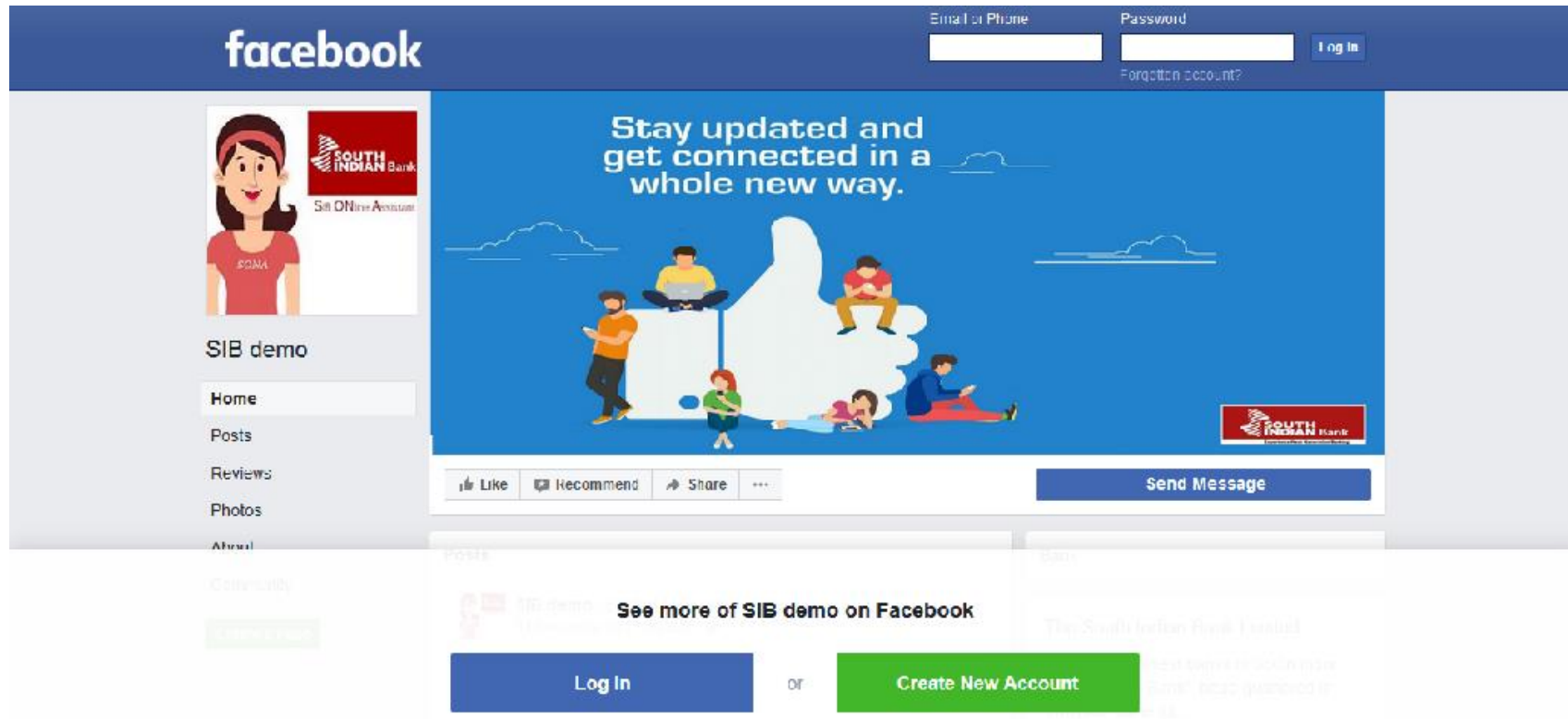
Assisted Digital – KIOSKS

**Self Passbook
Kiosk**

**A/c Op + Cheque
Deposit Kiosk**



SONA – SIB Online Assistant (Chatbot - AI)



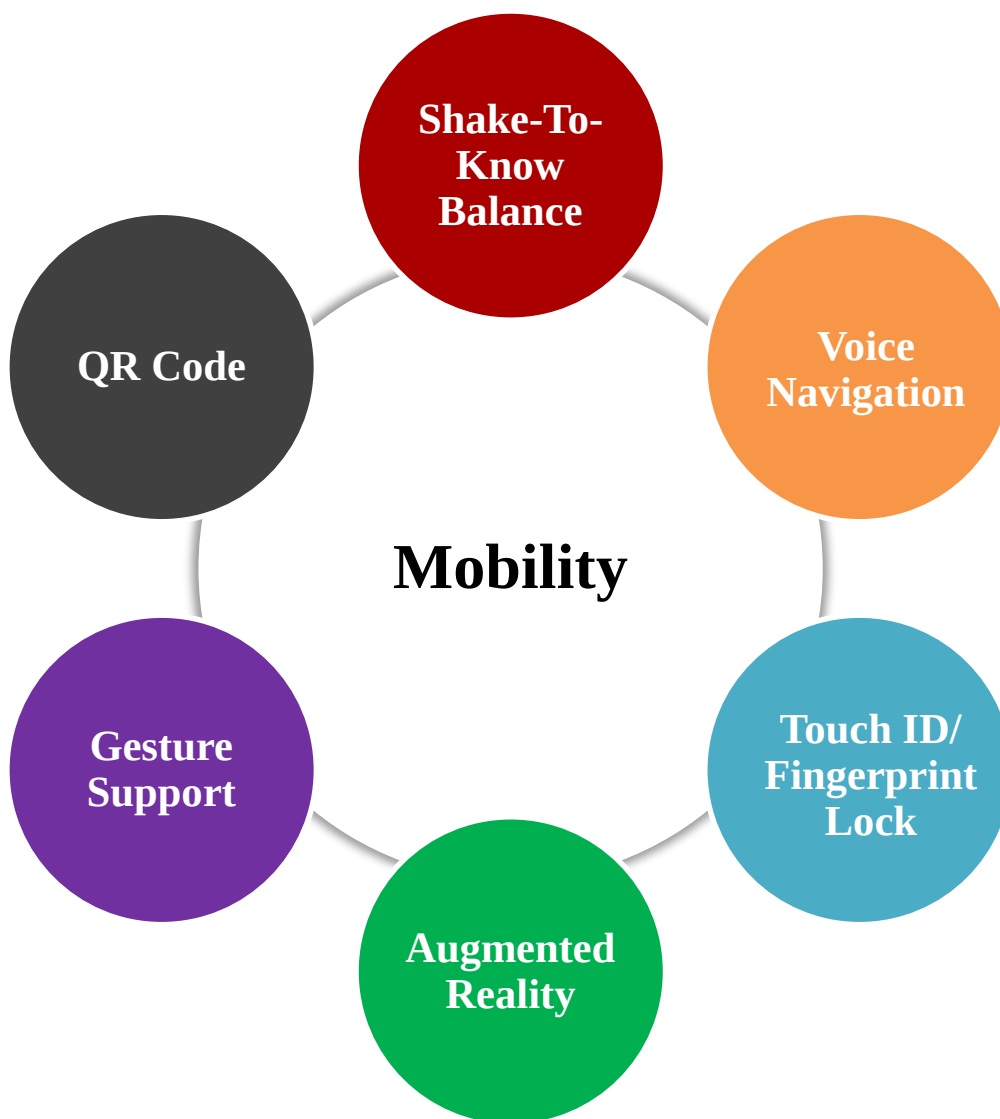
Digital Centralisation

- Liabilities & Retail Assets Opening - Process fully centralised & digitised
- Business Process Management suite from Newgen for
 - Workflow Management
 - Document Management
- Helps standardisation of operations
- Improved compliance
- Brings down cost due to outsourcing of routine activities
- Revamping all our customer journey processes on an ongoing basis

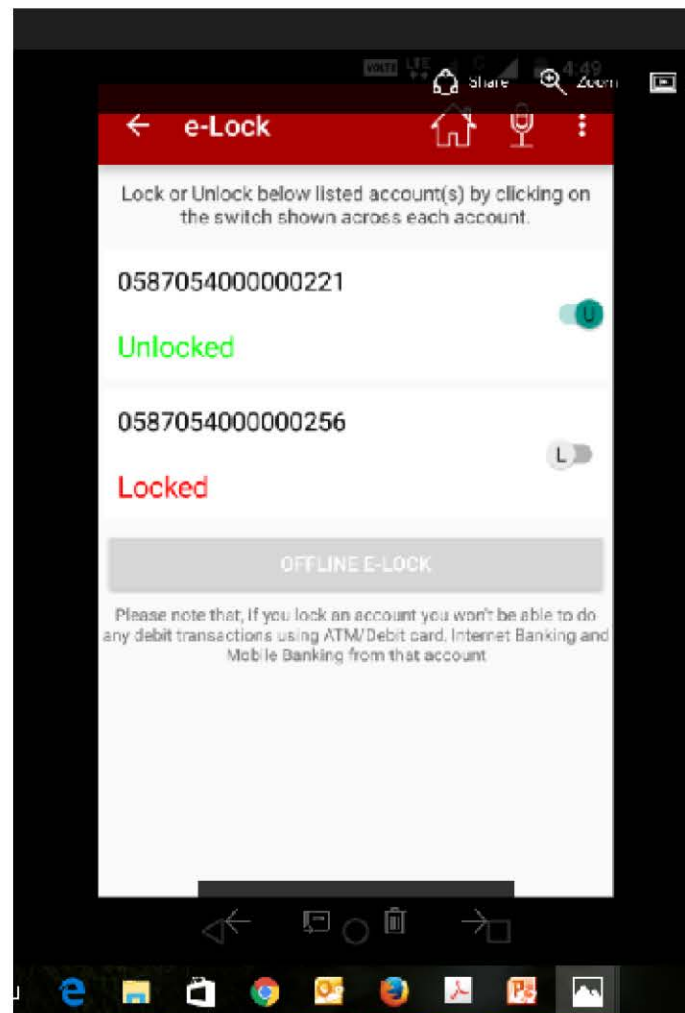


- 24 back office core processes automated
- Critical front office/back office customer based journey automated
 - Cross Border Inward remittance
 - Instant Card Activation
 - Recon related processes to speed up TAT
- More customer backend processes being automated





Innovations – e-lock



**FIND THE
BETTER DEAL
AMONG THE
BEST DEALS.**



Your online shopping begins here

An online portal from South Indian Bank
that lets you compare prices listed
on e-commerce websites.

Innovations – Blockchain

- Block Chain – gone live (in pilot mode) on Cross border remittance
- Founding member – Proposed New Blockchain Infrastructure Co. (9 banks) – Trade Finance



HYPERLEDGER

c.rda

Digileedge

Trust and intelligence

API Connect

- South Indian Bank has rolled out Fund Transfer, Accounts, Customer, Remittance products under the API banking
- Under Fund Transfer product an entity can initiate within bank fund transfer including GST components. Additional to this user can Lift a Lien, check the balance, Inquire the lien of an account.
- Under remittance an entity can initiate inter bank fund transfer using services like NEFT,RTGS,IMPS. The customer can also check the status of the NEFT/RTGS transaction using the inquiry API.
- For the Accounts product a user can inquire the details, modify certain fields of an account. Additional to this a user can also open a pre approved loan with instant credit to the corresponding account.
- In Customer product a user can inquire his customer related details, modify certain fields etc.



IBM apiconnect

Innovation – Analytics

- We have a new team for Analytics
- Digital Personal Loan
 - Based on analytical data models
 - 3,233 new accounts opened in a short period
 - Avg. Ticket Size - 2.23 Lakh
 - The entire process is completed within 3 clicks (3 mins)
 - Loans availed – Internet/Mobile



SIB's Technology and Digital Landscape



1.

Strong Technology Platform

2.

Expanding Digital Capabilities

3.

Governance, Risk, Compliance

4.

Awards & Testimonials

IT Governance

Board Committees

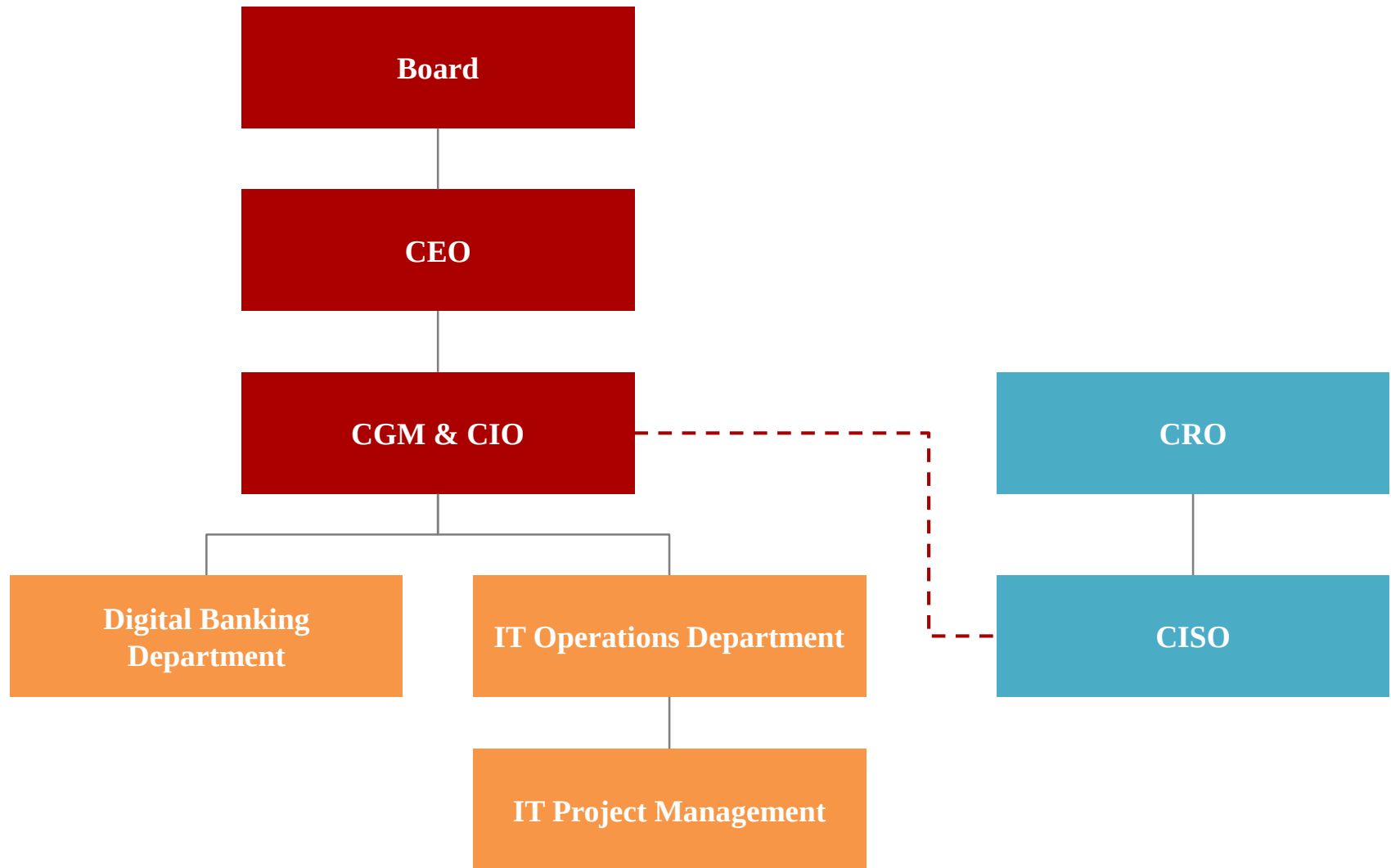
- IT Strategy Committee of Board
- Risk Management Committee of Board
- Audit Committee of Board
- Management Committee of Board

Executive Committees

- Digital & Tech Business Committee
- IT Steering Committee
- Information Security Committee
- Audit Committee of Executives



Organizational Structure for Technology



IT Assurance

- IT Assurance
 - Policies – IT Vision, IS Security, Outsourcing,....
 - Procedures – SOP
 - Processes – Documented & Check listed
- CISO – Chief Infosec Officer & team
- Concurrent Audit Team stationed at IT
- IS Audit by leading firms, VAPT round the year

Cyber Risk Management

- Board-approved Cyber Security policy is in place
- Cyber Crisis Management Plan (CCMP) to provide the requisite strategy, direction and roadmap towards cyber threat mitigation
- Comprehensive Incident Management procedure to proactively address potential threats / risks arising out of cyber security incidents
- Security Incident and Event Management System (SIEM) is active and is monitored on 24x7
- Regular IS audits and VA/PT to assess the vulnerabilities in the IT systems



1.

Strong Technology Platform

2.

Expanding Digital Capabilities

3.

Governance, Risk, Compliance

4.

Awards & Testimonials

Awards & Recognitions



Most Customer Centric Bank using
Technology amongst Small Banks



Best Payments Initiatives amongst
Small Banks



Best Payments Initiatives amongst
Small Banks



Best Use of Digital & Channels
Technology amongst Small Banks



Technology Bank of the Year
amongst Small Banks



Best Financial Inclusion Initiative
amongst Small Banks



Best IT Risk & Cyber Security
Initiatives amongst Small Banks



National Payment Excellence Award -
Rupay



Digital India Excellence Award -
Innovation in mobile app



Thank you

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