



eCircular

Department: PBU-LIABILITIES/INVESTMENT
PRODUCTS-MASS AFFLUENT

Sl.No.: 173/2024 - 25

Circular No.: NBG/PBU/LIMA-MISC/6/2024 - 25

Date: Thu 16 May 2024

STRICTLY FOR INTERNAL CIRCULATION ONLY

The Chief General Manager
State Bank of India
Local Head Office
All Circles/CAG/CCG/SARG etc.

Madam/Dear Sir,

DOORSTEP BANKING SERVICES (THROUGH PSB ALLIANCE) FREE SERVICES TO SENIOR CITIZENS

We refer to e-Circular No. NBG/PBU/LIMA-MISC/12/2020-21 dated 09.09.2020 on Launch of PSB Alliance- Doorstep Banking services.

PSB Alliance Pvt. Ltd. (**PSBA**) has extended a common platform to provide an array of doorstep banking services to the customers of 12 Public Sector Banks including SBI, under the aegis of IBA since 09.09.2020.

The following services are being provided to individual customers by bank through PSB Alliance Pvt Ltd:

TABLE 1

	a) Pick up Services (From Customer and deliver to Branch)		b) Delivery Services (Pick up from Branch and deliver to Customer)
1	Cheques/Instruments for Collection / Clearing	1	Cash Withdrawal
2	Cheque Book Requisition Slip	2	Statement of Account
3	IT / Govt. / GST Challan with Cheque	3	Term Deposit Advice
4	Standing Instructions	4	TDS & Form 16 Certificate Issuance
5	Life Certificate	5	Pre-paid Instrument / Gift Card
6	Nomination Form	6	Demand Draft, Pay Orders
7	Fund Transfer Request		

As an initiative aimed at enhancing accessibility to banking services for senior citizens of the bank, it has decided that doorstep banking services will be provided free of charge to senior citizens through PSB Alliance Channel. By eliminating the cost barrier associated with doorstep banking services, we intend to empower our senior citizens to manage their finances independently.

Presently, free DSB services will be provided in respect of all 13 services (Table 1) to the Senior Citizens through PSB Alliance, where the services of PSB Alliance are available.

Going forward the facility will be extended to cover the branches as and when PSB Alliance expands their footprints to cover the remaining branches/centres.

The free services can be availed by Senior Citizens through below mentioned channels only:

Vendors	Mobile App	Website	Toll Free No
1.M/s Integra Microsystems Pvt Ltd	DSB Mobile App	www.psballiance.com	18001213721
2.M/S BLS International services Limited			

By leveraging DSB through above mentioned channels, we aim to bring banking services directly to the doorsteps of our senior citizens, ensuring that their financial needs are met with utmost convenience and security.

Please bring the contents of this Circular to the knowledge of all operating functionaries under your administrative control.

Yours faithfully,

(Janmejy Mohanty)
Chief General Manager (RCWM)