



ALL INDIA STATE BANK OFFICERS' FEDERATION

(Registered under the Trade Unions Act 1926, Registration No: 727/MDS)
Central Office: State Bank Buildings, St. Mark's Road, Bangalore-560 001
Registered Office: 22, Rajaji Salai, Chennai- 600 001



CIRCULAR NO. 43
TO ALL OUR AFFILIATES

DATE: 01.07.2023

BANK DAY CELEBRATIONS - INSPIRING GROWTH AND TRUST

Dear SBIians,

Today is a special day, a day that shines a spotlight on the remarkable work we do as members of the State Bank of India family. Bank day is a celebration of our dedication, resilience, and unwavering commitment to serving the needs of our customers and our nation.

2. As SBIians, we take immense pride in delivering excellent customer service, both to our external customers and our internal customers—the employees who rely on us for support. Our commitment to providing a seamless and personalized banking experience sets us apart and strengthens the trust people place in us.

3. We understand that excellent customer service goes beyond fulfilling transactions; it is about building relationships, understanding the unique needs of each individual, and going the extra mile to exceed their expectations. By consistently delivering exceptional service, we nurture long-lasting connections and create ambassadors for the bank who vouch for our integrity and reliability.

4. Our dedication to maintaining the highest standards of ethical conduct is the cornerstone of our success. We adhere to the SBI Code of Ethics, which guides us in making sound decisions, treating every customer with fairness and respect, and upholding the principles of transparency and accountability. It is this unwavering commitment to ethical practices that has earned us the trust of millions and positioned us as a bank people can rely on.

5. Today, let us reflect on the trust we have earned through our actions and renew our commitment to upholding it. Trust is not given; it is built over time, brick by brick, through consistent delivery of promises and unwavering integrity. Let us continue to be the custodians of this trust, maintaining the highest standards of professionalism and ethics in every interaction.

6. Furthermore, let us not forget the invaluable contribution of our retired employees. They have dedicated their years of service to the growth and success of the State Bank of India. Their wisdom, experience, and guidance continue to shape

our institution and inspire us to achieve greater heights. We acknowledge their immense contributions and express our gratitude for the strong foundation they have laid for us to build upon.

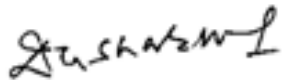
7. As SBIians, we have played a pivotal role in establishing the State Bank of India as a prime institution in the banking sector. It is through our collective efforts that we have achieved this remarkable position, and it is through our continued dedication that we will retain it. Let us strive for excellence in everything we do, embracing innovation, and staying ahead of the curve to meet the evolving needs of our customers.

8. On this Bank day, I extend my heartfelt gratitude and admiration to each one of you, including our retired employees. Your commitment to exceptional customer service, adherence to the code of ethics, and dedication to maintaining the trust of the people are the pillars that support our success. Together, let us continue to be the driving force behind the State Bank of India's remarkable journey.

Stay motivated, stay determined, and continue to make us proud.

With heartfelt greetings.

Yours Comradely,



(Deepak Kumar Sharma)
General Secretary

At the Service of Members for more than 5 Decades

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