



AWARDS & ACCOLADES



SBI was awarded the "Company of the Year Award – 2023" by the ET Awards for Corporate Excellence 2023 on 15.03.2024.



SBI Featured among the **top 25 strongest Brands globally** for 2024 – Brand Finance Annual Report on most valuable and **Global Brands – Global 500 2024**. (19.01.2024)



SBI Chairman was honoured with the **Indian of the year award (IOTY) 2023** in the business category at **CNN – News 18 awards** on 10.01.2024.



SBI was recognized as the "Best Bank in India" for the year 2023 by **Global Finance Magazine** at its 30th Annual Best Banks Awards event. The award ceremony took place in Marrakech, **Morocco** during the occasion of 2023 IMF/WB Annual Meetings held from 9th to 15th October 2023.



Most trusted BFSI Brands 2023-24, on 21.06.2023, by the Economic Times Group.



Won 4 awards at **DIGIXX 2024 Summit & Awards** on 22.03.2024 at New Delhi.

- Brand of the Year
- Best Influencer marketing Campaign
- best use of Social Media
- PR/ Online Reputation Management



SBI received the "Iconic Banking Brand" award at the 3rd edition of **Navbharat BFSI 2023** presented by the Honorable Speaker of Maharashtra Legislative Assembly on 13.01.2024



SBI received the Top Performing Bank award under **EASE 5.0** of PSBs Reforms Agenda.



Dunn & Bradstreet Award in the Category – **PSU Banks over 4 lacs crore assets** size at the PSU & Government Summit 2023 on 07th October 2023.



SBI received the "India's Best Annual Report Awards 2023" award



SBI received the "ICAI Awards for Excellence in Financial Reporting" award

ENGAGEMENT OF SPECIALIST CADRE OFFICER ON CONTRACT BASIS (ADVERTISEMENT NO: CRPD/SCO/2024-25/12)

Online Registration of Application & Payment of Fees: From 17.07.2024 to 06.08.2024

State Bank of India invites online application from Indian Citizens for engagement to the following posts on contractual basis
Candidates are requested to apply online through the link given on Bank's official website <https://bank.sbi/web/careers/current-openings>

1. The process of Registration is complete only when fee is deposited with the Bank through online mode on or before the last date for payment of fee.
2. Before applying, candidates are requested to ensure that they fulfil the eligibility criteria for the post as on the date of eligibility.
3. Candidates are required to upload all required documents (detailed resume, ID proof, proof of age, education, experience, caste / EWS / PWD certificate/s, wherever applicable, etc.), failing which their candidature will not be considered for shortlisting / interview.
4. Shortlisting will be provisional without verification of documents. Candidature will be subject to verification of all details / documents with the original when a candidate reports for interview (if called).
5. In case a candidate is called for interview and is found not satisfying the eligibility criteria (Age, Educational Qualification, Experience etc.) he / she will neither be allowed to appear for the interview nor be entitled for reimbursement of any travelling expenses.
6. Candidates are advised to check Bank's website <https://bank.sbi/web/careers/current-openings> regularly for details and updates (including the list of shortlisted / qualified candidates). The Call letter / advice, where required, will be sent by e-mail only (No hard copy will be sent).
7. In case more than one candidate score same marks as cut-off marks in the final merit list (common marks at cut-off point), such candidates will be ranked in the merit according to their age in descending order.
8. HARD COPY OF APPLICATION & OTHER DOCUMENTS ARE NOT TO BE SENT TO THIS OFFICE.
9. All revision / corrigenda (if any) will be hosted only on the Bank's abovementioned website.

A. Details of Post / Nature of Engagement / Vacancy / Age / Experience / Selection Process / Place of Posting:

Post	Nature of Engagement	Vacancy			Age (As on Cut-off Date 31.05.2024)	Experience (As on Cut-off Date 31.05.2024)	Selection Process	Place of Posting (Suggested)
		UR	Total	PwBD VI #				
Defence Banking Advisor – Army	Contractual	01	01	01	Maximum 62 years (Born not earlier than 01.06.1962)	Retired in the rank of Lieutenant General or above from Indian Army	Shortlisting and Interaction	New Delhi (Area of Operation: All India)

(# Vacancy for PwBD (VI) is horizontal and this is included in the vacancies of parent category). (* Place of posting is only indicative, selected candidates may be posted anywhere in India at the sole discretion of the Bank.)

Abbreviations: Vacancy Category: UR- Unreserved, PwBD - Person with Benchmark Disability, VI – Visually Impaired.

NOTE:

1. The number of vacancies including reserved vacancies mentioned above are provisional and may vary according to the actual requirement of the Bank.
2. Maximum age indicated is for Unreserved category candidates. Relaxation in upper age limit will be available to reserved category candidates as per Government of India Guidelines (wherever applicable).
3. In cases where experience in a specific field is required, the relevant experience certificate from employer must contain specifically that the candidate has experience in that specific field as required.
4. Reservation for Person with Benchmark Disability (PwBD) is horizontal within the overall vacancies for the post.
5. PwBD candidate should produce a certificate issued by a competent authority as per the Govt of India guidelines.
6. Candidate belonging to reserved category for whom no reservation has been mentioned, are free to apply for vacancies announced for unreserved category, **provided they fulfil all the eligibility criteria applicable to Unreserved category.**
7. In case where the certificate of Educational Qualification does not specify the marks obtained in absolute percentage terms (i.e. in cases otherwise than in percentage) as well as the field of specialization, the candidate will have to produce a certificate from the concerned University / Institute / College specifically mentioning the marks converted into percentage equivalent, as well as the specialization acquired.
8. **Bank reserves the right to cancel the engagement process partly or entirely at any stage.**

B. Details of Educational Qualifications / Experience / Job Profile / Role & Responsibilities / Key Responsibility Areas / Contract Period and other Terms & Conditions:

Educational Qualifications: Not Specified.

Experience (As on 31.05.2024): Retired in the rank of Lieutenant General or above from Indian Army.

Job Profile / Role & Responsibilities:

1. To liaise with Army, Special Frontier Force, General Reserve Engineer Force, Assam Rifles Headquarters/ other Army Establishments for expanding the relationship between Army and SBI at the institutional level and also increasing the spread of Bank's Defence Salary Package (DSP) with their personnel including officers.
2. Arranging for meeting with Army HQ/ Command HQ/ other Units etc. when senior functionaries of SBI have to call on them.
3. Acting as single point of contact (SPOC) for the Army HQ etc. for complaint redressal.
4. Assisting SBI in identifying locations for branch expansion and also for setting up of ATMs/ e-lobbies etc.
5. Generating and following up of business leads and furnishing the contact particulars of various units/ regiments to the Bank for communicating with them locally by our Circles/ Networks/ RBOs whenever required.
6. Assisting SBI in placing advertisements in the Indian Army in-house magazines as and when published.
7. Co-ordinate with Circle DBAs for marketing DSP and other institutional business and handling of complaints.
8. Any other tasks assigned from time to time.
9. DBAs will report to Chief General Manager (Resources, CVE & Wealth Management Business Unit) at Corporate Centre. For day to day working, he/she shall work in co-ordination with DGM (Salary Package Accounts) at Corporate Centre.
10. Defence Banking Advisor not to represent the Bank directly in any negotiations nor exercise any administrative, financial or disciplinary powers.

REMARKS: Job Profile mentioned above is illustrative only. Jobs, in addition to the above mentioned, may be assigned by the Bank from time to time for the above post.

Key Responsibility Areas:

- 1) Growth in Number of new DSP accounts / CASA related Assets and Liabilities / Cross Selling
- 2) Negotiating with defence canteens for installation of POS machines. No. of POS machines installed in Canteens with direct intervention of DBA
- 3) Participation during Durbars / Sainik Sammelans and Conferences.
- 4) Instrumental in getting Regimental Funds and other deposit accounts
- 5) Liaising / Networking with Defence HQs / Units. Organizing meetings with our CMC members.
- 6) Recommendation for a) New ATMs b) Relocation of ATMs c) e-Corners d) Opening of new branches etc.
- 7) Steps taken to ensure conversion of existing Savings accounts of Defence personnel to DSP.
- 8) Actions/ corrective actions initiated by the DBA to promote DSP. This includes, regaining the migrated DSP accounts from other Banks.
- 9) Number of Civil Defence Establishments & Employees covered under CGSP.
- 10) Facilitation of setting up of Help Desks for salary account opening at Regimental / Recruitment centres and for cross selling purpose – Cross Selling activities particularly to officer rank.
- 11) Facilitation in the claim lodging process of PAI by the claimants of deceased personnel of Defence Force. This includes providing necessary guidelines to the claimants. Driving the awareness about PAI (covering claim process) at Defence units to reduce claim rejection.
- 12) Others like negotiating with Defence Authority for other Business/services viz. e-procurement, e-auction, school fee collection.
- 13) Timely Submission of Visit Reports / Follow up of Action Points to the reporting Authority.

Contract Period and other Terms & Conditions: Selected candidate will be engaged for a period of 2 years initially. On completion of the contract period, officer aged 64 years or less with satisfactory health condition can be considered for re-engagement for a maximum period of 2 years at Bank's discretion, upto attaining 65 years of age.

Termination of Contract: The contract can be terminated from either side by giving ONE months' notice or by paying an amount equal to ONE month's compensation without assigning any reasons whatsoever.

Leave: Entitled for 30 days. Intervening Sundays / Holidays shall not be included in leave. Leave not availed will be lapsed. Granting leave is at Bank's discretion.

C. CTC / Remuneration: Rs.34.50 lakhs per annum (Fixed). **Other Perks:** Mobile Calling Bill within the entitlement of TEGS-VII Grade Officer.

The selected candidate will be engaged on contract basis and shall not be eligible to receive any benefits that are being received by the Regular employees. The selected candidate shall not be eligible to receive any provident fund, gratuity and pension.

D. Selection Process:

The selection will be based on **Shortlisting & Interaction.**

Shortlisting: Mere fulfilling minimum qualification and experience will not vest any right in candidate for being called for the interview. The Shortlisting Committee constituted by the Bank will decide the shortlisting parameters and thereafter, adequate number of candidates, as decided by the Bank will be shortlisted (subject to availability) and called for interview. The decision of the Bank to call the candidates for the interview shall be final. No correspondence will be entertained in this regard.

Interview: Interview will carry 100 marks. The qualifying marks in interview will be decided by the Bank. No correspondence will be entertained in this regard.

Merit List: Merit list for selection will be prepared in descending order on the basis of scores obtained in interview only. In case more than one candidate score the cut-off marks (common marks at cut-off point), such candidates will be ranked according to their age in descending order, in the merit.

E. Call Letter for Interview:

Intimation/ call letter for interview will be sent by email and will be uploaded on Bank's website. **NO HARD COPY WILL BE SENT.**

F. How to Apply: Candidates should have valid email ID and mobile number, which should be kept active till the declaration of result. It will help him / her in getting call letter / Interview advises etc. by email.

GUIDELINES FOR FILLING ONLINE APPLICATION:

- i. Candidates will be required to register themselves online through the link available on SBI website <https://bank.sbi/web/careers/current-openings> and pay the application fee using Internet Banking/ Debit Card/ Credit Card etc.
- ii. Candidates should first scan their latest photograph and signature. Online application will not be registered unless candidate uploads his/her photo and signature as specified on the online registration page (Please refer para G-b-ii. and para G-c.-v. along with para G-e.-vi under 'How to Upload Documents').
- iii. Candidates should fill the application carefully. Once application is filled-in completely, candidate should submit the same. In the event of candidate not being able to fill the application in one go, he can save the information already entered. When the information/ application is saved, a provisional registration number and password is generated by the system and displayed on the screen. **Candidate should note down the registration number and password.** They can re-open the saved application using registration number and password and edit the particulars, if needed. Please note that this facility of editing the saved information will be available for **three times only.** Once the application is filled completely, candidate should submit the same and proceed for online payment of fee. After registering online, the candidates are advised to take a printout of the system generated online application forms.

GUIDELINES FOR PAYMENT OF FEES:

- i. Application fees and Intimation Charges (Non-refundable) is ₹750/- (₹ Seven Hundred and Fifty Only) for General/ OBC/ EWS candidates and NIL for SC/ ST/ PWD candidates.
- ii. Fee payment will have to be made online through payment gateway available on the Bank's Career website.
- iii. After ensuring correctness of the particulars in the application form, candidates are required to pay the fees through payment gateway integrated with the application. No change/ edit in the application will be allowed thereafter.
- iv. The payment can be made by using Debit Card/ Credit Card/ Internet Banking etc. by providing information as asked on the screen. Transaction charges for online payment, if any, will be borne by the candidates.
- v. On successful completion of the transaction, "**e-Receipt**" and "**application form**", bearing the date of submission by the candidate, will be generated which should be printed and **retained by the candidate.**
- vi. If the online payment of fee is not successfully completed in first instance, please make fresh attempts to make online payment.
- vii. There is also a provision to reprint the e-Receipt and Application form containing fee details, at later stage.
- viii. Application Fee once paid will **NOT** be refunded on any account **NOR** can it be adjusted for any other examination or selection in future.

G. How to Upload Documents:

a. Details of Document to be uploaded:

- i. Recent Photograph (.jpg / .jpeg)
- ii. Signature duly scanned (legible) (.jpg / .jpeg)
- iii. Detailed Resume (PDF)
- iv. ID Proof (PDF)
- v. Proof of Date of Birth (PDF)
- vi. Experience certificates (PDF)
- vii. PWD Certificate (wherever applicable) (PDF)
- viii. Caste Certificate (wherever applicable) (PDF)
- ix. Others (latest Form-16, current salary slip etc.) (In case of multiple certificates are to be uploaded, please scan all in one PDF file up to the size of 500KB & upload)

b. Photograph file type/ size:

- i. Photograph must be a recent passport style colour picture.
- ii. **Size of file should be between 20kb-50 kb and Dimensions 200 x 230 pixels.**
- iii. Make sure that the picture is in colour, taken against a light-coloured, preferably white, background.
- iv. Look straight at the camera with a relaxed face
- v. If the picture is taken on a sunny day, have the sun behind you, or place yourself in the shade, so that you are not squinting and there are no harsh shadows
- vi. If you have to use flash, ensure there is no "red-eye"
- vii. If you wear glasses make sure that there are no reflections and your eyes can be seen clearly.
- viii. Caps, hats and dark glasses are not acceptable. Religious headwear is allowed but it must not cover your face.
- ix. Ensure that the size of the scanned image is not more than 50kb. If the size of the file is more than 50 kb, then adjust the settings of the scanner such as the DPI resolution, number of colours etc., during the process of scanning.

c. Signature file type/ size:

- i. The applicant has to sign on white paper with "**Black Ink pen**".
- ii. The signature must be signed only by the applicant and not by any other person.
- iii. The signature will be used to put on the Call Letter and wherever necessary.
- iv. If any mismatch in signature is observed the applicant will be disqualified.
- v. **Size of file should be between 10kb - 20kb and Dimensions 140 x 60 pixels.**
- vi. Ensure that the size of the scanned image is not more than 20kb
- vii. Signature in CAPITAL LETTERS **shall NOT** be accepted.

d. Document file type/ size:

- i. All Documents must be in PDF format.
- ii. Page size of the document to be **A4.**
- iii. Total Size of the file should not be exceeding **500 KB.**
- iv. In case of Document being scanned, please ensure it is saved as PDF and size not more than 500 KB as PDF. If the size of the file is more than 500KB, then adjust the setting of the scanner such as the DPI resolution, number of colours etc., during the process of scanning. Please ensure that Documents uploaded are clear and readable.

e. Guidelines for scanning of photograph/ signature/ documents:

- i. Set the scanner resolution to a minimum of 200 dots per inch (dpi)
- ii. Set Color to True Color
- iii. Crop the image in the scanner to the edge of the photograph / signature, then use the upload editor to crop the image to the final size (as specified above).
- iv. The photo / signature file should be JPG or JPEG format (i.e. file name should appear as: **image01.jpg** or **image01.jpeg**).
- v. Image dimensions can be checked by listing the folder / files or moving the mouse over the file image icon.
- vi. Candidates using MS Windows/ MSOffice can easily obtain photo and signature in .jpeg format not exceeding 50kb & 20kb respectively by using MS Paint or MSOffice Picture Manager. Scanned photograph and signature in any format can be saved in .jpg format by using 'Save As' option in the File menu. The file size can be reduced below 50 kb (photograph) & 20 kb (signature) by using crop and then resize option (Please see point (i) & (ii) above for the pixel size) in the 'Image' menu. Similar options are available in other photo editor also.
- vii. While filling in the Online Application Form the candidate will be provided with a link to upload his/her photograph and signature.

f. Procedure for Uploading Document:

- i. There will be separate links for uploading each document.
- ii. Click on the respective link "Upload"
- iii. Browse & select the location where the jpg, jpeg, pdf, doc or docx file has been saved.
- iv. Select the file by clicking on it and Click the 'Upload' button.
- v. Click Preview to confirm the document is uploaded and accessible properly before submitting the application. If the file size and format are not as prescribed, an error message will be displayed.
- vi. Once uploaded / submitted, the documents uploaded cannot be edited / changed.
- vii. After uploading the photograph / signature in the online application form, candidates should check that the images are clear and have been uploaded correctly. In case the photograph or signature is not prominently visible, the candidate may edit his / her application and re-upload his / her photograph or signature, prior to submitting the form. **If the face in the photograph or signature is unclear the candidate's application may be rejected.**

H. General Information:

- i. **Before applying for the post, the applicant should ensure that he / she fulfils the eligibility and other norms mentioned above for that post as on the specified date and that the particulars furnished by him / her are correct in all respects.**
- ii. IN CASE IT IS DETECTED AT ANY STAGE OF ENGAGEMENT THAT AN APPLICANT DOES NOT FULFIL THE ELIGIBILITY NORMS AND / OR THAT HE / SHE HAS FURNISHED ANY INCORRECT / FALSE INFORMATION OR HAS SUPPRESSED ANY MATERIAL FACT(S), HIS / HER CANDIDATURE WILL STAND CANCELLED. IF ANY OF THESE SHORTCOMING/S IS / ARE DETECTED EVEN AFTER ENGAGEMENT, HIS / HER CONTRACTS ARE LIABLE TO BE TERMINATED.
- iii. The applicant should ensure that the application is strictly in accordance with the prescribed format and is properly and completely filled-in.
- iv. Engagement of selected candidate is subject to his / her being declared medically fit as per the requirement of the Bank. Such engagement will also be subject to the service and conduct rules of the Bank for such post in the Bank, in force at the time of joining the Bank.
- v. Candidates are advised to keep their e-mail ID / Mobile phone number alive / active for receiving communication viz. call letters / Interview date advises etc.
- vi. The Bank takes no responsibility for any delay in receipt or loss of any communication.
- vii. Candidates belonging to reserved category including, for whom no reservation has been mentioned, are free to apply for vacancies announced for unreserved category provided they fulfill all the eligibility conditions applicable to unreserved category.
- viii. Candidates serving in Govt. / Quasi Govt. offices, Public Sector undertakings including Nationalised Banks and Financial Institutions are advised to submit 'No Objection Certificate' from their employer at the time of interview, failing which their candidature may not be considered and travelling expenses, if any, otherwise admissible, will not be considered for payment.
- ix. In case of selection, candidates will be required to produce proper discharge certificate from the employer at the time of taking up engagement.
- x. The applicant shall be liable for civil / criminal consequences in case the information submitted in his / her application are found to be false at a later stage.
- xi. Candidates are advised, in their own interest, to apply online well before the closing date and not to wait till the last date to avoid the possibility of disconnection / inability / failure to log on to the website on account of congestion, heavy load on internet or website jam. SBI does not assume any responsibility for the candidates not being able to submit their applications within the last date on account of aforesaid reasons or for any other reason beyond the control of SBI.
- xii. DECISIONS OF BANK IN ALL MATTERS REGARDING ELIGIBILITY, SHORTLISTING, CONDUCT OF INTERVIEW, OTHER TESTS AND SELECTION WOULD BE FINAL AND BINDING ON ALL CANDIDATES. NO REPRESENTATION OR CORRESPONDENCE WILL BE ENTERTAINED BY THE BANK IN THIS REGARD.
- xiii. Merely satisfying the eligibility norms does not entitle a candidate to be called for interview. Bank reserves the right to call only the requisite number of candidates for the interview after preliminary screening / shortlisting with reference to candidate's qualification, suitability, experience etc.
- xiv. In case of multiple application for single post, only the last valid (completed) application will be retained, and the application fee / intimation charge paid for other registration will stand forfeited. Multiple appearance by a candidate for a single post in interview will be summarily rejected / candidature cancelled.
- xv. Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and / or an application in response thereto can be instituted only in Mumbai and Courts / Tribunals / Forums at Mumbai only shall have sole and exclusive jurisdiction to try any cause / dispute.
- xvi. Outstation candidates, who may be called for interview after shortlisting, will be reimbursed 'to & fro' travelling expenses by Air (economy class) by the shortest route in India from their residence / place of work or actual expenses incurred (whichever is lower) on the basis of actual journey. Local transportation will not be reimbursed. A candidate, if found ineligible for the post, will not be permitted to appear for the interview and will not be reimbursed any fare.
- xvii. **At the time of interview, the candidate will be required to provide details regarding criminal case(s) pending against him /her, if any. The Bank may also conduct independent verification, inter alia including verification of police records etc. The Bank reserves right to deny the engagement depending upon such disclosures and/or independent verification.**
- xviii. **BANK RESERVES THE RIGHT TO CANCEL THE ENGAGEMENT PROCESS PARTLY OR ENTIRELY AT ANY STAGE.**

For any query, please write to us through link "**CONTACT US/ Post Your Query**" which is available on Bank's website
(URL - <https://bank.sbi/web/careers/post-your-query>)

The Bank is not responsible for printing errors, if any.

Mumbai
Date: 17.07.2024

GENERAL MANAGER (RP & PM)

Login to <https://bank.sbi/careers/current-openings>

Scroll down and click on advertisement no.

CRPD/SCO/2024-25/12



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(Before final submission, please go through your application.
Corrections will not be allowed after final submission)



Brand Finance Report - Global 500 2024
Most Valuable and Strongest Global Brands