

Introduction of Total Relationship Value (TRV) for Preferred Banking and Penal charges for non-maintenance of TRV

It has been decided to introduce Total Relationship Value (TRV) concept for Preferred Banking customers with effect from April 1st, 2017. The monthly Balance requirement based on TRV would be derived from a combination of balances maintained across various Savings, Current Accounts and Fixed Deposits under same customer ID as primary holder.

Further, it has been decided to introduce penal charges for non-maintenance of Balance as per the stipulated Total Relationship Value (TRV) criteria w.e.f April 1, 2017.

The details of the various changes are given in the tables below:

TRV Structure:

Name of the Product	MAB across all SBs or CAs	MAB across all SBs plus CAs	Balance across all SBs or CAs plus FDs	Balance across all SBs plus CAs plus FDs
Powerplus	₹ 50000	₹ 50000	₹ 5 Lacs	₹ 5 Lacs
Preferred	₹ 1 Lac	₹1 Lac	₹ 7.5 Lacs	₹ 7.5 Lacs
Royal	₹ 3 Lacs	₹ 3 Lacs	₹ 15 Lacs	₹ 15 Lacs
Royal plus	₹ 5 Lacs	₹ 5 Lacs	₹ 25 Lacs	₹ 25 Lacs

Charge Structure:

MAB Band	Charges* for Non maintenance of TRV (₹)			
	< 3 Lks - 1.5 Lks	<1.5 Lks - 50000	<50000 - 25000	< 25000 - Zero
Power-plus	-	-	-	500
Preferred	-	-	400	500
Royale	-	300	400	500
Royale Plus	200	300	400	500

*Service Tax would be recovered over and above the charges quoted