

**RECRUITMENT OF COASTAL MARKETING EXECUTIVES (CMEs)**  
**ON CONTRACT BASIS**

**1. Job profile**

- To source loan proposals and mobilise deposits. Sanction of loan shall be at the sole discretion of the Bank.
- To meet prospective customers at places and time convenient to them and explain the latest product details to them.
- Work within the framework of “Code of Conduct and Responsibility”.
- Place of work: Depending on the vacancies, at the place of choice of the applicant.
- Flexi timings - CME can operate from any place of his/her choice (house, office etc). Bank shall not provide any space/ infrastructure for the purpose.

**2. Products covered by CMEs:**

- i. All secured loan products of the Bank including Home Loan including takeover cases, Vehicle Loans, Loan against property (Term Loan)- Personal & Business
- ii. Gold loans of Rs.2 lacs and above
- iii. e-Warehouse receipts
- iv. Fixed deposits/Recurring Deposits for minimum period of 6 months.
- v. Current accounts (Quarterly average balance in the account will be reckoned). Minimum 24 accounts with average balance of Rs. 5,000 should be opened during the first year of appointment and thereafter as per the targets fixed by the Bank.
- vi. Savings accounts – 50 per quarter with an average balance of Rs. 3,000

**3. Eligibility Criteria**

- i.** Age of applicant should be minimum **25** years and maximum up to **70** years.
- ii.** Education qualification - at least SSC/10<sup>th</sup> Class
- iii.** Individuals who have prior experience of selling Home Loans, mortgage-backed products, auto loans, gold loans and any other similar financial products may also be empanelled as CMEs.
- iv.** The applicant should have his mode of conveyance, preferably a two wheeler (evidence to be produced to the Bank)

#### 4. Period of empanelment

- The period of contract will be initially for 2 years. However, at the sole discretion of the Bank, based on the performance of CME, they may be further extended or absorbed by the Bank, subject to annual review of performance.

#### 5. Other Terms and Conditions:

- Either party may terminate the contract by giving one month's notice in writing.
- In case of unsatisfactory performance or misconduct of CME, the Bank shall be within its rights to terminate the agreement, with immediate effect without any notice period.
- The Bank shall have the right to recover at its discretion, any money or loss due to the Bank, from the amount due and payable by the Bank without prejudice to any other remedies the Bank may adopt for recovering the same.
- The CME shall not collect any amount in any form or other fees from the customer for providing services to the Bank.
- CME should not employ subcontractors for all or part of activity.

#### 6. Code of conduct

- The CME will work within the framework of Code of Conduct.

#### 7. Monthly Fixed and variable remuneration:

##### a) Minimum remuneration based on business sourced and sanctioned per month:

(Credit Deposit ratio of business sourced should be at least 50% and maximum of 200%)

- a. For Rs.10 lacs business p.m. :: Rs.10,000
- b. If business done is less than Rs.10 lacs p.m :: NIL  
(If not done continuously for 3 months)
- c. On Next Rs.10-25 lakhs of business p.m : 0.50%
- d. On business above Rs.25 lakhsp.m : 0.25%

b) Maximum commission payable per a loan/deposit sourced and sanctioned is: Rs. 10,000/-

c) Penalty for breaching CD ratio range (on monthly remuneration payable) 10%

d) Penalty for quick mortality of loans mobilised (on Net monthly remuneration) (mortality with 12 months of sanction of loans) 20%

## **8. Minimum target for sourcing of business**

- Rs. 10 lacs pm. within first 3 months
- Rs.25 lacs p.m. in 6-9 months and should be maintained till the end of 1<sup>st</sup> year.
- In the 2<sup>nd</sup> Year - more than Rs. 25 lacs p.m.
- Overall minimum target per year – 1<sup>st</sup> Year: Rs.2.50 crs; p.a.; 2 year onwards: Rs.3 crs p.a.

## **9. Contract period:**

- a) 24 months
- b) Probation including Training period: 6 months

## **10. Other terms and conditions:**

- The CME is expected to reach a minimum monthly business target (MMBT) of Rs. 10 lacs in 3 months and scale it up to Rs. 25 lacs p.m. in 6-9 months. In the 2<sup>nd</sup> year, the monthly business target will be more than Rs. 25 lacs per month.
- If the minimum monthly business target is not achieved consecutively for 3 months remuneration will be stopped and a notice for termination will be served thereafter if non-performance continues.

## **11. Career Path:**

- The employees based on performance shall be considered for appointment on regular basis for suitable positions at the discretion of the Bank.

## **12. Mode of Selection:**

- Group discussion and interviews

## **13. Security Deposit and Savings**

- A security deposit of Rs. 25,000/- shall be deposited with the Bank.
- In case of resignation, the Security Deposit will be released after 6 months from the date of resignation, subject to satisfactory conduct of CME during of his/her service with the Bank.
- Indemnity of two net-worth individuals acceptable to the Bank.

- Recurring Deposit of Rs.500/- per month should be opened from the date of joining which will be released 6 months after resignation, subject to satisfactory conduct of CME during discharge of his/her duties.

**14. System support:**

- The Bank may provide digital devices to the MEs when it launches digital tools. CMEs to enter the details of customer contacted in the Lead Management System or any other system of the Bank

**15. Reporting structure:**

- CMEs will directly report to the Branch Head and their performance is monitored by Cluster Head and reviewed by Corporate Office.

**16. Review of role**

- The above roles and duties are subjected to review by the Bank after 1 year of appointment.

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## Sample Calculation sheet for remuneration with 3 scenarios with assumed business

### COASTAL LOCAL AREA BANK LTD MARKETING EXECUTIVES

SAMPLE CALCULATION FOR THE MONTH OF .....

**Business sourced and sanctioned (enclose list of accounts and the amount mobilised  
duly countersigned by the Branch Head**

Product	Criteria	Example I	Example II	Example III
		Amount	Amount	Amount
Home Loans	To be paid in the month of disbursement	10,00,000	15,00,000	
Vehicle Loans	To be paid in the month of disbursement	2,00,000	1,00,000	10,00,000
Personal / Mortgage Loans	To be paid in the month of disbursement	-	15,00,000	
Business Loan	To be paid in the month of disbursement	-	25,00,000	5,00,000
Gold Loans > Rs. 2 lacs	To be paid in the month of disbursement	4,00,000	20,00,000	-
eWarehouse finance	To be paid in the month of disbursement		10,00,000	25,00,000
Any other loans				5,00,000
<b>Total Loans mobilised</b>		<b>16,00,000</b>	<b>86,00,000</b>	<b>45,00,000</b>
Fixed Deposits	To be normalised for 1 year deposit and commission paid accordingly. Premature withdrawals are to be normalised for 1 year and netted off.	8,00,000	20,00,000	1,00,00,000
Recurring Deposits	To be paid on credits during the month into mobilised accounts	10,000	-	60,000
Current accounts	To be paid on average balance during month of a/cs mobilised	5,000	77,000	99,000
Savings accounts	To be paid on average balance during month of a/cs mobilised	10,000	2,00,000	1,00,000
<b>Total Deposits mobilised</b>		<b>8,25,000</b>	<b>22,77,000</b>	<b>1,02,59,000</b>
Total Business mobilised		24,25,000	1,08,77,000	1,47,59,000
<b>CD Ratio (Min 50% - Max 200%)</b>		<b>194%</b>	<b>378%</b>	<b>44%</b>

**Remuneration eligible:**

Minimum		10,000	10,000	10,000
0.5% on Next 10-25 Lacs		7,125	7,500	7,500
0.25% on next above 25 Lacs		-	20,943	30,648
Eligible Remuneration		<b>17,125</b>	<b>38,443</b>	<b>48,148</b>
Penalty for Breaching CD Ratio Range		-	3,844	4,815
<b>Net Monthly Remuneration</b>		<b>17,125</b>	<b>34,598</b>	<b>43,333</b>
Penalty for quick mortality (within 12 months of sanction of loans)		-	6,920	8,667
Net Monthly Remuneration		17,125	27,679	34,666