

Date - 24.07.2024

To,
The Registrar
Chandigarh University
Lucknow, UP

Sir,

Subject: Strategic Engagement with "CHANDIGARH UNIVERSITY" for providing Banking and Financial Services.

Greeting from Bank of Maharashtra!!

We would like to introduce ourselves as India's **Nationalized Bank** having Pan India network with strong financials and a tradition of excellent customer service. We have a presence of around 2500 Branches, 49 Zonal offices and around 2300 ATMs across the country. We are proud to serve as the State Level Bankers' Committee (SLBC) Convener for Maharashtra, underscoring our commitment to the region's financial landscape. We are pleased to inform you that we have emerged as the **Top performer amongst PSBs** for the last three financial years and awarded as the **Best Bank in India** (Under Mid – Size Category) in BT-KPMG awards 2023.

As a longstanding pillar of educational excellence, **CHANDIGARH UNIVERSITY** has consistently demonstrated a commitment to providing its students and faculty with opportunities that enhance their academic and professional experiences. With this in mind, we at Bank of Maharashtra are excited to propose a partnership aimed at offering comprehensive banking services tailored to the needs of your esteemed institution. We believe that by collaborating with CHANDIGARH UNIVERSITY, we can provide valuable banking services that will streamline financial transactions for both students and faculty, while also fostering a stronger sense of community within your institution.

Our proposed partnership includes the following benefits:

- 1. Dedicated Banking Services:** We will designate a team of banking professionals to serve as the primary point of contact for CHANDIGARH UNIVERSITY students and faculty as when required. This team will be available to provide personalized assistance with account opening, financial needs, and any other banking-related inquiries.
- 2. Exclusive Offers and Discounts:** CHANDIGARH UNIVERSITY students and faculty will have access to exclusive banking offers, competitive interest rates on loans.
- 3. Financial Education Workshops:** We are committed to promoting financial literacy among CHANDIGARH UNIVERSITY students. As such, we will organize workshops and seminars on topics such as budgeting, saving, and responsible borrowing, tailored to the needs of young adults and professionals.



4. **Convenient Banking Solutions:** Our digital banking platform offers a range of convenient features, including mobile banking, online bill payment, and **payment gateway solutions**. These tools will allow CHANDIGARH UNIVERSITY students and faculty to manage their finances efficiently, even from the comfort of their campus. We will provide this payment gateway solution.
5. **Community Engagement:** We recognize the importance of giving back to the communities we serve. Through our partnership with CHANDIGARH UNIVERSITY, we may undertake events, and other initiatives that enrich the educational experience for students and faculty alike.

Our expectation from CHANDIGARH UNIVERSITY would include:

1. **Education Loan Engagement:** We would like CHANDIGARH UNIVERSITY to provide Bank of Maharashtra with the list of converted students for CHANDIGARH UNIVERSITY so that we can pitch our education loan product to them.
2. **Canopy on Campus on the day of Student Registration:** Bank of Maharashtra would request a space for setting up their canopy and other marketing material on the campus to engage the students with our product on the day of their final registration.
3. **Display of One pager on Portal:** We would like CHANDIGARH UNIVERSITY to display our one pager marketing material on the student portal.
4. **Presentation to Faculty of our Product & Services:** We would request a schedule to present our lucrative products and services to the faculty members of CHANDIGARH UNIVERSITY.

Recently we have tied-up with IIM BODHGAYA, IIM NAGPUR, IIM MUMBAI, IIM RANCHI, IIM INDORE, COEP PUNE under this Strategic Partnership. We believe that by joining forces, CHANDIGARH UNIVERSITY and Bank of Maharashtra can create a similar mutually beneficial partnership that enhances the overall well-being and success of your campus community. We are eager to discuss this proposal further and explore how we can tailor our banking services to meet the unique needs of CHANDIGARH UNIVERSITY.

Thank you for considering this partnership opportunity. We look forward to the possibility of collaborating with CHANDIGARH UNIVERSITY and contributing to the continued growth and success of your institution.

For any query, you may please contact Mr Ankit Kapoor-8956375768
Mr Mukesh Verma 9336717849

Yours faithfully,



(Aditya Prakash Tiwari)

Zonal Manager,

Lucknow Zone

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