

From:	Report	
	Bank	
	Subject	Loan Targets
	Date	

Sr. No.	Suggestions:
1	Selling additional loan product to existing borrower.
2	Selling loan product to SB a/c holder.
3	Selling loan product to CD a/c holder.
4	Selling more of the same product to the existing customers.
5	Additional CC limit to the existing CC borrower.
6	Getting references from existing borrowers.
7	Listing names of suppliers & customers of existing CC & Term loan borrowers / CD a/c holders and approaching them.
8	Cold canvassing.
9	Approving Township project after consultation with Builder and extending Housing loan to prospective flat customers.
10	Making arrangement with Electronics dealer and extending consumer loan.
11	Listing of good SB a/cs (salary earners) and approaching their employer.
12	Drafting of customer data sheet and obtaining the information from existing deposit holders and new depositors & then to approach them on selective basis with our loan products.
13	Approaching special class of section of society such as Advocates, Chartered Accountants, Company Secretaries, Architects, Medical Professionals and mobile holders etc. Such classified lists are available with their governing bodies and also on website.
14	Making loan tie up with Car / two wheeler dealer.
15	Advertising campaign should be undertaken for various loan products.
16	Loan pamphlet may be given to new SB & CD A/C holders after opening the account for their information.
17	Scheme may be introduced for giving loan to landlords against future rentals due wherever premises have been rented to Banks, Companies under long term rent agreements.
18	Creating Database of borrowers who have repaid Term Loans. Such parties may be contacted for understanding their banking needs.
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