## **BFSI Product Overview – SBI YONO**

### **Firm Overview**

State Bank of India is the country’s largest banking and financial services organization, with an asset base exceeding ₹ 61 trillion and serving over 50 crore customers through 22,500+ branches and 63,580 ATMs nationwide [SBI](https://sbi.co.in/web/about-us/about-us?utm_source=chatgpt.com).

### **Product Details**

YONO (You Only Need One) is SBI’s integrated digital banking and lifestyle platform, available on Android and iOS [Wikipedia](https://en.wikipedia.org/wiki/YONO?utm_source=chatgpt.com).  
 It was launched on 24 November 2017 under the internal codename “Project Lotus” to unify banking, payments, investments, insurance, loans, shopping, and travel bookings within a single app [Wikipedia](https://en.wikipedia.org/wiki/YONO?utm_source=chatgpt.com).  
 Key features include funds transfer (UPI/BHIM), video KYC account opening, loan applications, insurance linkage, ATMs withdrawals via “YONO Cash,” and access to e-commerce offers [Android Apps on Google Play](https://play.google.com/store/apps/details?id=com.sbi.lotusintouch&utm_source=chatgpt.com).

### **Key Stakeholders and Employees**

Chairman: Shri Challa Sreenivasulu Setty  
 Managing Directors: Shri Ashwini Kumar Tewari; Shri Vinay M Tonse; Shri Rana Ashutosh Kumar Singh; Shri Rama Mohan Rao Amara [SBI](https://sbi.co.in/web/about-us/board-of-directors?utm_source=chatgpt.com).  
 As of 31 March 2024, SBI employs approximately 232,296 staff globally, with women comprising nearly 27 percent of the workforce [Wikipedia](https://en.wikipedia.org/wiki/State_Bank_of_India?utm_source=chatgpt.com).

### **Sales and Adoption Metrics**

Over 8.77 crore users are registered on YONO, driving 64 percent of new savings accounts in FY25; digital channels now process > 98 percent of all transactions [SBI](https://sbi.co.in/documents/17836/0/SBI%2BAnalyst%2BPresentation%2BQ4FY25.pdf/d496fee6-a237-4328-a5ff-7246e4b736b4?t=1746263845521).  
 The platform generates fee income of around ₹ 100 crore per quarter and supports a digital loan book approaching ₹ 30,000 crore [The Economic Times](https://economictimes.indiatimes.com/industry/banking/finance/banking/yono-app-fetches-rs-100-crore-in-fee-income-every-quarter-says-sbi-chairman/articleshow/103403474.cms?utm_source=chatgpt.com).  
 SBI’s digital-first strategy is reflected in 15,800 peak transactions per second on alternate channels [SBI](https://sbi.co.in/documents/17836/0/SBI%2BAnalyst%2BPresentation%2BQ4FY25.pdf/d496fee6-a237-4328-a5ff-7246e4b736b4?t=1746263845521).