

# उत्तर प्रदेश ग्रामीण बैंक

## Uttar Pradesh Gramin Bank

HO/ADV/CIR/01/2025-26/ 62

Dated: 15.05.2025

Circular to All Branches/Offices

Issued by Credit Department Head Office

**Subject: "Fresh Loan Disbursement Campaign for the period May 16, 2025 to June 30, 2025"**

We are launching the Fresh Loan Disbursement Campaign for all Regional Offices for the period May 16, 2025 to June 30, 2025. The targets under the campaign are being allotted considering the Branch network and business prospects in the Region.

TARGETS UNDER THE CAMPAIGN FROM May 16, 2025 to June 30, 2025				
Sr. No	Region	No. of Branches	Total Target (In Crore)	Retail Target (In Crore)
1	AMETHI	58	36	6
2	AYODHYA	91	59	9
3	AZAMGARH	75	53	11
4	BALLIA-I	45	30	5
5	BALLIA-II	46	30	4
6	BAREILLY	81	58	13
7	BASTI	61	39	5
8	BHADOHI	61	39	6
9	CHANDAULI	47	30	5
10	DEORIA	59	40	7
11	ETAWAH	53	35	6
12	FATEHPUR	77	52	10
13	GHAZIPUR	68	46	9
14	GORAKHPUR	60	42	8
15	GORAKHPUR-II	52	36	6
16	JAUNPUR	72	47	7
17	KANPUR	65	55	13
18	KANPUR DEHAT	59	37	5
19	KAUSHAMBI	61	41	7
20	KHALILABAD	51	32	4
21	MAHARAJGANJ	58	36	5
22	MAU	72	48	8
23	NAUGARH	59	36	4
24	PADRAUNA	56	36	5
25	PRATAPGARH	97	60	8

प्रधान कार्यालय: द्वितीय एवं तृतीय तल, एनबीसीसी कमर्शियल कॉम्प्लेक्स, वरदान खंड, गोमती नगर एक्सटेंशन, लखनऊ-226010

Head Office: 2<sup>nd</sup> and 3<sup>rd</sup> floor, NBCC Commercial Complex, Vardan Khand, Gomti Nagar Extension, Lucknow - 226010

E-mail- ho@barodauprb.co.in

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26	PRAYAGRAJ	87	62	12
27	RAEBARELI	89	60	10
28	SHAHJAHANPUR	80	56	11
29	SULTANPUR	79	50	7
30	VARANASI	64	64	20
31	AGRA	50	45	13
32	ALIGARH	74	56	14
33	BAHRAICH	65	41	5
34	BANDA	79	53	10
35	BARABANKI	71	47	9
36	BHINGA	64	40	6
37	BISWAN	73	46	7
38	CHITRAKOOT	41	30	4
39	ETAH	77	54	12
40	FARRUKHABAD	58	42	10
41	FIROZABAD	34	30	6
42	HARDOI	68	46	9
43	HATHRAS	55	40	10
44	KANNAUJ	45	30	6
45	LAKHIMPUR	75	50	10
46	LUCKNOW	71	60	16
47	MAHOBA	63	44	9
48	MAINPURI	44	31	6
49	MIRZAPUR	80	56	11
50	ORAI	52	38	9
51	SITAPUR	63	42	7
52	UNNAO	60	40	7
53	ALIPUR CHOPLA	66	44	8
54	AMROHA	73	50	9
55	BALRAMPUR	66	41	6
56	BIJNOR	83	56	12
57	BUDAUN	70	48	10
58	GHAZIABAD	96	80	24
59	GONDA	94	63	12
60	JHANSI	83	62	15
61	MORADABAD	64	52	13
62	MUZAFFARNAGAR	76	58	16
63	RAMPUR	71	48	9

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64	SAMBHAL	76	51	9
65	THAKURDWARA	63	41	6

### Focused Segments:

#### 1. AGRI – Agricultural Lending

- AGTL: Tractor Loans, Dairy Development, Animal Husbandry, and Fisheries
- KCC / Kisan Tatkai Rin / AIF

#### 2. RETAIL – Below mentioned products will be counted in retail segment while considering the achievement against allotted targets.

- **Housing Loan:** Financing for purchase or construction of residential property
- **Home Loan Top-Up (HL TOP-UP):** Additional funding over an existing home loan
- **Car Loan:** Financing for new (4 wheeler) vehicles.
- **Mortgage Loan:** Loan against property (LAP) for personal or business use.

#### 3. MSME – Micro, Small, and Medium Enterprises

- **MSME Loans > ₹10 lakh:** Credit for expansion, working capital, asset purchase.
- **GST Express:** Loans based on GST returns and turnover.

#### Following Awards/Felicitations have been enshrined in the campaign.

S. No.	Class	Rewards
1	Top 3 Regions	Trophy and Appreciation Certificate by Hon'ble Chairman Sir
2	Top 3 Branches in every Region	Appreciation Certificate by Hon'ble GM Sir
3	Top 3 RLF/Credit Hubs/RAPC	Appreciation Certificate by Hon'ble GM Sir

#### Note:

- Reporting will be based on fresh Accounts opened in System and Disbursement made. Ranking will be decided based on achievement of Targets.
- Loans covered under staff schemes will not be included in the campaign.
- The decision of the Head Office shall be final and binding on all.

#### Monitoring:

Weekly monitoring of the progress in the campaign shall be done and rankings will be shared to bring in healthy competition amongst the Regions.



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Regional Managers to lead the campaign while Marketing Managers / Credit Departments / Credit Hubs / RLF's / RAPC's will follow-up with branches for proposal mobilization. Credit department & Credit Hub / RLF / RAPC to assist the Branches to swiftly process the leads/proposals.

With your support & co-operation, we are confident that Bank will achieve the assigned targets.

We wish success to all the teams!

*Karanbir Singh*

(Karanbir Singh)

General Manager, Credit

15.05.2025

*[Signature]*

*[Signature]*