



T.P Baramulla; North Kashmir, Cluster 1

Subject: Shifting the extension counter of T.P Baramulla to a suitable vicinity.

Venerated Sir

With great veneration and acclaim, I want to bring to your reference that the extension counter of T.P Baramulla was established in the year 2014 in the Army Convoy Ground, Baramulla. Initially, it was the only branch providing banking facilities to the defense personnel and civilians working inside the station headquarters, Baramulla, besides having two ATMs, one onsite and other offsite i.e. District Hospital Baramulla. Owing to its exclusiveness, the branch, initially, used to witness good footfall throughout the financial year. Lately, an SBI ATM was also established in the cantonment and also the salaries of the employees of the station headquarters shifted to SBI Baramulla, due to which loans started showing tendency towards NPAs and currently, about 25% of advances have become NPAs. Also, ICICI Bank established a unit in the cantonment area in the year 2021. Due to initiation of ICICI Bank, almost seventy percent (70%) of our business shifted to ICICI Bank as the army officials, who were our main account holders, shifted their accounts and deposits to either ICICI due to which our extension counter lost its potential and is no more feasible at the location.

Also, HDFC Bank recently opened a unit inside the cantonment area and currently four ATMs are functional in the area, one ours and one each of SBI, ICICI and HDFC Banks.

Therefore, I'd dare to suggest your office to kindly shift the branch to a suitable vicinity, preferably to the Government Medical College, Baramulla where we could get back to the track and carry out good business as we used to. This would be a good step as it would boost the business carried out and help minimize losses that we incurred due to the establishment of the other three bank branches.

Regards

I/C Extension Counter, Army Cantonment Baramulla

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