



## Indian Banks' Association

No. RB/CIR/CSCR /954

August 22, 2016

### The Chief Executives of All Member Banks

Dear Sir/Madam,

#### **Precautionary Measures for Public and Customers while Banking**

RBI has been taking various steps in making the public aware of dubious schemes and in promoting financial literacy and awareness about safe and secured investments. In this context, *RBI had requested IBA to consider developing a common design, messages on the following matters which individual banks may consider adopting:*

[a] Publicity in the bank branches cautioning public against placing deposits in dubious schemes – RBI Notification dated 21<sup>st</sup> April 2016, [b] Enhancing awareness on banking, unscrupulous offers etc. Messages to be incorporated along with advertisements – RBI circular dated 26<sup>th</sup> May 2016 [c] Uniformity in displaying messages educating the customers in the ATM / Kiosk / enclosures of the Banks.

The matters were deliberated at the IBA Sub-Committee meeting on Customer Service & Customer Rights held on 7<sup>th</sup> June 2016 and a small group of the representatives from the members was formed to suggest a common design and uniform messages for the use of the banks. The Group submitted its recommendations. Given below are the recommendations for each of the matters:

**[a] Publicity in the bank branches cautioning public against placing deposits in dubious schemes – DBR - RBI Notification dated 21<sup>st</sup> April, 2016**

We enclose the art work for the use of the member banks [Annexure I]. It is recommended that posters could be put up at prominent places in branch lobby, ATM lobby and BC Offices. This can be part of welcome kit, physical statements sent by the bank to its customers. On digital space, the posters could be made available on the website, on ATM idle screen, digital communication with the customers; be it e-statements or any other communication.

**[b] Enhancing awareness on banking, unscrupulous offers etc. Messages to be incorporated along with advertisements**

**&**

**[c] Uniformity in displaying messages educating the customers in the ATM / Kiosk / enclosures of the Banks.**

A meeting Chaired by CGM, CEPD was convened on February 24, 2016 with representatives of IBA and PNOs of select banks among other matters to discuss about a) measures to enhance awareness among customers about fictitious offers of money at the banks' end; b) create awareness about ATM frauds and precautionary measures to be taken.

- At the meeting, RBI reviewed the critical aspect of creating awareness amongst public on fictitious offers made in the name of public authorities including RBI. RBI listed out a few standard messages to be included in all the promotional advertisements of the banks without detracting from the contents of the main advertisement. [Given in Annexure II].

The Group recommended that this matter should be left to the individual banks. However, for having the uniformity, the Group suggested that on all print advertisements, posters, flyers which are product specific, banks to allocate 5-8% space, each bank should have a prominent place on the website where such messages are displayed and on TV commercials, the message can be part of the last frame.

- The Group deliberated on informing the customers of good practices to be followed at ATMs to be displayed at ATM/ Kiosks/enclosures etc. of the banks. We enclose the art work for the use of the member banks [Annexure III].

The recommendations of the Group were placed before the IBA Managing Committee Meeting held on 29<sup>th</sup> July 2016. The Committee, after deliberations, concurred with the recommendations of the Group and accorded its approval for IBA to write member banks in this regard.

We request members to make a note of this and kindly be guided accordingly.

Yours faithfully,



**K Unnikrishnan**  
Chief Executive [Offg.]

*Encl: As above*