



BANK SEWA KENDRA



See this symbol carefully  
It'll help to bring the bank  
to your doorstep  
To open your account  
to Happiness  
It'll take your prestige  
to new heights  
And open the doors  
to a better life



Wherever you see this sign, you'll find a Business Correspondent who will help you to benefit from the unique scheme - **SWABHIMAAN.**

Swabhimaan gives you an incomparable opportunity to open your own Bank Account, **with the utmost ease and least formalities** - to enjoy several benefits that include:

- Banking facilities at your doorstep
- Easy ways to open bank account
- Secure way to disburse or receive money
- Makes it easier to avail benefits of Government schemes



Consumers! To file online complaint log on to: [www.ccccore.co.in](http://www.ccccore.co.in) or call toll free No. 18001804566



**Indian Banks' Association**  
on behalf of it's Member Banks

6<sup>th</sup> floor, Centre-1 Building, World Trade Centre Complex,  
Cuff Parade, Mumbai- 400 005

National Consumer Help Line No.

**1800-11-4000** (Toll free)

011-27662955, 56, 57, 58 (Normal Call Charges Apply)  
(Monday - Saturday 9.30 a.m. to 5.30 p.m.)



Issued in public interest:  
Government of India

Ministry of Consumer Affairs, Food and Public Distribution

**Department of Consumer Affairs,**

Krishi Bhawan, New Delhi-110001, website : [www.fcamin.nic.in](http://www.fcamin.nic.in)