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

whenever 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 exclusive benefits
that never were:

- Easy access to cash
- Secure way to deposit or withdraw money
- Make it easier to avail benefits of government schemes

Consumers! To file online complaint log on to: www.cecco.co.in or call toll free No. 18001804566

Indian Banks’ Association
on behalf of its Member Banks

National Consumer Help Line No.
1800-11-4000 (Toll free)
91-91-5789905, 91-97-19 (Roamat Call Charges Apply)
(Monday - Saturday 9.30 a.m. to 9.00 p.m.)

Board of Directors
Department of Finance
Government of India
Ministry of Consumer Affairs, Food and Public Distribution
Department of Consumer Affairs,
Krisht Bhavan, New Delhi-110001, website: www.bcoa.nic.in