

YOU
ON PRIORITY

ELIGIBILITY CRITERIA

Priority Account Eligibility

On-boarding criteria:

- Initial funding amount of Rs. 2 Lacs or more.

Eligibility criteria, calculated at a Customer ID level or Family Banking (of Priority):

- Maintain an Average Quarterly Balance (AQB) of Rs. 2 Lacs in the Priority Savings Account Or
- Maintain an Average Quarterly Balance (AQB) of Rs. 5 Lacs across in linked Priority Savings & Priority Current Accounts Or
- Maintain a Total Relationship Value (TRV) of Rs. 15 Lacs across Priority Savings, Current Accounts, Fixed Deposits & Mutual Fund Investments Or
- Maintain a Total Relationship Value (TRV) of Rs. 50 Lacs across Priority Savings, Current Accounts, Fixed Deposits, Mutual Fund Investments & Demat Account Holding Value Or
- In case of a individual salaried customer, net salary credit in Priority Salary Account should be excess of Rs. 1 Lac per month

Accounts of customers who do not maintain any one of the mentioned criteria will be converted to a lower category Savings Account with appropriate advance intimation; fees and charges of the lower SB A/c will apply accordingly.

Family Banking with Priority

Priority Banking customers can extend their exclusive Priority benefits to their family members as under:

- Customers can include additional 3 family members in the Family Banking program
- Not individually, but as a family unit, these customers together would need to maintain the Priority eligibility criteria
- Initial funding of Rs. 50,000 per account would be applicable
- Priority benefits applicable to all the account holders in Family Priority account.

Thank You

The terms and conditions mentioned in eligibility criteria are subject to modification from time to time solely at Bank's discretion.