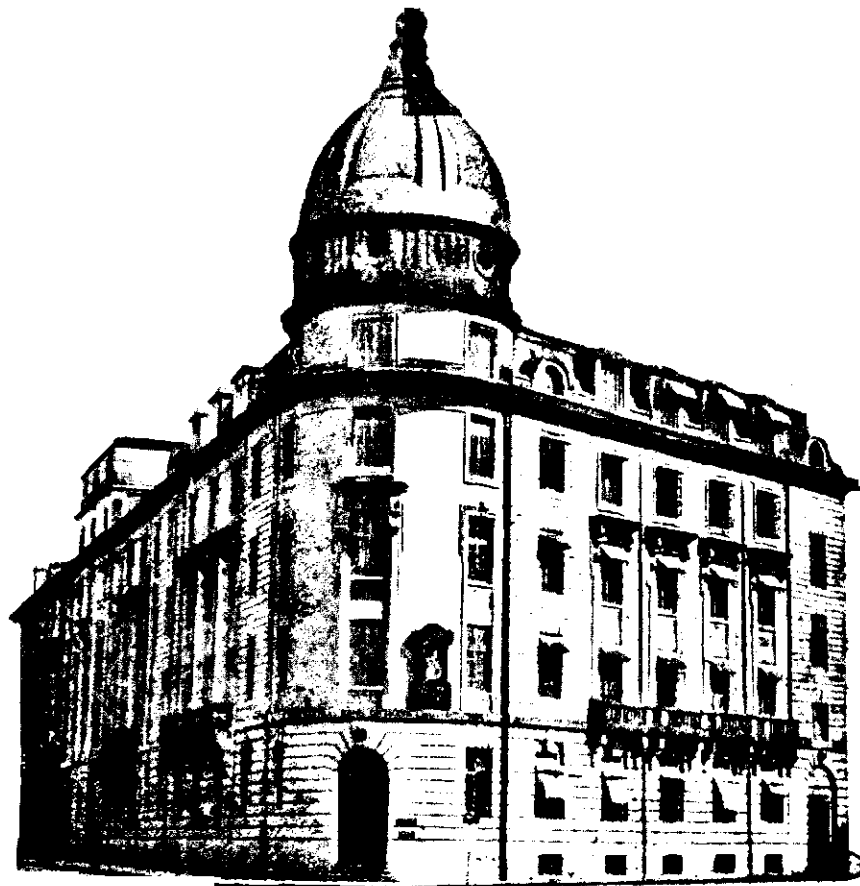


The
**CENTRAL BANK OF
INDIA, LIMITED.**

Head Office:
ESPLANADE ROAD, FORT,
BOMBAY.

This imposing structure is the Head Office building of the Bank. It has cost Rs. 40 lacs, and is well equipped to meet all modern banking requirements.



THE SPONSORS OF THE INSTITUTION
"THE VENTURESOME TRIO"



Mr. KALLANJI VARADIMAN JESTY
(Director, 1911-12)



Mr. (now Sir) S. N. PUCHIKHANAWALA
(As in 1911.)



The late Mr. SORABJI N. VICAJI
(Died 1914.)

THE BIRTH AND GROWTH OF A GREAT NATIONAL INSTITUTION

The Genesis. **T**HE idea of starting a purely Indian bank was first conceived in the year 1911 by Mr. S. N. Pochkhanawala, who was fired with the ambition to venture into a region which was practically the monopoly of British and foreign institutions. He had to his credit some years' practical experience at the Chartered Bank of India, Australia & China, and had also held an important position for five years at the Bank of India, Ltd. Besides, he had the proud distinction of being the first Indian to pass the London Institute of Bankers' Examination. Young and unknown though he was, he set about resolutely to achieve the end in view, disregarding the rebuffs and warnings he received from many quarters. He was at last able to influence a leading cotton merchant of Bombay, Mr. Kalianji Varadhman Jetsy, who appreciated the potentialities of the project, and generously undertook to pay all the preliminary expenses involved in the launching of it. Another collaborator was found in Mr. Sorabji Vicaji, Cashier of the Eastern Bank, Ltd., who agreed to join the enterprise and who brought to its service the influence he wielded in the mercantile community.

The circumstances prevailing at that time were by no means propitious for the establishment of a new institution, for, owing to the repeated failures in the past of Indian-managed banks, there was an atmosphere of gloom, and the credit of indigenous enterprises was at a very low ebb. Right on the threshold of the new venture, came the crash of the Bank of Burmah, an institution of many years' standing, in which the public of Bombay had invested large sums of money, and a financial panic ensued. The promoters, however, did not lose heart, and eventually succeeded in persuading some influential merchants to join as Directors. After the usual formalities, the Central Bank of India came into being on the 21st day of

THE CENTRAL BANK OF INDIA, LTD.

SUCCESSIVE CHAIRMEN



Mr. A. J. BILIMORIA
(1915 to 1921).



The late Hon. Sir PHEROZESHAH M. MEHTA, K.C.I.E.
(1912 to 1915).



The Hon. Sir PHEROZE SETHNA, Kt., O.B.E.
(From 1921).

The Birth and Growth of a Great National Institution—(Continued)

December, 1911. From the very start, it had an uphill task to perform, and had to face many difficult situations which were at once in the nature of an opportunity and a trial.

Outstanding Personalities. The Bank was singularly fortunate in securing the services of that far-sighted statesman, Sir Pherozeshah Mehta, as its first Chairman. He rendered invaluable assistance to Mr. S. N. Pochkhanawala in guiding the destinies of the Bank during the earlier years.

The Central Bank is indebted in a very special degree for its progress for about two decades and a half to its past Chairmen and Directors as well as to the earnestness, enthusiasm, and intelligent guidance of the Hon. Sir Phiroze Sethna, the present Chairman, and to the lively personal interest taken by the members of the present Board of Directors, namely, Sir H. P. Mody, Nawab Sir Akbar Hydari, Messrs. A. B. Dubash, Sheriff Devjee Kanjee, Haridas Madhavdas, D. D. Romer and Vithaldas Kanji.

The Central Bank has on its staff a large number of trained and experienced officers, some of whom have been connected with the institution since its inception, while many others have been in service for fifteen years and more. It is their devotion to duty and loyalty to their Chief that is largely responsible for the Central's progress and prosperity.

During the absence of the Managing Director from India in the years 1927-28 Mr. R. P. Masani, who has been recently appointed on the Local Board of the Reserve Bank of India, acted as Manager of the Bank and satisfactorily discharged his duties.

Periods of Stress and Storm. Frequently, the Bank has had to encounter squally weather and to pass through many vicissitudes; but, thanks to the inherent soundness of its general policy and the prudence, caution, and straightforwardness of the Directorate and the Management, it not only withstood all the shocks, but actually emerged stronger and sounder on each occasion.

THE CENTRAL BANK OF INDIA, LTD.

The Birth and Growth of a Great National Institution—(Continued)

In its very infancy, there occurred in 1913 the greatest financial crisis that ever befell this country, and quite a large number of banks, most of them bigger and older than the Central, came to grief, but the latter successfully weathered the terrible storm. Soon after, came the Great War which shook the very foundations of the world's economic structure, but the Bank once again came out unscathed. In addition, it has had at various stages of its career to go through the ordeal of 'runs' engineered by spite and jealousy. There were as many as nine of them, but happily, all such malicious attempts to wreck the institution entirely failed in their purpose; on the other hand, they only served to strengthen it and enhance its prestige.

Retrospect and Prospect. Out of the tiny acorn sown in 1911 has sprung up the mighty oak which we witness to-day with its branches spread throughout the length and breadth of this vast sub-continent. The noteworthy fact that the Central has attained to its present eminence in spite of the tremendous odds pitted against it is an eloquent tribute to the value of its services to the country. The secret of its success consists in this, that while it has rightly been conservative so far as adherence to the orthodox canons of sound banking is concerned, it has also been progressive in providing better and more varied facilities for the benefit of the public.

It has now completed twenty-four years of useful existence and is entering its Silver Jubilee Year on the 21st December, 1935. It is in commemoration of this happy event that this little brochure is now issued and it is hoped that a perusal hereof would prove of interest to the innumerable friends and well-wishers who have watched with satisfaction the rise and growth of this great national institution.

Glorious as has been its past, the Central stands to-day on the threshold of a still greater and more brilliant future, confidently counting upon the support of the public in an increasingly larger measure.

THE CENTRAL BANK OF INDIA, LTD.

THE MAN AT THE HELM OF THE CENTRAL BANK OF INDIA, LTD.

“There is no single person in India to-day to whom Indian indigenous banking owes a greater debt of gratitude than to Mr. Pochkhanawala. He has done more than any other to familiarise many Indians, formerly ignorant or indifferent, with the practice of modern banking; and if, in the future, powerful banks grow up within India, they will owe their success very largely to the pioneer work of Mr. Pochkhanawala.”

—“TIMES OF INDIA.”

Sir SORABJI N. POCHKHANAWALA, Kt.,
Managing Director.

(In charge of the Bank since its inception.)



THE POWER BEHIND THE BANK



PRESENT BOARD OF DIRECTORS.

*From left to right :—*SHERIFF DUYJI KANJE, Esq. ; A. B. DUBASH, Esq. ; Nawab Sir AKBAR HYDARI, Kt. ; Sir H. P. MODY, K.B.E. ;
The Hon. Sir PHIROZE SETHNA, Kt., O.B.E. (*Chairman*) ; Sir S. N. POCHKHANAWALA, Kt. (*Managing Director*) ;
HARIDAS MADHAVDAS, Esq. ; D. D. ROMER, Esq. ; VITHALDAS KANJI, Esq.

THE BOARD OF DIRECTORS

1911.

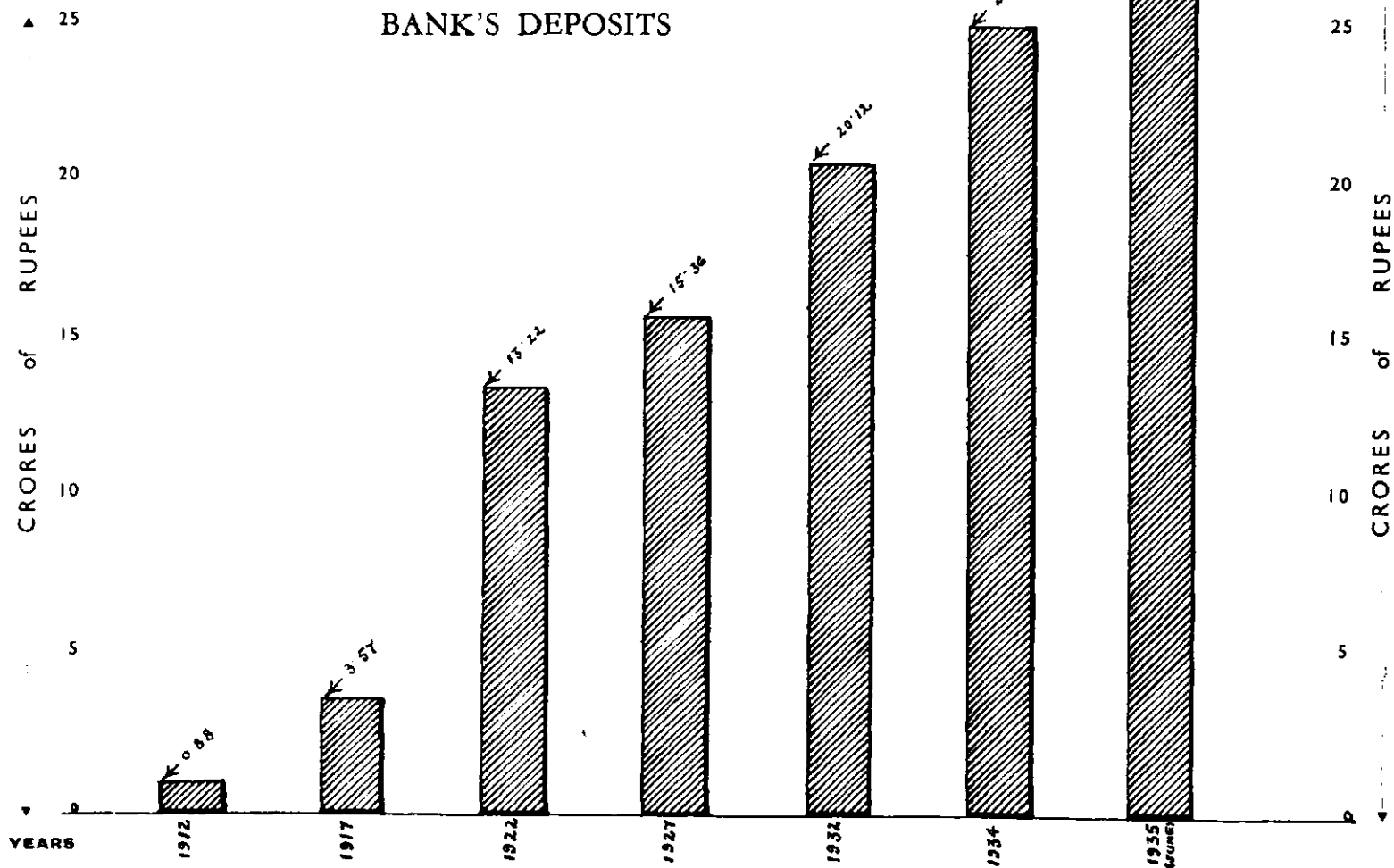
1. The Hon. Sir PHEROZESHAH M. MEHTA,
K.C.I.E. (*Chairman*)
(Died 5th November, 1915).
2. MUNCHERSHAW F. KHAN, Esq.
(Died 1921).
3. KALIANJI VARADHMAN JETSY, Esq.
(Resigned—1918).
4. ARDESHIR BOMANJI DUBASH, Esq.
(Joined—1911).
5. MANECKJI JETHABHAI VARADHMAN, Esq.
(Resigned—1912).
6. MOOLJI HARIDAS, Esq.
(Resigned—1925).
7. RADHAKISHEN LAKHMICHAND, Esq.
(Resigned—1913).
8. MOTILAL KANJI, Esq.
(Resigned—1932).
9. HAJI DAWOOD HAJI ELIAS, Esq.
(Resigned—1913).
10. JAMSETJI H. CHOITHIA, Esq.
(Resigned—1915.)

1936.

1. The Hon. Sir PHIROZE SETHNA, Kt., O.B.E.
(*Chairman*)
(Joined—1917. Became Chairman—1921).
2. Sir H. P. MODY, K.B.E.
(Joined—1927).
3. ARDESHIR BOMANJI DUBASH, Esq.
(Joined—1911).
4. Nawab Sir AKBAR HYDARI, Kt.
(Joined—1927).
5. SHERIFF DEVJEE KANJEE, Esq.
(Joined—1930).
6. HARIDAS MADHAVDAS, Esq.
(Joined—1931).
7. DINSHAW D. ROMER, Esq.
(Joined—1931).
8. VITHALDAS KANJI, Esq.
(Joined—1934).
9. Sir S. N. POCHKHANAWALA, Kt.
(*Managing Director*).
(*Manager*, 1911—1920.
Managing Director from 1920).

THE CENTRAL BANK OF INDIA, LTD.

DIAGRAM SHOWING THE GROWTH OF THE BANK'S DEPOSITS



BANKING IN THE UNITED KINGDOM AND IN INDIA.

THE "BIG FIVE" OF ENGLAND.

Name of the Bank.	Deposits in Sterling.	Equivalent in Rupees @ 1/6
Midland Bank, Ltd ..	402,865,000	5,37,15,33,000
Lloyds Bank, Ltd. ..	350,712,000	4,67,61,60,000
Barclay's Bank, Ltd. ..	350,619,000	4,67,49,20,000
Westminster Bank, Ltd.	294,740,000	3,92,98,67,000
National Provincial Bank, Ltd.	288,240,000	3,84,32,00,000
Total ..	1,687,176,000	22,49,56,80,000

Population of England. 44,933,000.

Deposits per head with the "Big Five" .. Rs. 500

THE "BIG FIVE" OF INDIA.

Name of the Bank.	Deposits in Rupees.	Equivalent in Sterling @ 1/6
Imperial Bank of India ..	72,43,00,000	54,322,500
Central Bank of India, Ltd.	25,58,00,000	19,185,000
Bank of India, Ltd. ..	14,23,00,000	10,672,500
Allahabad Bank, Ltd. ..	10,12,00,000	7,590,000
Bank of Baroda, Ltd. ..	6,29,00,000	4,717,500
Total ..	128,65,00,000	96,487,500

Population of India. 352,838,000
(i.e., eight times that of England.)

Deposits per head with the "Big Five" .. Rs. 3-8-0

NOTE:—OUT OF THE INDIAN "BIG FIVE" THE CENTRAL IS THE ONLY BANK MANAGED BY INDIANS.

THE CENTRAL BANK OF INDIA, LTD.

A LANDMARK IN THE BANK'S HISTORY

THE year 1923 will always remain memorable in Indian banking history, for, in that year took place an event of far-reaching importance, namely, the amalgamation of the Tata Industrial Bank, Ltd., with the Central Bank of India, Ltd. It was Sir Sorabji Pochkhana-wala who first conceived the idea of amalgamation, for, he perceived that it would not only establish the Central Bank on a sounder foundation, but would, at the same time, preserve the fair name of Indian banking unsullied. This amalgamation was the first of its kind in the annals of Indian banking, and was the more remarkable because the Tata Industrial Bank was a bigger institution with a large paid-up capital of Rs. 2.27 crores, which was many times the Central's own. Numerous were the critics who foreboded disaster to the Central in what they considered a foolhardy enterprise, but the increasing success achieved by the Bank in subsequent years unmistakably proved that the amalgamation was a signal triumph and helped in averting what would otherwise have been a grave financial catastrophe.

The late Sir Basil Blackett, formerly Finance Member to the Government of India, laid special emphasis on this achievement, and observed as follows, while opening the Bank's Calcutta premises on the 12th of July, 1924 :—

“ Among the services which the Central Bank of India has rendered to India, possibly not the least pregnant with results for the future has been its absorption of the Tata Industrial Bank.”

Yet another feather was added to the Central's crown, when, early in the same year, the management of the Union Bank of India was entrusted to it. This assumption of control by one bank of another was also unprecedented in Indian banking history.

These two events testified to the great confidence reposed by the public in the ability and integrity of the Central Bank authorities, for, otherwise, such additional responsibilities would not have been entrusted to them.

THE CENTRAL BANK OF INDIA, LTD.

MANAGEMENT

THE purely Indian personnel of its Directorate and Management is a distinguishing feature of the Central Bank of India. From the highest to the lowest, all the ranks are filled entirely by Indians. The Board of Directors in whom is vested the responsibility for ensuring the Bank's all-round progress consists of well-known Indians who have the reputation of being experienced and successful businessmen. The Managing Director who is the chief administrative and executive authority is loyally assisted by other able officers who are constantly endeavouring to give complete satisfaction to every customer. It has always been the Bank's aim to widen the circle of 'satisfied customers' and to safeguard their interests with scrupulous care.

The Bank's half-yearly accounts are scrutinised by two of the best known firms of Auditors in the country, namely, Messrs. A.F. Ferguson & Co. and Messrs. S. B. Billimoria & Co. Special arrangements have been made with them to carry out surprise audits at the up-country branches also. The Central is the only bank in India which possesses this system of having independent audits of the branches without relying solely on the certified returns submitted by the Agents.

The Branches Inspection Department at the Head Office examines the various returns received from the branches and exercises a general control over their working. Persons possessing the highest qualifications in accountancy and auditing are appointed as Internal Auditors, and they are required to visit all the branches within their jurisdiction every now and then and to submit their inspection reports to Head Office.

Further, to guide and assist the Agents at the up-country branches, local Advisory Committees consisting of prominent persons in those towns are constituted, and thus, the benefit of their intimate local knowledge is made available to the Bank.

SOME OF THE PRINCIPAL OFFICERS AT HEAD OFFICE.



Mr. A. S. BALSOKAR, Cmt. A.I.B.
(Lond.)
(Chief Accountant.)



Mr. H. C. CAPTAIN,
B.A., LL.B.
Solicitor
(Secretary.)



Mr. M. P. NANAVATY
(Chief Cashier.)



Mr. R. N. JAVERI, B.A.
(Superintendent, Investments Department.)



Mr. A. J. DOCTOR
(Personal Assistant to the Managing
Director, and Secretary, Central Bank
Executor & Trustee Co., Ltd.)

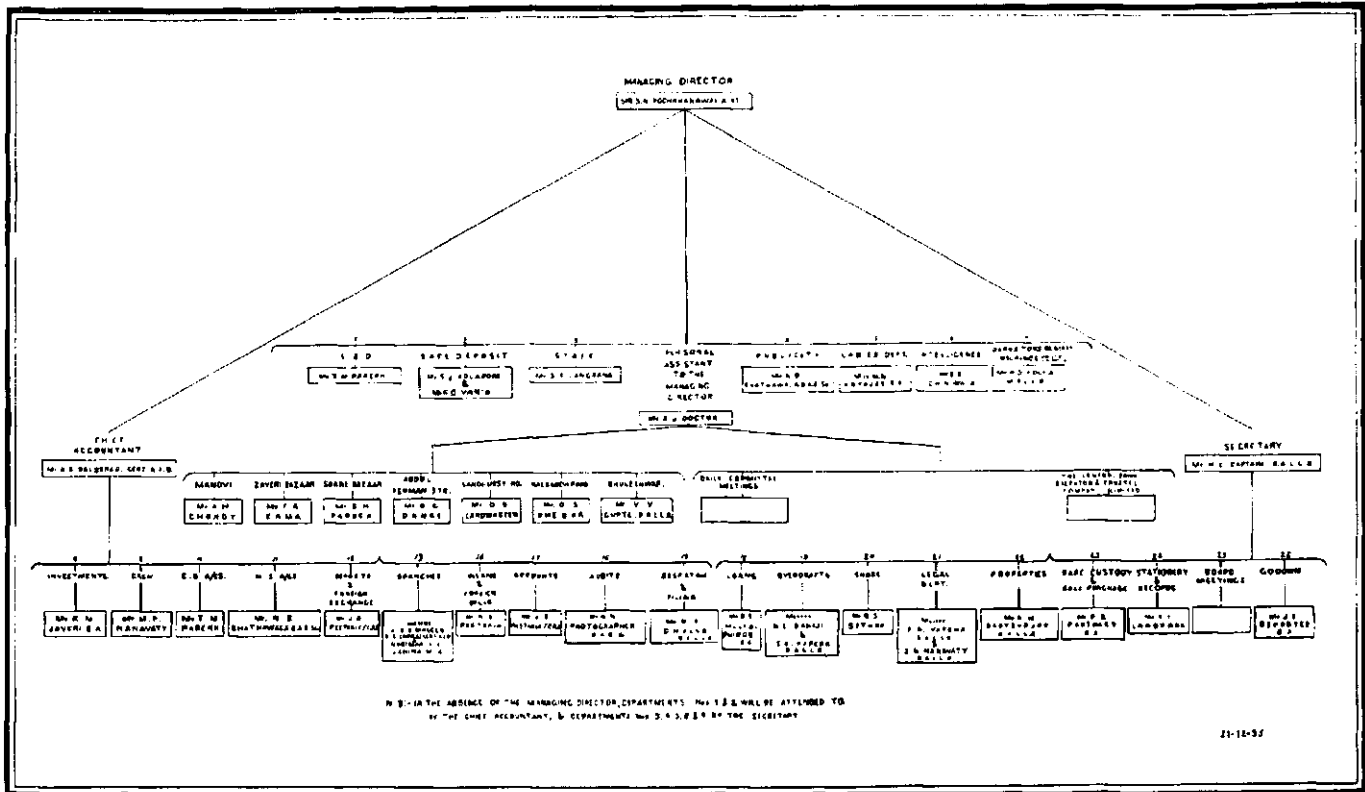


Mr. J. B. PASTAKIA, F.C.R.A.
(Accountant.)



Mr. THAKOREDAS M. PAREKH
(Superintendent, Current Accounts
and Bills Departments.)

CHART SHOWING THE DISTRIBUTION OF WORK AT THE HEAD OFFICE.



BRANCHES' INSPECTION DEPARTMENT
AT HEAD OFFICE.



Mr. J. S. S. MALELU, B.A. (Hons.),
Cert. A.I.B. (Lond.)
(*Branches Inspection Dept.*)



Mr. NARIMAN J. S. JAHINA, M.A.
(*Branches Inspection Dept.*)



Mr. F. C. COOPER, B.A., LL.B., G.D.A.,
A.S.A.A. (Incorp. Accountant)
(*On special duty at Cochim.*)



Mr. N. N. PHOTOGRAPHER, B.A., B.Sc.
(*Internal Auditor, Head Office.*)



Miss Y. K. N. SURVEYOR, B. Com.,
Cert. A.I.B. (Lond.)
(*Statistics & Graphs.*)

INTERNAL AUDITORS AND INSPECTORS OF BRANCHES



Mr. B. B. TALATI, B. Com., A.S.A.A.
(Incorporated Accountant)
Internal Auditor, Bengal Group.



Mr. S. L. KOTHARI, B. Com. (Lond.),
A.C.A. (Chartered Accountant)
Internal Auditor, Bombay Group.



Mr. L. C. HANSOTIA, B. Com., G.D.A.
A.S.A.A. (Incorporated Accountant)
Internal Auditor, U. P. Group.



Mr. H. D. HIRAMANECK
Inspector of Godowns, Punjab.



Mr. VITHALBHAI C. PATEL, A.C.A.
(Chartered Accountant)
Internal Auditor, Punjab Group.



Mr. J. F. KALIANIWALA
Asstt. Auditor, Punjab Group.

GROWTH OF THE BANK'S CAPITAL

THE Central Bank of India, Ltd., was registered as a joint-stock Company on the 21st of December, 1911, and started business with a modest Subscribed Capital of Rs. 20 lacs, with Rs. 10 lacs paid-up. With the expansion of business, the Capital has had to be increased from time to time, as can be seen from the following statement :—

Date.	Subscribed Capital.	Paid-up Capital.
	Rs:	Rs:
31-12-1912	30,00,000	15,00,000
31-12-1917	50,00,000	25,00,000
31-12-1919	1,00,00,000	50,00,000
31-12-1923	3,36,26,400	1,68,13,200

LADIES' DEPARTMENT

THE Central Bank is unique in setting up a separate Ladies' Department for the benefit of its lady customers. No other bank in India provides this exceptional facility. The object in establishing a separate department for attending to the needs of lady constituents is to enable the latter to come freely to the Bank and avail themselves of its services without any reserve. The department was established in 1924 and has been doing very good work by helping the lady customers in the transaction of all their banking business. On the average, about a thousand lady customers visit this department every month.

Similar facilities are extended to lady constituents at two of the local branches. At the Calcutta and Hyderabad branches also Ladies' Departments are maintained.

THE CENTRAL BANK OF INDIA, LTD.

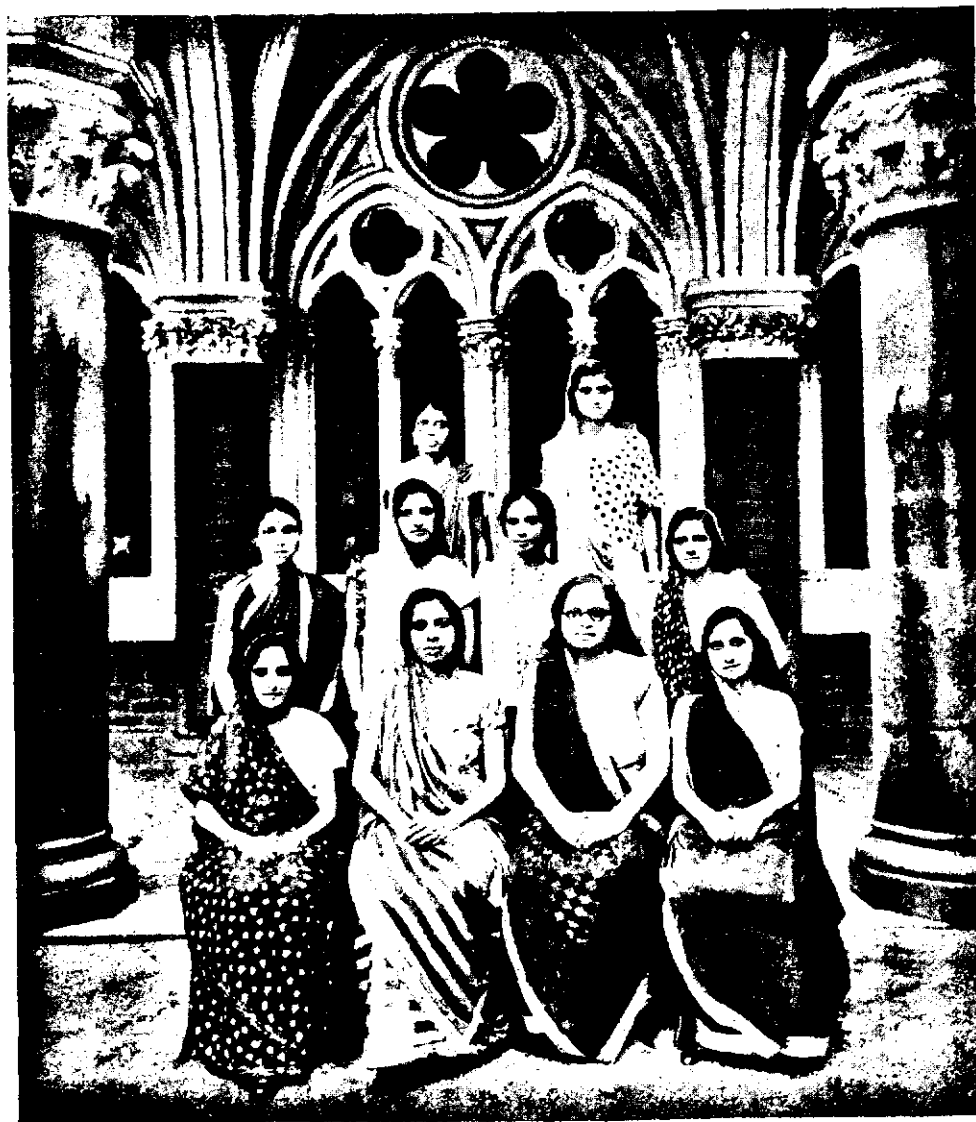
GRADUATE LADY ASSISTANTS



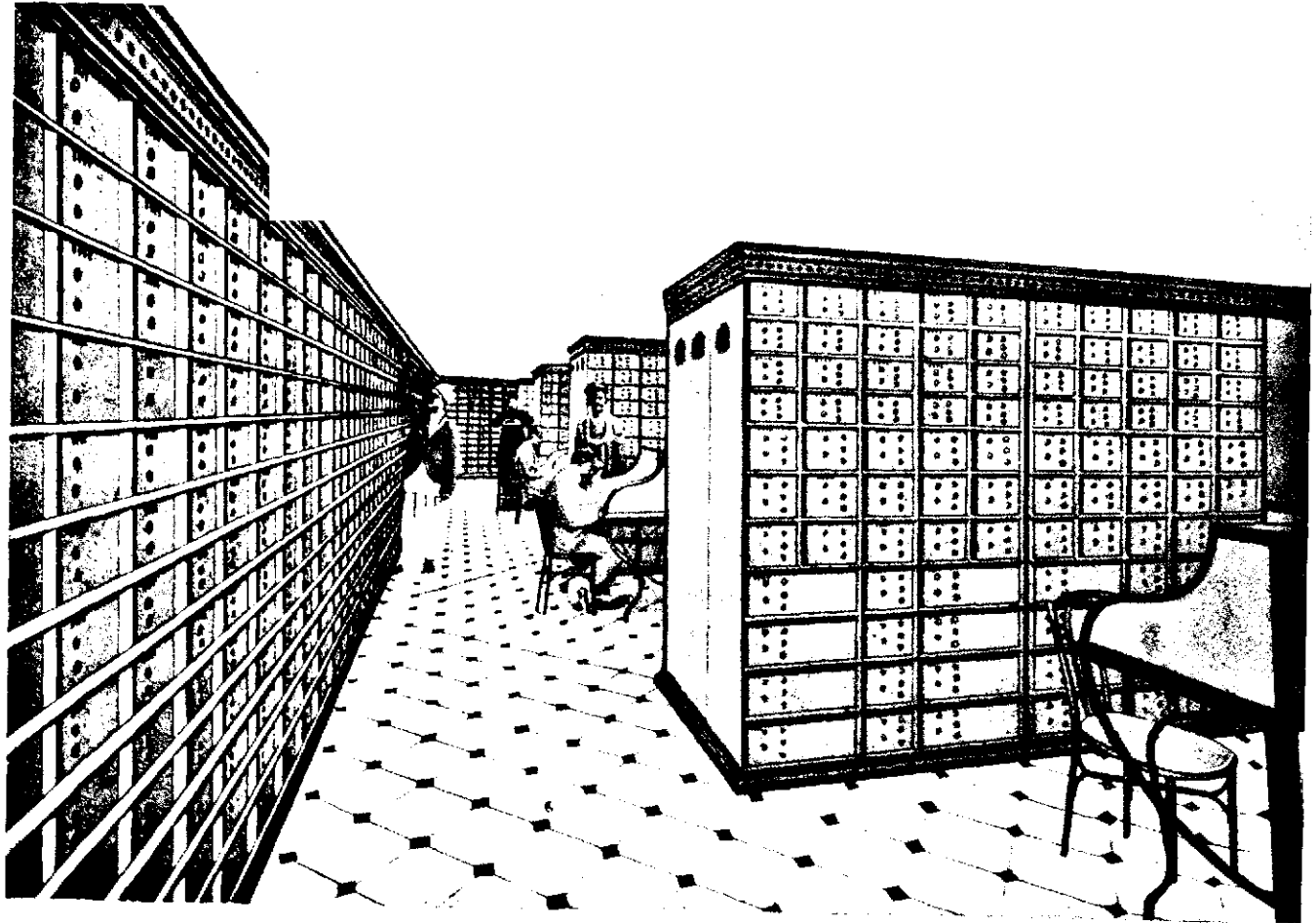
Sitting—From left to right: Miss Y. K. N. SURVEYOR,
B. Com., Cert. A.I.B. (Lond.)
Miss G. N. COYAJEE, B.A.
Miss M. N. COYAJEE, B.A.
Miss G. A. KAPADIA, B.A.

2nd row, Standing: Miss K. J. PARVATIKER, B.Sc.
Miss A. B. ENGINEER, B. Com.,
LL.B.
Miss A. A. NANAVATY, B.A.
Miss M. P. GANDHY, B.A.

3rd row, Standing: Miss LILA A. SYED, B.A.
Miss B. B. MISTRY, B.A.



INTERIOR VIEW OF THE SAFE DEPOSIT VAULT



SAFE DEPOSIT VAULT.



MR. S. J. KOLAPORE,
Custodian, Safe Deposit Vault.

THE Central Bank has always been on the lookout for newer and better methods of service to the public. Realising that the need for a Safe Deposit Vault is very great, particularly in a big City like Bombay, the Central turned its attention towards meeting that want. It is noteworthy that just as it took the lead in many other directions, the Central was the first bank to provide this facility too.

The Vault was opened on March 1, 1926, by Sir Leslie Wilson, then Governor of Bombay. It has been specially designed and constructed by Messrs. Fitchet of Paris, who are reputed to be one of the best manufacturers of Safe Deposit Vaults.

It is the largest and most up-to-date Vault in India, and affords to the constituents maximum security at a very low cost. Of its several interesting features, perhaps the most remarkable are its main doors which are absolutely fire-proof and burglar-proof. They weigh thirteen tons each, but, in spite of this enormous weight, can be opened and closed with little effort. The front door is also controlled by a triplicate clock mechanism.

There is a common lounge attached to the Vault in addition to separate rooms where the customers can examine their valuables in strict privacy. An additional convenience offered is that it is kept open even on holidays.

The Vault has almost always remained full, and, encouraged by the popularity which it has met with at the hands of the Bombay public, the Bank has opened a similar Vault at the Delhi branch as well.

THE CENTRAL BANK OF INDIA, LTD

THE CENTRAL BANK EXECUTOR AND TRUSTEE COMPANY, LIMITED.

AMONG the Bank's allied activities, the most important is the Executor and Trustee work, undertaken with a view to expand the scope of the Bank's utility to the public. It was deemed expedient that a corporate body should be established, because it would be in a position to render more efficient service. On the 1st of May, 1929, therefore, the Executor and Trustee Company was founded with a subscribed capital of Rs. 20 lakhs, half of which was paid-up.

This Company, the first of its kind in India, functions on the lines of Trustee Companies in England, America and other western countries, and has supplied a long-felt want in respect of the proper administration of estates during one's life-time and thereafter. During the short period of six years, the Company has received an encouraging response from the public and has so far been entrusted with more than 150 estates of the aggregate value of over Rs. 60 lakhs.



Mr. F. R. VACHHA, B.A., LL.B. (*Solicitor*).

THE CENTRAL BANK OF INDIA, LTD.

THE DEPOSITORS' BENEFIT INSURANCE COMPANY, LIMITED.



Mr. M. D. KOOKA, M.A., LL.B.
Secretary,

Depositors' Benefit Ins. Co., Ltd.

IT is unfortunately only too true that in India the benefits of life insurance have not been appreciated to any considerable degree, thanks partly to the red-tapism of Insurance Companies in general. Quite a novel scheme of insurance calculated to promote the interests of the small depositors was, therefore, devised by the Managing Director of the Central Bank of India, whereby the Depositors' Benefit Insurance Company, Limited, came into existence on the 1st of March, 1932, with a subscribed capital of Rs. 5 lakhs, out of which half the amount was paid-up.

Though working under the Bank's own auspices and affiliated thereto, the Company has its own individuality. Under the Central's scheme, insistence on unnecessary formalities is done away with, and policies are issued without the least worry to the customer, at rates comparatively lower than those of other Insurance Companies. This is possible because the management expenses are kept very low with a view to give the maximum benefit to the policy-holders. The only condition imposed on the insurer is that he has to keep an average daily balance of Rs. 10 in his Home Savings account with the Bank.

Thus, the instinct to save something for the rainy day is also indirectly encouraged.

Within the brief period of its existence, the Company has issued nearly 5,000 policies of the total value of about Rs. 40 lakhs, and has had to meet only 15 claims amounting to about Rs. 12,000.

Under a special arrangement with the Company, the Bank also issues 'Free Insurance Policies' to its depositors.

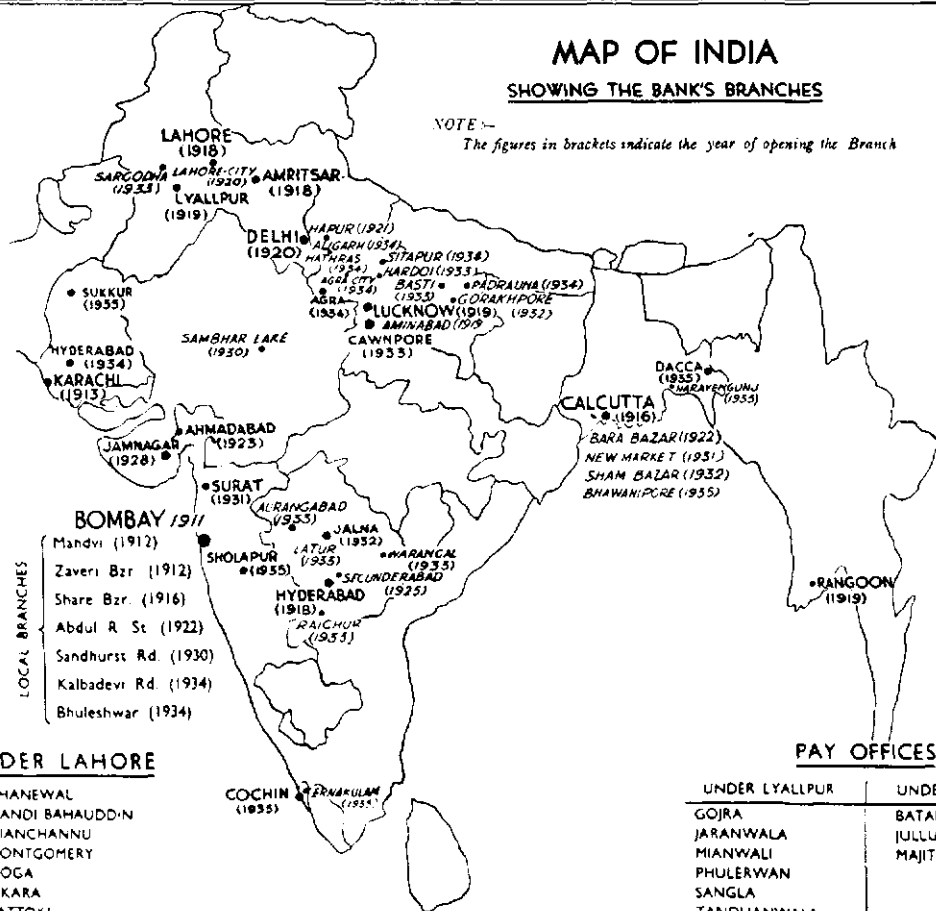
THE CENTRAL BANK OF INDIA, LTD.

MAP OF INDIA

SHOWING THE BANK'S BRANCHES

NOTE:-

The figures in brackets indicate the year of opening the Branch



PAY OFFICES UNDER LAHORE

ABOHAR	KHANEWAL
BUREWALA	MANDI BAHAUDDIN
CHICHAWATNI	MIANCHANNU
DABVALI	MONTGOMERY
GUJRANWALLA	MOGA
HAFIZABAD	OKARA
JAGROAN	PATTOKI

VIHARI

PAY OFFICES

UNDER LYALLPUR	UNDER AMRITSAR
GOJRA	BATALA
JARANWALA	JULLUNDUR CITY
MIANWALI	MAJIITH MANDI
PHULERWAN	
SANGLA	
TANDLIANWALA	
TOBATEKSINGH	

OUR BRANCHES AND PAY OFFICES.

Local Branches in Bombay.

Abdul Rehman Street	Bhuleshwar	Kalbadevi Road	Mandvi
Sandhurst Road		Share Bazar	Zaveri Bazar.

Up-country Branches.

Agra	Cochin	Karachi	Sambhar Lake
Agra City	Dacca	Lahore	Sargodha
Ahmedabad	Delhi	Lahore City	Secunderabad
Aligarh	Ernakulam	Latur	Sham Bazar (Calcutta)
Aminabad (Lucknow)	Gorakhpur	Lucknow	Sholapur
Amritsar	Hapur	Lyallpur	Sitapur
Aurangabad	Hardoi	Narayangunj (Dacca)	Sukkur
Bara Bazar (Calcutta)	Hathras	New Market (Calcutta)	Surat
Basti	Hyderabad (Deccan)	Padrauna	Warangal.
Bhawanipore (Calcutta)	Hyderabad (Sind)	Raichur	
Calcutta	Jalna	Rangoon	
Cawnpore	Jamnagar	Sailu	

Pay Offices.

Under Lahore :—Abohar, Burewala, Chichawatni, Dubwali, Gujranwala, Hafizabad, Jagraon, Khanewal, Mandi Bahauddin, Mianchannu, Montgomery, Moga, Okara, Pattoki and Vihari.

Under Lyallpur :—Gojra, Jaranwala, Mianwali, Phulerwan, Sangla, Tandlianwala, Tobateksingh.

Under Amritsar :—Batala, Julundur and Majithia Mandi.

Our Agents in Foreign Countries.

London :—Midland Bank, Ltd., and Barclay's Bank, Ltd. *New York* :—Guaranty Trust Co. of New York.
Berlin :—Deutsche Bank. *Paris* :—Guaranty Trust Co. of New York.

THE CENTRAL BANK OF INDIA, LTD.

AGENTS OF SOME OF OUR IMPORTANT BRANCHES.



Mr. N. K. KARANJI,
Agent, Rangoon. (Joined 1-5-1918).



LALA NAND LAL PURI, B.A., LL.B.,
Agent, Calcutta. (Joined 1-4-1918).



LALA KARAM CHAND,
Agent, Lyallpur. (Joined 18-9-1918).



Mr. D. N. C. NANAVATY,
Sui-Agent, Calcutta.
(Joined 1-9-1913).



Mr. A. J. AMIN, B.Com.,
Agent, Ahmedabad.
(Joined 1-8-1923).



Mr. D. FRAMJI,
Agent, Surat.
(Joined 1-1-1923).



Mr. KISHENCHAND PURI, B.A.,
Agent, Lucknow.
(Joined 1-12-1919).

AGENTS OF SOME OF OUR IMPORTANT BRANCHES.



Mr. S. R. JARIWALA, M.A., LL.B.,
Agent, Lahore. (Joined 1-1-1921).



Mr. B. T. THAKUR, M.A., F.I.B. (Lond.)
Agent, Karachi. (Joined 1-5-1921).



Mr. S. C. FOZDAR,
Agent, Delhi. (Joined 1-2-1922).



Mr. E. P. MISTRY,
Agent, Secunderabad.
(Joined 1-11-1923).



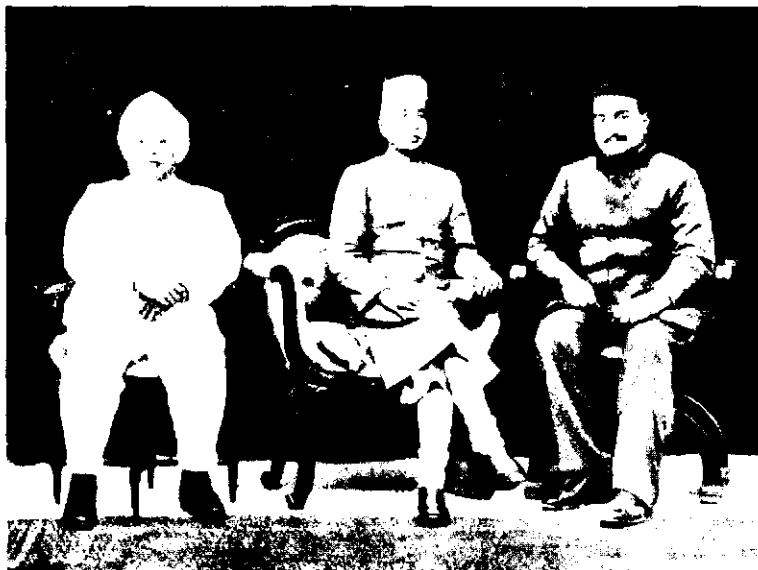
Mr. V. R. SONALKAR,
B.A., C.A.I.B. (Lond.)
Agent, Amritsar.
(Joined 16-10-1922).



Mr. E. THOMAS,
Agent, Hyderabad (Deccan).
(Joined 6-8-1923).



Mr. P. H. PREMANI, M.A., LL.B.,
Acting Agent, Jamnagar.
(Joined 6-10-1930).



U. P. Group.



Left :—

Late Seth CHIMANLALJI GANERIWALA,
EX-CHAIRMAN, CALCUTTA ADV COMM.
(Who had rendered yeoman service to the
Bank at Calcutta).

Right :—

J. N. BASU, Esq.
Seth ADAMJI HAJI DAWOOD.
D. P. KHAITAN, Esq.

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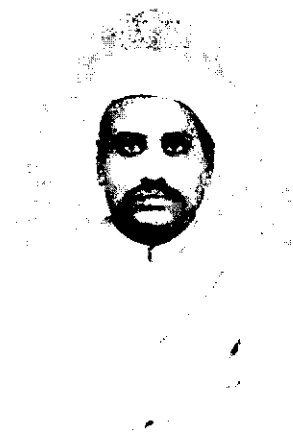
Left :—

GURUBUKH SINGH, Esq.
Raja Bahadur SURAJ BAKSH SINGH,
O.B.E. (*Chairman*).

SIKETH PADAMPAT SINGHANIA,
Cawnpore.

Right :—

Seth RAMESHWARLAL GANERIWALA,
MEMBER, ADV. COMM.
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- S. S. S. SAMPURAN SINGH CHAWLA, Lahore.
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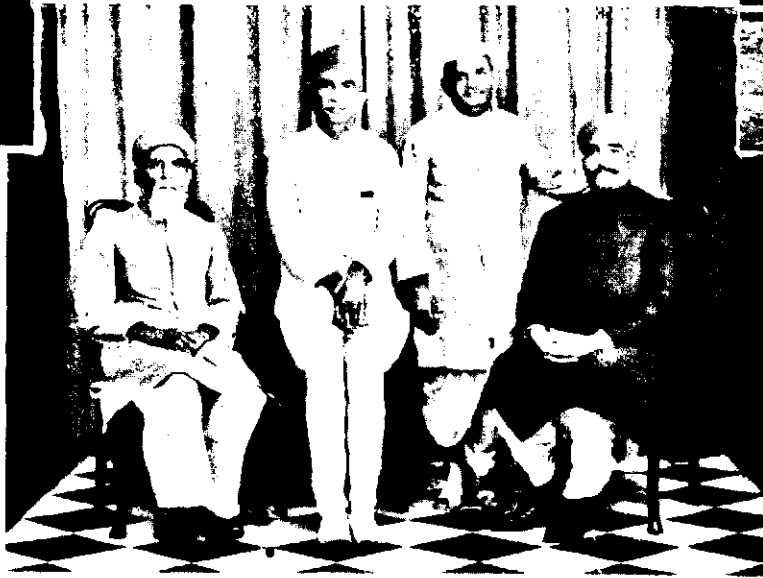
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 - (2) JAMSHED N. R. MEHTA, Esq.
 - (3) HARIDAS LALJI, Esq.
 - (4) Rao Bahadur SHIVRATAN G. MOHOTTA.

SOME STRIKING FEATURES

Home Savings Scheme. ONE of the Central's chief claims to distinction lies in its being the first bank in India to devise the Home Savings Safe scheme which is eminently suited for mobilising the savings of the less well-to-do classes in the community. The Central was also the first Indian bank to introduce the cheque system for savings accounts.

The remarkable growth in the business done by this department which was started only in 1921 has fully justified the Bank's most optimistic expectations.

Staff Benefit Schemes. The Central Bank is the first banking institution in India to start and maintain a well-equipped Library for the benefit of its staff. It was established in 1923 and now contains over a thousand books in addition to many valuable banking and commercial journals.

Following the analogy of the leading banks in western countries, the Central Bank began in 1922 to publish its own magazine for circulation among the staff. No other bank in India has introduced this wholesome feature.

Fortnightly Statements. The Central was the first joint-stock bank in India to publish a Statement of Liabilities and Assets every fortnight on the lines of the weekly statements of the Imperial Bank of India.

Gold Bars. For the benefit of persons with small means, the Bank sells gold bars weighing five tolas and ten tolas. They bear the seal of His Majesty's Mint, guaranteeing thereby the correctness of the weight and fineness of the metal. No other Indian bank provides this exceptional facility to the middle-class people.

THE CENTRAL BANK OF INDIA, LTD.

OUR INVESTING AGENTS IN THE PUNJAB



R. B. KARAMCHAND PURI,
*Investing Agent,
Labore & Lyallpur.*



S. PARTAP SINGH,
*Investing Agent,
Amritsar.*



*From left to right :—L. KISHORECHAND PURI, Labore. S. LACHHMAN SINGH, Amritsar.
L. BALKRISHEN CHOPRA, Labore. L. HARICHAND PURI, Labore.
L. LALCHAND PURI, Labore. L. SHAMLAL, Jagraon.*

Some Striking Features—(Continued)

Cash Certificates. In 1931, the Bank introduced on the same lines as the Postal Cash Certificates its own Three Years' Cash Certificates, which are issued at a very attractive rate of interest. In this respect also, the Central Bank stands unique.

Pass-book Guard. Another innovation made by the Bank is the Pass-book Guard which is a device to protect the customers' pass-books from being tampered with. The Guard being securely locked by the customer himself ensures that the state of his account is kept strictly confidential.

A few Facts and Figures. Since the Bank's inception, the shareholders have received Rs. 1,80,00,000 by way of dividends.

The weekly average number of cheques paid out at its Bombay offices comes to over 45,000, perhaps the largest number so handled by any of the banks in Bombay.

The Central Bank's subscriptions since its start to loans floated by the Government and corporate bodies have amounted to Rs. 26,71,40,000.

The Central was the first Indian-managed bank to have been approved by the Government for the deposit of the funds of Municipalities, Port Trusts, Universities and other public bodies. Its services are being increasingly availed of and appreciated by such institutions.

The Central has been invited by some leading Indian States to provide banking facilities in their areas and assist in their economic expansion. It enjoys the unique confidence of their Rulers and Governments and handles a large portion of their banking business.

Some Striking Features—(Continued)

At the time the Bank was started, it had a staff of only thirty. To-day, there are about 650 assistants employed in its Bombay offices alone and more than 1,200 in its branches all over the country. In the selection of its staff, the Bank has never pursued a communal policy, efficiency and competency alone being the guiding principles. This is borne out by the fact that about seventy per cent. of the staff at Head Office and branches consist of Hindus and the rest of Parsis, Mahomedans, Christians and other Communities.

THE CENTRAL'S ACHIEVEMENTS AND ASPIRATIONS

THAT India is notoriously backward in the development of banking in comparison with the other civilized nations is a truism. The following table serves to indicate how much lee-way there is to be made up by our country in this respect :—

Country.	Sq. miles per bank.	Persons per bank.	Deposits per head.
United States of America	118	3,056	£ 86 0 0
United Kingdom	211	4,816	48 0 0
Japan	23	9,491	7 0 0
India	2,735	484,000	0 10 2

The Central's Foremost Position. According to the latest available official publication giving the statistics of banks in India, out of 83 Indian joint-stock banks with a total paid-up capital and reserve of Rs. 13 crores and total deposits of Rs. 76 crores, the Central Bank of India had, at the close of the year 1932, more than Rs. 2¼ crores as paid-up capital and reserve and a little over Rs. 20 crores as deposits. The Central is thus

THE CENTRAL BANK OF INDIA, LTD.

The Central's Achievements and Aspirations—(Continued)

responsible for more than one-fourth of the total volume of Indian joint-stock banks' deposits. The Bank's deposits on 30th June, 1935, amounted to over Rs. 25 crores ; but, as no official statistics subsequent to 1932 are available, it is not possible to make a comparison of the present relative positions of all the Indian joint-stock banks.

The Central Bank of India has set before itself the lofty ideal of spreading the habit of thrift and banking among all sections of the population, whether rich or poor. The Bank has on its books at the Head Office and its local branches nearly 69,000 accounts, and, viewed in relation to the population of the City which is about 11,61,000 according to the latest census, this gives the high ratio of one account for every group of seventeen citizens—an achievement of which any bank can legitimately feel proud.

“People's Own Bank.” When opening the New Market branch of the Bank on the 6th May, 1931, the Hon'ble Sir Bhupendra Nath Mitra, the present High Commissioner for India, observed thus :—

“Not content with attracting deposits from the wealthier people, your Bank is also doing a special service to the community by encouraging the habit of thrift amongst the masses of India, and, I am sure that nobody will dispute your claim to the title of ‘People's Own Bank’ in the purest sense of the term.”

It has been the avowed policy of the Bank to avoid devoting itself to any particular or exclusive line of banking ; it has sought to accommodate all kinds of business and all classes of businessmen.

The Bank's activities have not been restricted merely to the earning of handsome profits for its shareholders. It realises that it has a larger and nobler duty to perform to the

The Central's Achievements and Aspirations—(Continued)

general public. The following extract from one of Sir Sorabji's speeches gives a clear exposition of the sound policy observed by the Bank from the beginning :—

“It has been the considered opinion of the Central Bank that a bank stands for nothing if it restricts itself to earning profits for its shareholders only, and does not do its duty to the public and trade. . . . We have never for a moment overlooked the fact that we owe a solemn duty to a greater degree to the Bank's depositors than to its shareholders, and have always before us the fact that we are acting as trustees of public moneys that are deposited with us and that we are directly responsible for the right use and safe investment of these funds.”

At the present day, when the elevation of indigenous concerns is so fervent a gospel, when encouragement to everything Swadeshi is impressed as a solemn duty, and when every true Indian is expected to support national enterprises might and main, it would not be too much to appeal to the public to lend their support to this institution which, since its inception, has been Indian in every sense of the word—Indian in its constitution, Indian in its directorate, and Indian in its management—this institution that has served, and served so well, for well nigh a quarter century the interests of the Indian mercantile community and has enhanced the prestige of Indians in the world of banking.



THE CENTRAL BANK OF INDIA, LTD.