

 **ICICI Home Search**

 **ICICI Bank Home Loans**  
It's really easy!

ICICI Bank Presents



## Presenting Home Utsav, the biggest Property Show in Bangalore

Best Deal on Homes & Home Loans under one roof.

# PROJECT REPORT

Jnana Jyothi Exhibition Hall,  
Central College, Palace Road, Bangalore

Event managed by







AMBIENCE



Event managed by



Integrated Marketing Communication Solution





Event managed by



Integrated Marketing  
Communication Solution





SETUP



Event managed by







Event managed by







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## INAUGURATION BY

**Shri M.K. SHANKARALINGE GOWDA I.A.S.**

Commissioner - Bangalore Development Authority



Also Present

**Maninder Juneja**

General Manager & Head Mortgages, ICICI Bank

**Satish Kulkarni**

National Head PSG - Retail, ICICI Bank

**Girish Kousgi**

Zonal Business Head - ICICI Bank Home Loans

**U.N. Mahesh Karanth**

Regional Business Head - ICICI Bank Home Loans

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## MEMORABLE GLIMPSES



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## PRINT MATERIAL



HANDBILLS - 40000 Nos.

RESPONSE CARDS - 3000 Nos.


INTVITATION CARDS - 175 Nos.

SPOT APPROVAL LETTER - 500 Nos.

Event managed by







## Presenting Home Utsav, the biggest Property Show in Bangalore

**Best Deal on  
Homes & Home Loans  
under one roof.**

- Over 80 projects and more than 10,000 properties on display from top developers
- Special offer on select projects
- Spot Sanction on Home Loan at Special Rates
- Maximum Fees of Rs. 5000\*
- Insurance options for your Home Loan at attractive premium
- Attractive deals on other Banking Products

ICICI Bank Presents



Date: 20th-23rd January, 06

Venue: Jnana Jyothi Exhibition Hall, Central College  
Campus, Palace Rd.,

Landmark: Next to State Bank of Mysore  
Head Office, Mysore Circle, Bangalore

Call: 00000 00000

 **ICICI Bank Home Loans**

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\*Subject to availing of HomeSafePlus/HomeAssure Insurance. Surcharge and Service Tax extra.  
Limited period offer. Conditions apply. All loans at the sole discretion of ICICI Bank Ltd.





Name : .....

Office Address : .....

Tel. No. : .....

Mobile : .....

Email : .....

Are you looking for a house ?

☐ Yes ☐ No

If yes, Location .....

☐ Apartment ☐ Plot ☐ Independent House

Size : ☐ 2 BHK ☐ 3 BHK ☐ 4 BHK

Budget : ☐ < 10Lakhs ☐ > 15 Lakhs

☐ > 25 lakhs ☐ > 35 Lakhs





### ICICI SPOT APPROVAL

Spot Approval No.

Name of Applicant \_\_\_\_\_

EMPLOYMENT DETAILS (capture for 5 years)

### CHECKLIST FOR DOCS (MANDATORY)

Applicant		Co-applicant	
Employer	YTD	Employer	YTD

Documents	Applicant	Co-appt.
Complete Application form		
Latest pay slip		
Form-16/PF statement		
Bank statements for 3 mths.		
Age Proof		

## LOAN OBLIGATIONS

Source	Loan Amt	EMI (Rs.)	Months O/S	Amount O/s

### INCOME CALCULATIONS

Particulars	Applicant	Co - Applicant	Total
Basic			
DA			
HRA			
<b>TOTAL GROSS</b>			
			<b>NET SALARY</b>

### Sanction Details

Loan Amt	Tenor	ROI	EMI (Rs.)	LTV	FOIR	INSR
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### Post-sanction conditions

1. Photograph of appt. & (or) co-appt.		2. Signature of appt. and (or) co-appt.
3. Form 18 / pf statement	4. Age proof	5. Positive verification
6. Dedupe	7.	8.

Deviations	1. Enhanced FOIR (L3)	2. Bank Sta. Period (L3)	3. INSR > 70 % (L4)
4. Employee of Pvt. Ltd. Co. norms not met (ch. salary) (L3)	5. Form 16 not taken when reqd. (L4)	6. Eligibility greater than set norms (SEP) (L3)	7. 2nd property purchase FOIR > by 10% (L3)
8.	9.	10.	11.

### COMMENTS & RECOMMENDATIONS

Name &amp; sign of approver

# **ICICI Bank Home Loans**

It's really easy!



**ICICI Bank Home Loans**  
Cordially invites you for the inauguration of  
**ICICI Bank Home Utsav**



at  
**Jnana Jyothi Exhibition Hall, Central College**  
Bangalore

on **Friday, the 21st of July 2006**

at **12:00 pm**

Inauguration by

**Mr. M.K. Shankaralinge Gowda I.A.S.,**  
Commissioner - Bangalore Development Authority

**U.N. Mahesh Karanth**  
Regional Business Head - ICICI Bank Home Loans

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ICICI Bank Presents



Date: 21st - 23rd July, 06

Venue: Jnana Jyothi Exhibition Hall,  
Central College Campus,  
Near Mysore Circle

Call: 00000 00000

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## OUTDOOR PUBLICITY

MOBILE HOARDING - 1 No.

CLOTH BANNERS - 350 Nos.

Event managed by







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**Presenting Home Utsav, the biggest Property Show in Bangalore**

Best Deal on Homes & Home Loans under one roof.

ICICI Bank Presents



- Spot Sanction on Home Loan at Special Rates
- More than 10,000 properties on display

Also avail Loan / Overdraft against existing Residential / Commercial Properties

**ICICI Home Search**  
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Venue :

**Jnana Jyothi Exhibition Hall,**  
 Central College, Palace Road, Bangalore  
 Landmark: Near SBM Circle

**21st - 23rd JULY, 06**      **Call : 41131877, 41280560, 41216810**

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- Special offer on select projects
- Spot Sanction on Home Loan at Special Rates



Subjects willing to Home Sale Call Home  
Deal & Close with Special Home Bank Offer  
on the spot of the Deal to apply. All terms & conditions  
will be subject to RBI & BIL

Event Managed by



ICICI Bank Presents



- Maximum Fees of Rs. 5000\*
- Insurance options for your Home Loan at attractive premium
- Attractive deals on other Banking Products



Event Managed by



# Best Deal on Home Loans



- Leaders in home loans
- Attractive interest rates
- Doorstep service
- Simplified documentation
- Insurance cover for your home loan at an attractive premium

## Documents Required

- Latest Salary Slip
- Form 16
- Bank Statement - last 3 months
- One Cheque leaf
- One Passport size photo
- Age proof

 **ICICI Bank Home Loans**  
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70% back of the cash disbursed at ICICI Bank. Conditions apply.

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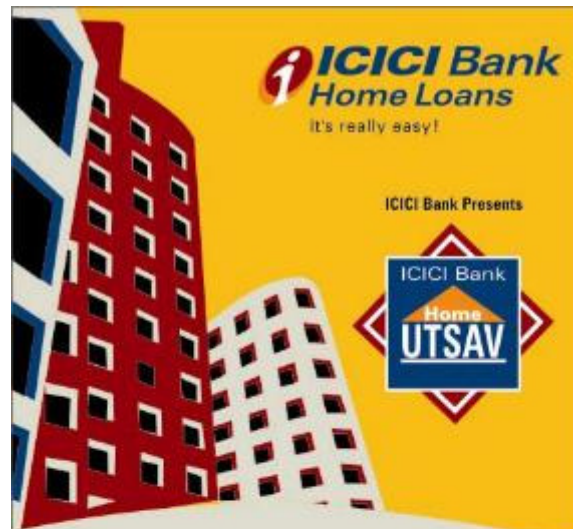
*Life's a lot easier,  
when there's someone  
by your side.*



- Leaders in Home Loans • Doorstep Service
- Simplified Documentation

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**THANK YOU**