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From April, SBI will extend digital platform YONO to businessmen, NRIs and farmers

ANIL URS

Bengaluru, February 4

Having drawn youngsters (aged 20-30) with its integrated digital platform YONO, State Bank of India (SBI) is now gearing up to expand its reach.

YONO, which stands for 'You Only Need One', is a comprehensive platform that offers lifestyle and banking services. It is experiencing around three lakh daily logins.

"Following the success of YONO among youth, we are planning to offer similar services to businessmen, globetrotters and farmers. This is being launched around April," said SBI Chairman Rajnish Kumar at a press conference here on Monday.

"For businessmen, all their



State Bank of India Chairman Rajnish Kumar at a press conference in Bengaluru on Monday SOMASHEKAR GRN

needs will be bundled under one card or services. For globetrotters and NRIs, their exclusive needs are currently being mapped."

"For farmers, the 'YONO Farmer' service will offer, in addition to farm loans, many

agriculture-related services like seeds, climate or weather information, KCC (Kisan Credit Card) loans, gold loans and online mandi or market info.

"This platform will be rolled out initially in six ver-

nacular languages," he added.

Since its launch in 2017, YONO has clocked 61 lakh users and registrations, said Kumar. Everyday, about 5,000 applications are logged in and about ₹50 crore disbursements are made, he added.

Under-20 awards

The bank today held the 'YONO SBI 20 Under Twenty' awards function.

Zaira Wasim of *Secret Superstar* fame, Rajsthani folk singer Jasu Khan and Indian sports shooter Manu Bhaker were among the 20 winners in 10 diverse fields. Hridayeshwar Singh Bhati, the wheelchair-bound 16-year-old who invented the Six-Player Chess, bagged the 'Jury's choice' award.