

Report On
Benefits of Super App Astha to Brac Bank PLC

By

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Student ID: 18204024

An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

Brac Business School
Brac University
May, 2024

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Samin Yasar Kabir
Student ID: 18204024

Supervisor's Full Name & Signature:

Abu Saad Md. Masnun Al Mahi, PhD
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Abu Saad Md. Masnun Al Mahi, PhD
Assistant Professor,
BRAC Business School
BRAC University
Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka-1212
Subject: Internship Report Submission

Dear Sir,

I would like to inform you that I am grateful for the guidance and lenience you have provided me during the course of this report. Without your consideration, this report would have been impossible to complete. In order to prepare the report, I have collected new information to make my report as analytical and reliable as possible. I have concentrated my best effort to achieve the objectives and significance of the report and hope that my endeavor will serve the purpose. The practical knowledge and experience gathered during my report preparation will immeasurably help in my future professional and corporate life. I would humbly request to take the time to review my report with your valuable and instructive feedback. Therefore, if you wish to change something that you find not relevant with the topic of the report, please let me know and I will get it done almost instantly. Thank you again for your support and patience.

Sincerely yours,

Samin Yasar Kabir
18204024
BRAC Business School
BRAC University
Date: May 10th, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Brac Bank PLC or the disclosing party and the undersigned student at Brac University, Samin Yasar Kabir or the receiving party.

This is to specify that the particular receiving party will avoid doing the following actions:

- 1) Share confidential information of the company to someone not working in the company.
- 2) Intentionally or unintentionally not notifying the disclosing party about particular breach.
- 3) Not returning confidential materials even if the disclosing party forgets to take it back.
- 4) Faulty print with confidential information should be kept with care and not be destroyed.

IN WITNESS WHEREOF, the two respective parties hereto have executed this Agreement as of the date since 1st February 2024.

Disclosing Party

Receiving Party

By _____

By _____

Name:

Name:

Title:

Title:

Executive Summary

This is the internship report based on the three months program that was successfully completed at Brac Bank PLC under Retail division in the customer experience team from 01/02/2024 to 30/04/2024 as a requirement of BBA program in Brac Business School, Brac University. As I was completely new to the corporate world, every day in the office was a new experience for me which I cannot explain in words and hence they will be useful for my upcoming career in the industry and economy as a whole. The report consists of three chapters from which the first chapter covers the information regarding the internship experience, the second chapter covers the information about the organization and the third chapter, which is the most significant content, the project that this report is about. The information collected from the company is done with permission from supervisors in the retail division of the organization.

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List of Acronyms

AML	Anti-Money Laundering
BB	Bangladesh Bank
CAMLCO	Chief Anti Money Laundering Compliant Officer
DMD	Deputy Managing Director
EPL	Equity Partners Limited
FL	Financial Literacy
IT	Information Technology
KYC	Know Your Customer
LOC	Line of Credit
MD	Managing Director
NPSB	National Payment Switch Bangladesh
OTP	One Time Password
PLC	Private Limited Company
QR	Quick Response

Glossary

Account Holder	Any and all people assigned and authorized to execute commerce on sake of an account. Each account holder's signature has to be on record with the bank. The signature authorizes that individual to conduct trade on sake of the account.
Beneficiary	An individual who is entitled to get the benefits or continues of a will, believe, protections approach, retirement arrange, annuity, or another contract.
Credit Limit	The most extreme sum of credit that's accessible on a credit card or other line of credit account.
Debit Card	A charge card permits the account proprietor to get to their stores electronically. Charge cards may be utilized to get cash from robotized teller machines or buy merchandise or administrations utilizing point-of-sale frameworks. The utilize of a charge card includes prompt charging and crediting of consumers' accounts.

Chapter 1: Overview of Internship

1.1 Student Information

Name: Samin Yasar Kabir

Student ID: 18204024

Department/Program: Brac Business School (BBA/BBS)

Major/Specialization: Finance (Minor in Accounting)

1.2 Internship Information:

1.2.1 Internship Period: 01/02/2024 – 30/04/2024

Company Name: Brac Bank PLC

Department/Division: Retail Banking in Customer Experience Team

Address: Anik Tower, 220/B Bir Uttam Mir Shaukat Road, Dhaka 1208

1.2.2 Internship Company Supervisor's Information

My supervisor on site throughout my internship period was Mr. Tasvim Alam Mallick and he is currently the head of customer experience at Brac Bank PLC. He helped me get along with everyone in the team and made sure I can learn something from their work. The entire team was very helpful and listened to the line manager accordingly which is why I was able to get the guidelines of what I can contribute as a whole. I was thrilled to see the people in the team being so empathetic to each other and I would say Mr. Tasvim is leading the team quite effectively as he has been working in the organization for almost 7 years and possesses extensive knowledge in remittance operations in the industry. I have learnt many

things from him and from the team and moving forward I will be using those lessons in future job opportunities that I will be applying and hope to get in one very soon. My on-site supervisor, Mr. Tasvim, was very kind to everyone and I personally envy him for the way he maintains everything in and out of the office or workplace.

1.2.3 Job Scope:

Job Description

- Attain predetermined objectives for customer satisfaction across all areas.
- Ensure accurate and timely completion of daily enquiry reports.
- Expand the customer base.
- Provide branch staff with friendly and responsive customer service guidelines.
- Participate in job-related knowledge exams that pertain to the company.
- Aid the CX team in handling customer complaints positively and turning them into opportunities for service improvement.
- Provide solutions for issues or escalate problems to the AYS.
- Support branch staff in collaborating with relevant departments (Credit card team, Communications, Regulatory Affairs, Management, etc.) to enhance customer experience.
- Ensure processing of any expenses for specific vendors as per bank rules and regulations

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

- Helping in planning campaign to promote super app astha of Brac Bank PLC at Brac University
- Helping at particular excel files in enquiry lists solved and making own Voice of Customer (VoC) excel dashboard
- Helping in updating and publishing new client experience guidebook

1.3.2 Benefits to the student

- Respect to the intern is really well presented
- Gives the intern all kinds of work and free training
- Learning more about the team's purpose in the organization

1.3.3 Difficulties faced during the internship period

It was not easy to get involved in important tasks of the company in that particular division since all team members tend to be really busy partly because I was not being too prompt with everyone. As a result, I knew what they do for the organization but I was unable to learn how they get it done. For instance, my team members were working at solving customer queries via mail and phone calls but I was unable to understand the portal from which they can see which customer needed enquiry with necessary details. This type of training that I was expecting is not given to interns but to the direct staff of Brac Bank PLC hence it was my own problem for not attempting to ask for a tutorial from any of the members in the division.

1.3.4 Recommendations to the company for future internships

There is not much to recommend to the company when it comes to hiring interns as they handpick the ones who is hardworking enough to do something for the company during the 3-month internship period and the salary is also really well. However, they hire interns based on where they need labor in a particular division of the bank which tends to be misleading because when a HR intern is placed in the finance department then it is going to take some time for that intern to understand certain terms about financial studies. Even though versatility is a key skill expected from interns but it will eventually be less effective for both the business and the interns as a whole.

Chapter 2: About the Organization

2.1 Introduction

Individuals in Brac Bank PLC, counting its auxiliaries as proprietor, executive, representative, advisor, specialist, temporary worker and provider or in any other shape of partner beneath legitimate or organization arrangements or courses of action ought to act with astuteness which implies in a fair and authentic way. Their exercises ought to be as it were comprised of giving benefit to clients and feel persuaded with morals and ought to guarantee similarity with fundamental administrative prerequisites. All individuals of the Board of Executives and its committees, workers of all levels and trade accomplices to and from Brac Bank PLC are anticipated to show the most elevated benchmarks of polished skill and commitment in all their conducts. It is additionally emphatically anticipated that they all, in each act and at all times, would be conscious, caring and obliging to others and put the intrigued of the open to begin with. Individuals of diverse committees of the Board and Administration of the bank independently and collectively ought to be dependable to exceed expectations the hone of corporate administration standards and assignments by keeping in intellect, the significance of the weights on the compliance of best moral managing account guidelines as prescribed in LOC by the controllers for upgrading the inner and outside validity of the company.

2.2 Overview of the Company

Brac Bank PLC is one of the biggest private commercial banks in Bangladesh that was propelled on July 4, 2001. Ever since the wellspring of the organization has shown extraordinary victory within the banking side, it incorporates a organize of 181 branches, 469 ATMs, 81 CDMs, 448 SME unit officers and 229 settlement conveyance spots over the nation. With the quickly developing department arrange and duty towards SME managing an account

and Agro back the bank has obtained solid client base inside a brief period of time. Moreover, the bank has moved its commerce from being “Item Centric” to “Client Centric” by isolating their items, prepare and approaches taking after to distinctive portions. The key rationale of the bank is to keep records of managing an account activity with a major target group of onlookers in disentangling little and Medium Venture (SME). The bank has distributed over BDT 350,000 million to SME borrowers and subsequently it includes a critical expansion to the full socio-economic advance of the country. Brac Bank PLC, originally known for its leadership in SME banking, has shifted its focus towards retail and corporate banking to expand its market share and diversify its portfolio. With a workforce of over 6,000 employees, Brac Bank PLC serves more than 1,500,000 clients through various banking channels. It is involved with the worldwide collusion for managing accounts for GABV in Bangladesh. GABV comprises 70 budgetary education for nations working over Asia, Africa, Australia, South America, North America and Europe which is serving a total of 60 million clients or more which leads to containing USD 200 billion of combined resources within the administration and controlling arranged coworkers of 80000 in numbers.

Brac Bank PLC risen in 2001 with the vision to convey managing an account for the unbanked little and medium business visionaries (SMEs). Propelled by its parent organization BRAC, world’s biggest NGO, BRAC Bank PLC improved and executed little ticket credits for the grassroots business visionaries beneath the umbrella of formal keeping money benefit. By and by nearly 58% of the banks add up to loaning portfolio (BDT 370,890 million) is comprised of little and medium undertakings. BRAC Bank PLC begun its travel with a vision distinctive from any other ordinary bank in Bangladesh. Building a socially mindful money related institution towards a destitution free Bangladesh is at the center of its corporate vision. The establishing visionary pioneer Sir Fazle Hasan Abed KCMG realized the impacts of bringing

denied SME division beneath keeping money umbrellas towards the national financial fortification.

In times of change, few banks have developed with a few innovations driven managing an account arrangement to fast-track the national monetary incorporation exertion beneath judicious orders and bolster from the central bank (Bangladesh Bank) in Bangladesh. BRAC Bank championed SME Managing an account and versatile monetary administrations (through its MFS backup bKash) for provincial monetary consideration beneath the sponsorship of Bangladesh Bank. As of now, the bank is expanding full run of keeping money administrations to the final mile SMEs and retail clients over the nation with a fast-growing arrange of 187 branches, 460+ SME Unit workplaces and more than 450 ATMs /CDMs beside 1000+ operator managing an account outlet.

BRAC Bank PLC spearheaded and championed in encouraging get to managing an account for creating a dynamic SME division.

BRAC Bank PLC has special SME Keeping money activity caters get to advertise and get to back to the cabin, smaller scale and little endeavors that were already disregarded by the conventional commercial managing an account framework. Bank gives capacity building bolsters and credits to little and medium businesses for commerce development, working capital course of action and capital apparatus acquirement. Being country's biggest lender of unsecured advance with profound provincial infiltration for little trade financing, BRAC Bank has made more than 1.5 million coordinate unused livelihoods. The bank has been contributing essentially to the socio-economic improvement of Bangladesh since its beginning. It has

dispensed more than BDT 1 trillion to more than 1 million SME business visionaries over the nation. To be able to bring impactful results, the bank has built associations with the controller, the Central Bank of Bangladesh the SME Establishment, World Bank's Worldwide Advancement Affiliation (IDA) and the Asian Advancement Bank (ADB) in connection to the repatriation support for the improvement SME division. A number of plans and programs have been planned and actualized to upgrade the capacity of focused on business people. BRAC Bank PLC positioned best for effectively disbursing the credits sum of more than BDT 30,000 million to 30,500+ cabin, miniaturized scale, little and medium endeavors (CMSMEs) beneath different boost bundles by the central bank amid the widespread period.

BRAC Bank PLC has received an advanced managing an account technique for going past managing an account and more prominent advanced monetary incorporation.

Brac Bank PLC offers the 3P Logic of Individuals, Planet and Success with the other accomplices of GABV. The bank has duty towards the individuals it is working with and the places it works in. As a mission-driven bank, it inclines toward to work for the welfare of the individuals and society within the economy. BRAC Bank was established on 4 July 2001 to reach the expansive number of unbanked individuals which were not secured by conventional bank. The most concept of the bank was to encourage little and Medium Undertakings. BRAC Bank was found by Fazle Hasan Abed, the originator of BRAC and BRAC College.

In 2005, BRAC Bank built up BRAC Afghanistan Bank in 2006 as a Greenfield wander. In February 2008, the CEO and overseeing executive of BRAC Bank, Imran Rahman, kicked the bucket in Canada. In May 2008, the bank chosen to buy a lion's share stake in GSP Fund

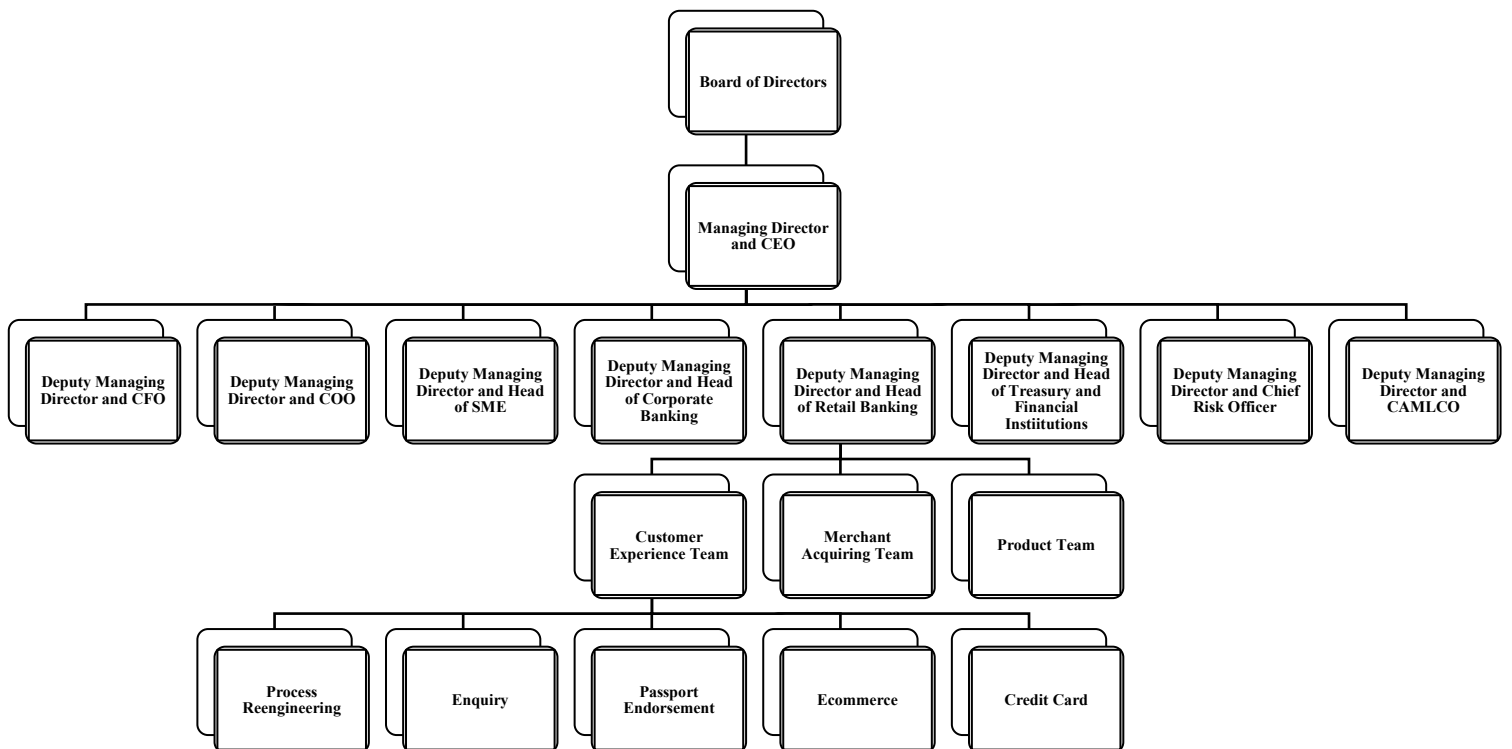
Company Restricted that was in Bangladesh. Muhammad A. (Rumeer) Ali was designated chairman of BRAC Bank Restricted. Muhammad A. (Rumeer) Ali was a delegate representative of Bangladesh Bank and had joined BRAC in 2007.

In Eminent 2009, BRAC Bank acquired 51 per cent of Value Accomplishes Restricted and Value Accomplishes Securities Constrained. They are afterward renamed to BRAC EPL Stock Brokerage Constrained and BRAC EPL Speculations Restricted. BRAC Saajan Trade Constrained was built up in 2011 through the buy of Saajan Around the world Cash Exchange Constrained, built up in 2009, in Incredible Britain. BRAC Bank supported Wasfia Nazreen seven summit undertaking.

In September 2014, a theft took put at the Joypurhat Locale department of BRAC Bank Restricted. Quick Activity Brigade captured the suspects and recouped a few of the stolen cash in September. Ahsan H Mansur was named chairman of BRAC Bank on 27 Admirable 2019 supplanting Sir Fazle Hasan Abed after he resigned. Its half annually benefit saw a 50 per cent decrease. BRAC Bank filled an offer on 19 October 2020 with the Re-appraising Division looking for a remain arrange on a decision of Bangladesh Tall Court which requested the bank to pay 1.5 million BDT to Jaha Alam, who had served three a long time wrongly in case recorded by BRAC. BRAC Bank gotten US\$30 million in April from Universal Fund Organization. In Admirable 2021, BRAC Bank arranged to raise six billion BDT through issuing bonds. In September 2022, Bangladesh Bank requested BRAC Bank to spend 50 per cent of their benefits from Outside Trade exchanging, considered untrustworthy by Bangladesh Bank, on corporate social duty programs. On 28 September, it opened its 800th specialist keeping money department. It had endorsed 15 per cent profits for stock holders. It expanded

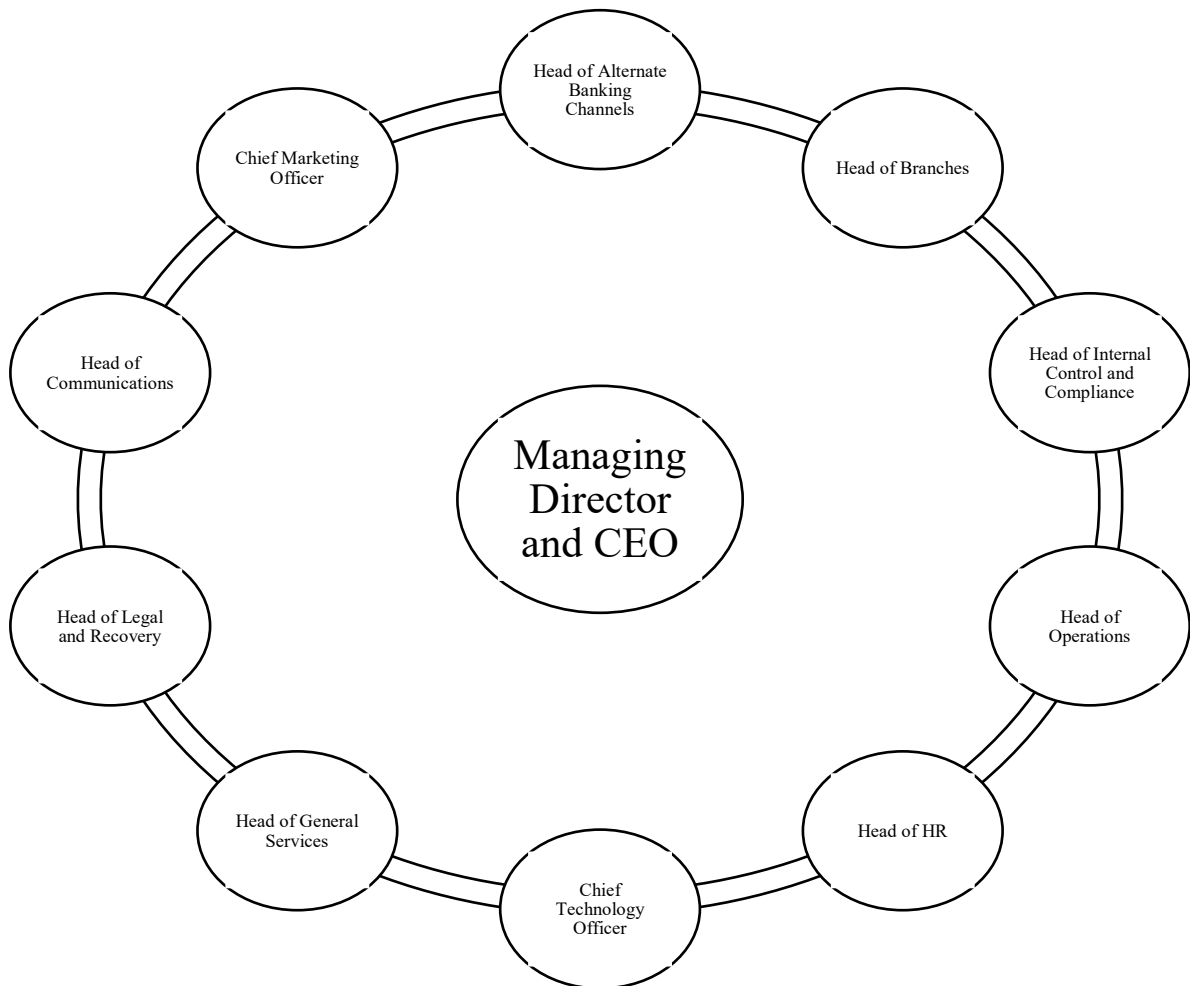
the compensation of junior review officers by 50 per cent. It had added up to resource of 611 billion BDT as of 2022. It propelled a computerized credit app called Shubidha. On 11 January 2023, BRAC Bank borrowed US\$50 million from the German Venture Enterprise. It given 40 million BDT to Prime Serve Sheik Hasina’s Ashrayan-2 extend. BRAC Bank opened its 1000th specialist managing an account outlet in February 2023.

2.3 Management Hierarchy



The hierarchy illustrated above summarizes the departmental chain that I have been working on as an intern. The leadership particularly in the customer experience team is partially democratic because even though the decision is made by a single person who was my site supervisor for the past three months but as the head of the team, he prefers to listen to team ideas than impose the ones made by him or the ones that is convenient to use. Even then, the final decision cannot be taken without his permission so it is fully not democratic and that is how recently the bank came up with a new feature in their super app that is Astha. The selection process done in the HR department is mainly through interviews and examination where they also carry out the compensation and reward team for promotion declaration, bonus salary payments, performance appreciation certificates with frame and crates. Training is conducted twice a day in specific classrooms called Tara and Dhruvi where both new and existing employees need to attend seminars for learning purposes.

Other major posts in the same chain are illustrated in the diagram shown below. All these officials consist of many subordinates in the hierarchy of the organization.



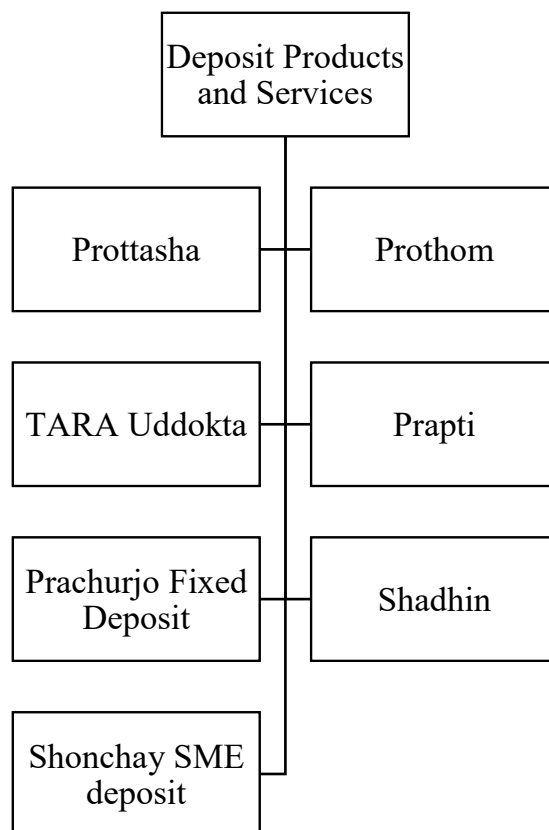
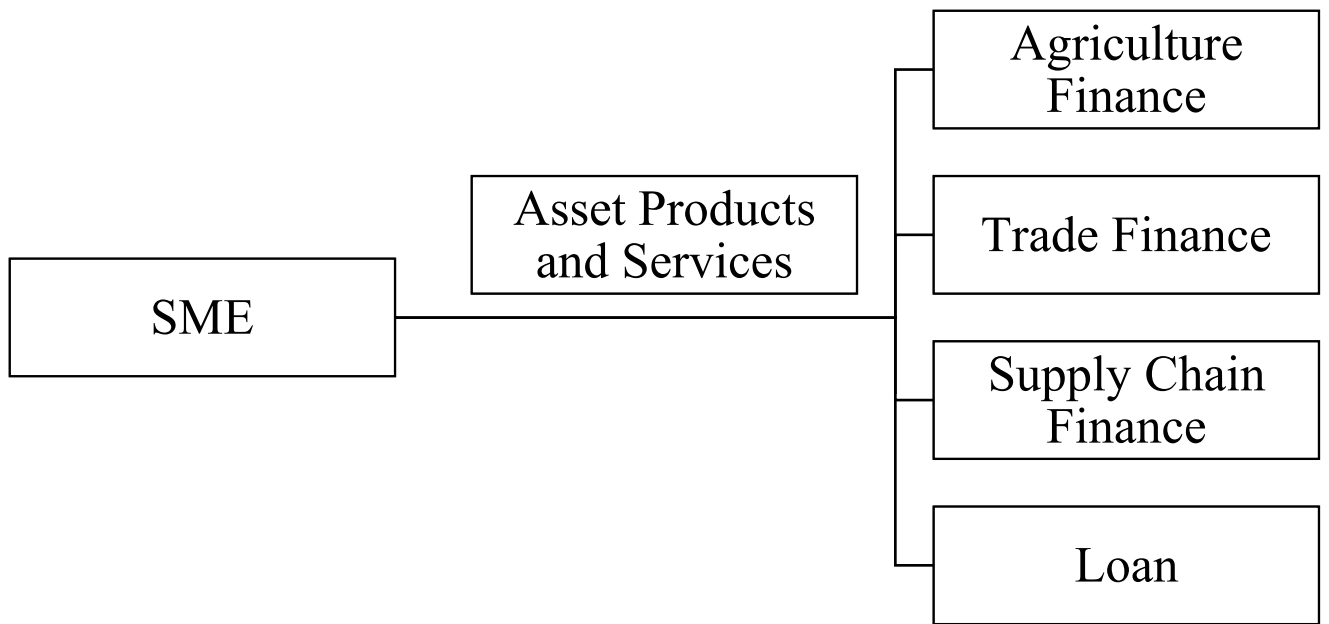
2.4 Marketing Practices

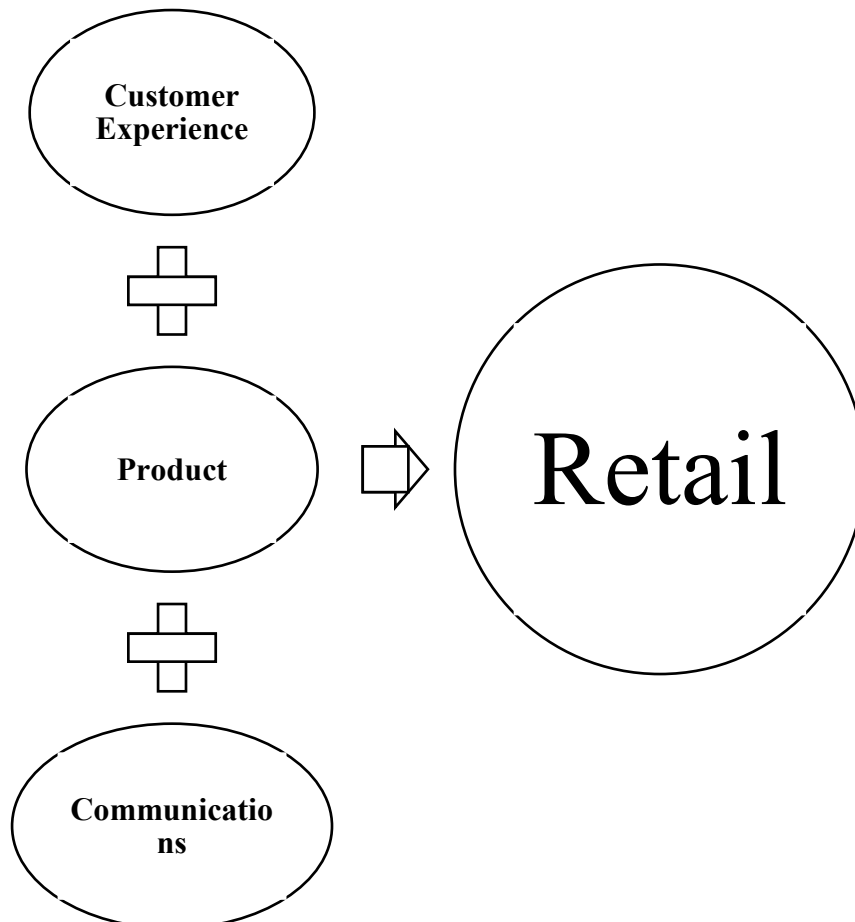
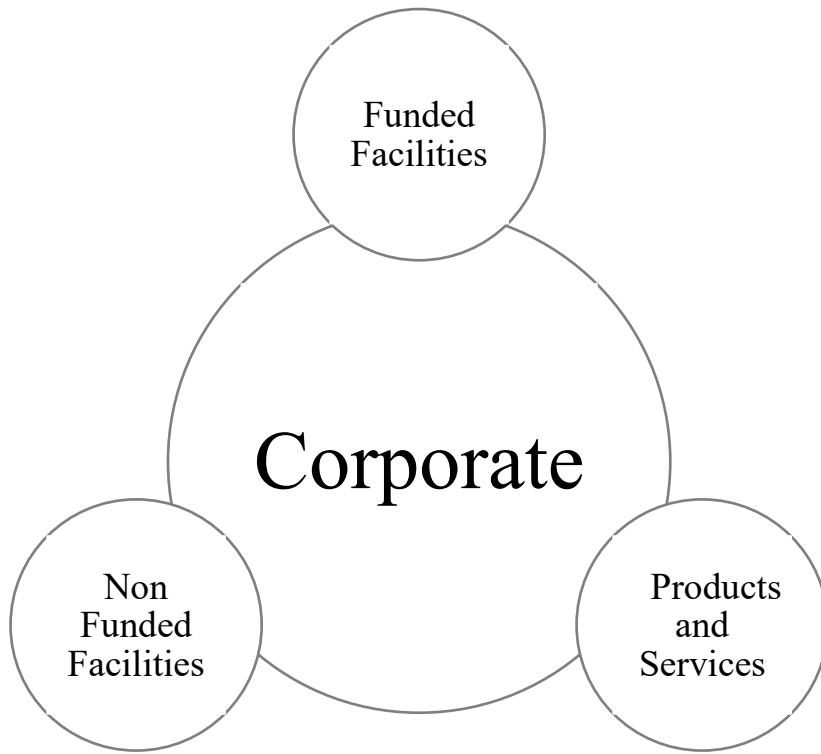
The departmental chain of command at Brac Bank PLC is orchestrated both clearly and proficiently. When completing assignments, each division collaborates and bolsters the other divisions. Various littler divisions bolster the bigger divisions. All strategies, in any case, are

sent to the bank's central command. For case, workers at head office, not the branches, have the specialist to favor or deny any advance record. Three divisions contain Brac Bank PLC's essential offices. The center of these divisions is SME, retail, and corporate keeping money. Credit Risk Management (CRM) on the eighth floor, the Fund division on the fourth floor, the Specialized office on the fourth floor, the Human Asset office on the ninth floor, the Company Secretariat on the seventh floor, Legitimate Administrative Undertakings on the seventh floor, Corporate Credit on the eighth floor, Card operations on the fifth floor, Resource operations on the 6th floor, Credit Information Bureau (CIB) and numerous more are among the supporting wings within the head office. To reach a different clientele, Brac Bank PLC keeps up a number of auxiliaries locked in in budgetary operations. Fifty percent of the populace still needs get to any managing an account administration. To reach this specific ignorant wide gather of target gathering of people and let them know how they can reach the bank, one of the ways is bKash that's especially working through portable phone technology. The in general esteem recommendation is to supply a secure, quick and helpful way to send and get cash. BRAC EPL Accomplices Constrained was established by an assorted bunch of worldwide finance administration and brokerage firms from Bangkok, Hong Kong, London and Dhaka in October 1, 2009. It points to extend the introduction of Bangladesh within the worldwide support administration community. It has two diverse wings and those zones are BRAC EPL Stock Brokerage that has created a taught approach towards giving capital advertise administrations counting securities exchanging, riches administration and corporate counseling services. Also, BRAC EPL Dealer Bank conveys an entire extend of venture keeping money administrations counting conventional dealer keeping money exercises alongside advertising speculation administrations to non-residential Bangladeshis (NRB). It offers IPOs for its clients (organizes syndication in case vital). One of the surprising IPOs advertised by BRAC Vendor bank was Grameen Phone IPOs. BRAC SAJAAN is a trade company joined in Britain and Ridges. The

Company basically gives settlement administrations to the huge Bangladeshi Communities living in UK. Separated from settlement administrations the Company too caters to the venture needs of the NRBs through its parent organization Brac Bank PLC. Corporate Division provides full extend of commercial keeping money items and administrations to any potential corporate clients counting multinationals, huge or medium nearby corporate, NGOs, regulation bodies. The Corporate Managing an account Division incorporates a centralized structure through on-line managing an account framework. Any credit office is handled at the Corporate Managing an account Division, Head office. After authorizing of the office, the constrained is put on line and the client can appreciate the office from any of the Brac Bank PLC branches. Strict adherence to inner control rules and other lawful and statutory compliance is taken after. The Credit endorsement prepare includes partitioned Credit Division, the Overseeing Chief and at last the Board. Other divisions like Outside Exchange, Treasury, and Credit Organization etc. play the bolster part for a comprehensive run of benefit to the Corporate Managing an account Division. Retail Division offers a wide cluster of profitable and competitive keeping money items to the person clients of the bank. It offers diverse sorts of term store conspire and alluring STD & Investment funds store plans giving intrigued on day by day adjust. Retail Keeping money Division has the taking after divisions: Elective Conveyance Channels (ATM, Apon Somoy, Cash Deposit machine (CDM), Phone managing an account, e-statement) Commerce Insights and Benefit Quality Cards Office Cross Offering and Conveyance Non-Funded Commerce Secured Esteem Middle and Unsecured Esteem Middle As of now Brac Bank PLC has re-organized its retail trade agreeing to client profile. This division has been done to provide more standardized administrations and decrease working costs as well. The unused fragments are as follows- Premium keeping money- Visitor who keeps up at slightest BDT 50 needs (6-month normal) is called premium clients. They are exceedingly prioritized. They too appreciate distinctive blessing and markdown through Brac Bank PLC. As of now

Brac Bank PLC has around 1500 premium clients. Incomparable managing an account- Visitor who keep up BDT 50 thousand and more (6-month normal) are treated as incomparable clients. They have isolated benefit booth and cash kept booth within the department. Exceed expectations keeping money- Client who keeps up BDT 15 thousand in a normal of 6 months are called exceed expectations gather of visitors. Simple keeping money- These is the common clients who do day to day and conventional keeping money with the bank. They as it were requiring a least adjust in the account. SME is an extra and specialized skyline of the bank which serves the bank's uncommon center on advancing wide based cooperation by catering to the little and medium business visionary. The division of SME has as of now been built up all through Bangladesh. The showcase for small and medium enterprises (SMEs) in Bangladesh is quite extensive. Brac Bank PLC holds the top position in the market for the number of loans provided to SMEs across Bangladesh. The bank disburses approximately BDT 700 crore of credit to the SME unit, which deals with small-scale loans. One of the major divisions of Brac Bank PLC is the Treasury Division, which is responsible for handling the cash market. All treasury-related products are managed in accordance with the bank's operational, trading, cash market, overnight, term setting, deal settlement, commercial position-keeping, treasury, credit, finance, and other relevant policies. The Treasury Operations department calculates investment figures, prepares the sell-off application, submits the application to Bangladesh Bank for bidding, and maintains and reconciles all the accounts.





The Board Executives of BRAC Bank PLC is considering cash washing avoidance as an indispensably portion of the firm's chance administration procedure and is not essentially a stand-alone necessity that's being forced by the enactment. The Bank does not observe money laundering anticipation in seclusion from Bank's other trade frameworks and needs.

In recognition of the fact that financial institutions are particularly vulnerable to money launderers, the BRAC Bank Board has initiated a scheme which will eventually but slowly assess the adequacy of the internal controls and procedures to fight against money laundering.

The Chiefs' dedication in strategizing and adhering to the Money Laundering Prevention Act of 2002 as well as the guidelines set forth by Bangladesh Bank and other relevant local and international regulations. It delineates the responsibilities of senior management in Anti-Money Laundering (AML) compliance and fosters awareness throughout all levels of the Bank regarding the importance of the Bank's Anti-Money Laundering procedures.

The policy encompasses the following initiatives:

- Development of KYC policies and procedures prior to the establishment of new accounts
- Surveillance of existing accounts for unusual or suspicious activities
- Management of data flows
- Risk categorization
- Reporting of suspicious transactions
- Recruitment and training of employees

Additionally, it provides an overview of the responsibilities of the Anti-Money Laundering Compliance Officers. It emphasizes the obligation of every employee to safeguard the Bank from exploitation by money launderers and outlines the repercussions of non-compliance with applicable laws and the Bank's policies, which may include criminal, civil, and disciplinary penalties, as well as potential damage to the Bank's reputation due to any association with money laundering activities.

The Board of Chiefs has sanctioned a KYC framework for the Bank. The fundamental principle of the KYC policy is to conduct business with legitimate customers engaged in authentic business activities, whose income and assets are derived from lawful sources.

The KYC policy includes the following components:

- Customer Identification Criteria - Interaction with the customer by a Bank Officer and verification of their identity.
- Customer Dismissal Criteria - Engagement with the client by a Bank Official and assessment of the client's background.
- Required Documentation for Individual/Corporate Account Opening - Identification documents for the client.
- Address Verification - Supporting documents or physical confirmation of the address.
- Transaction Profile - Based on the client's source of income to monitor their transactions.
- Branch Anti-Money Laundering Committee.

Being pioneer in SME credit, BRAC Bank attempted a longitudinal think about to evaluate the effect of its credit program on the supportability (measurements: budgetary, financial, social & natural) of SME borrowers of the nation. To decide and approve the diverse measurements of affect, a common set of markers were distinguished and utilized all through ponder. The board ponder was conducted in three autonomous rounds over haphazardly chosen borrowers. To begin with round was carried out in 2011, second-round in 2012 and the third one in 2013. Standard measurable apparatuses for affect assessment to bargain with both board and cross-sectional information were connected inside the consideration to be contrasted the conditions of to start with time control borrowers with the rehash treated borrowers. Apart from that, the initial circular was a joint effort, and the following two stages of the board deliberation process were surveyed and cleared by Middle for Corporate Governance and Fund Managers, a think tank of College of Dhaka. Consequently, several critical positive effects were noticed in the board borrowers due to financing provided by BRAC Bank based on the investigation. On-trade measure variables, sales and its growth, profit and reduced tax liability, board borrowers were found to be significantly better off. There had also been favorable financial and environmental impacts for the board borrowers. The social participation of borrowers also improved because of repeated financing from BRAC Bank. Therefore, this can be how SME borrowers get affected when they pay on credit.

2.5.1 Financial Performance

Ratios	2023	2022	2021	2020
Net Profit Margin	17.8%	16.2%	14.7%	13.4%
Return on Assets	0.010	0.009	0.009	0.007
Return on Equity	0.095	0.076	0.060	0.059
Net Interest Margin	0,028	0.032	0.035	0.041
Debt Ratio	0.896	0.876	0.854	0.882

The company has financially been doing really well as shown in their income statement illustrated in appendix B. We can see that they have a drastic increase in their revenue as years go by and that is why their profits tend to be going up as well. However, they have an increase in sales returning expenses and mainly all the expenses are higher in 2023 than what they have in 2020 which means that they are expanding really quickly since it is obvious that the bigger the market share, the costly it gets. Even then the increase in expense is futile when it comes to reducing profits to losses hence the bank is performing well in the industry throughout.

The above ratios clearly illustrate that the company is doing well throughout the past four years and continuing to improve their profits as well as their principles. The debt ratio, however, illustrated otherwise as it was reduced at only 2021 and then eventually increased in 2023. The company kept moving on with their usual accounting principles and still managed to improve throughout the year profitably, if not being more liquid.

2.5.2 Accounting Practices

BRAC Bank PLC can be a structured commercial bank that was formed under the Bank Company Act, 1991, and incorporated as a public company, limited by shares, on 20 May 1999, under the Companies Act, 1994, in Bangladesh, vide RJSC selection no. C-37782(2082)/99. The principal undertaking of the bank is to carry on all types of banking business. On fulfillment of all genuine traditions, the bank began its activities on 4th July 2001. BRAC Bank PLC has been listed on the Dhaka Stock Exchange and Chittagong Stock Exchange as a publicly exchanged organization from 28 January 2007 and 24 January 2007, respectively. There has not been any fundamental alteration in the nature of operations of the Bank in the middle of the financial year under review. As a fully functional commercial bank, BRAC Bank PLC. focuses on pursuing undiscovered niche areas within the SME trade, which, until now has remained largely unexplored within the country. The basic rate of BRAC Bank's customers had no past involvement in the formal operation of an account. Keeping in view the need for visiting customers, the Bank has established a far-reaching network of branches, zonal offices, SME unit offices, and manager deposit pick-up points reaching out to businesses at the hub of suburban and metropolitan areas. Central Bank of Bangladesh, being controller of the overseeing an account industry, has issued a number of circulars/directives which are not consistent with the necessities demonstrated in IAS/IFRS. In preparing the monetary statements, IFRSs have been complied to the degree conceivable subject to the compliance with BB circulars and rules in this regard. In case of any conflict of the Bank Company Act, 1991, and courses of action and circulars issued by BB (BB) differ from that of IFRSs, requirements of the Bank Company Act, 1991, and courses of action and circulars issued by BB may prevail. The flight of IFRSs inside the interval's budgetary enunciations as at and for the third quarter wrapped up 30 September 2023 are same as that were revealed in its last

annually cash related enunciations of 31 December 2022. The going with budgetary enunciations have been orchestrated on a going concern assumption that the Bank will continue in operation over the unsurprising future. The Bank has not one or the other any ponder nor any legal or regulatory compulsion to trade or compress unmistakably the scale of any of its operations. Key cash related parameters (checking liquidity, benefit, resource quality, course of action ampleness and capital ampleness) of the bank continued to demonstrate a strong float for a modest bunch of a long time. The outlook of the ratings, as given by all the rating agencies in the case of this bank, is stable.

2.6 Operations Management and Information System Practices

Administration and information structure at Brac Bank PLC refer to a structure gathering, sorting out, preparing, and introducing crude information and information to bolster in choice making, arranging, and control inside its tasks. This approach to protection practice applies to clients of Portable Web Keeping Money Application ("App.") through BRAC Bank PLC is Limited. The term "BBL", "Bank" or "we", "us" or "our(s)" in the multi-functional banking application we own and operate and, in this Agreement, refers to BRAC Bank Limited. BRAC Bank PLC is drastically bound to uphold the security of its customers and has taken all necessary and reasonable steps to safeguard the privacy of any information that's sent through its Practice hone. This online protection arrangement clarifies how we collect, share, utilize and ensure data after you visit or utilize this Portable Web Keeping Money Application. Through the Administration hone, you will utilize your Qualified Portable Gadget to see equalizations and recent exchanges for each of your Accounts; make exchanges of reserves; and get to extra administrations which will be available through a Versatile Application. As you audit this Portable Protection Arrangement, here are a couple of common standards to be beyond any doubt:

1. Assertion to Approach By downloading BRAC Bank Versatile Web Keeping Money App. On your portable gadget, you affirm your certifiable assent to all the terms of this Approach point by point underneath and comply with any other security methods that we may build up from time to time.
2. Collecting, Using and Sharing: Information that we gather Information that we may collect about you through mobile managing an account includes information that you voluntarily disclose, such as your name, address, phone number, mail address and other contact information, along with transaction information, information resulting from your mobile activity and your location information. We may also collect other data from you about

your use of convenient device through cookies and other technologies as described below. 3. Use and Other Information In addition to the personal information described above, we may collect certain information about your use of our online services. For case, we may capture the IP address of the gadget you use to relate to the online benefit, the sort of working framework and browser you utilize, and information nearly the area you came from, the parts of our online advantage you get to, and the area you visit taking after. We may as well utilize treats, web reference focuses or other propels to assemble and store other information roughly your visit to, or utilize of, our online organizations. In development, we may a short time later relate the utilization and other information we collect online with person information roughly you. 4. BRAC Bank Portable Web Keeping Money Benefit For your consolation, BRAC Bank PLC offers you the capacity to induce to a couple of our things and organizations through versatile keeping cash applications. After you interact with us through BRAC Bank Flexible Web Keeping Cash App., we may collect information such as interesting gadget identifiers for your convenient contraption, your screen assurance and other contraption settings, information roughly your region, and descriptive information almost how you utilize your flexible contraption. 5. Area following in place may be valid information that is transmitted to us with regard to your range once you ask information through applications on your versatile contraption, such as your physical range whereas getting to the App. Range Data we collect from your portable device will help us in fighting against any potential breaches or unauthorized user in preventing to get access to client data. We use the information discussed above in several ways, including:

Planning applications and exchanges. Verifying your identity such as after you access your account information. Determining fraud and advancing the security of your account or our online organizations. Reacting to your requests and speaking with you. Adapting to and actualizing related lawful necessities, pertinent industry guidelines, lawfully restricting

commitments and our approaches. We may disclose the information that we collect from and about you and records about the account holders or the trades you execute with our associates within BRAC Bank PLC with credit reference agencies, and with any third party with which we have signed Non-Disclosure Agreements. Be that as it may, we are going to disclose information to third parties about your account or the transactions you enter into and you hereby agree that we may do so in order to comply with the requirements of the law or with court orders, in order to resolve, modify, improve or enlarge extortion, security or technical issues. With our trusted advantage providers when needed, who act on our behalf and do not have an independent use of the data we provide to them, and have agreed to follow the regulations set out in this Protection Approach. Our operational systems will store user-provided data for as long as you use the related highlight of the Flexible Application. Note that some or all of the information you provide to us through the Portable Web Keeping Cash Application may be required in order for it to function properly, and we may have a legal obligation to retain some information. If you deactivate your profile created for Flexible Web Storing money, we will retain certain information reasonably necessary to fulfill any later request by you to reactivate your profile. You are able to view and change your account information in the light of a fact that the App secures the confidentiality of your data is particularly important to us. Accordingly, we have established appropriate physical, electronic, and procedural shields to protect information we collect from or on behalf of our clients. For example, we limit access to this information to authorized employees and third-party specialists who need to know that information in order to operate, develop or improve our Mobile Application. These shields are regularly examined to ensure against unauthorized access, exposure and improper use of your information and to safeguard the accuracy and sharpness of that information. Customer IDs and Passcodes are used to help secure against unauthorized access your information through the Mobile Managing an account Application or Mobile Web. We hereby specifically authorize

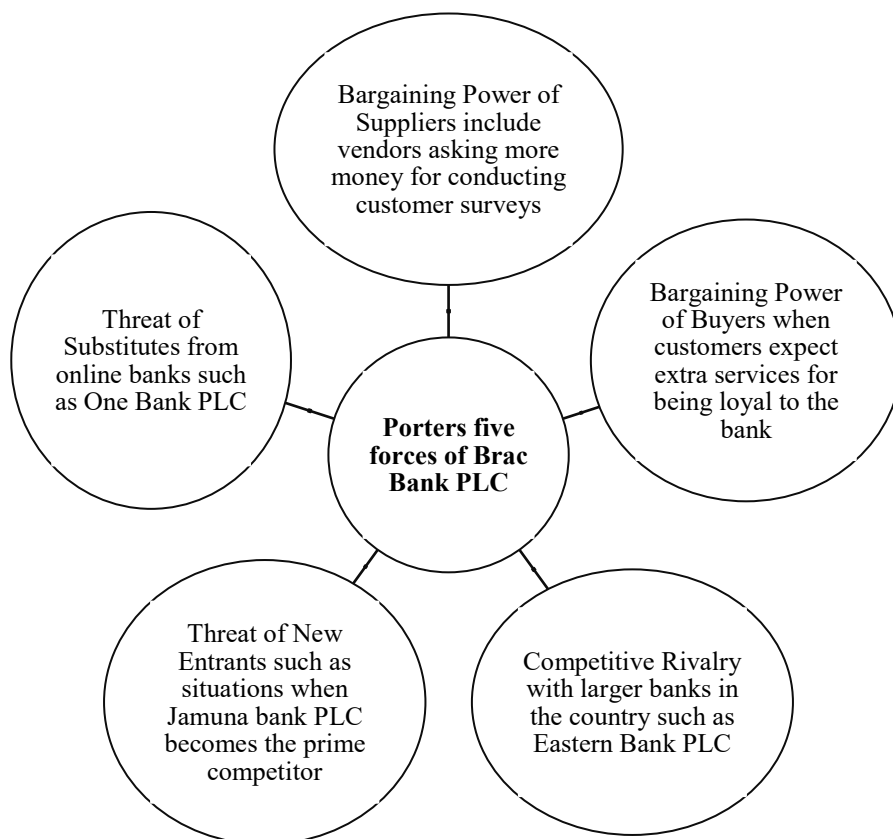
you to assist us in that effort by not disclosing your BRAC Bank Portable or Web Keeping cash Customer ID and Passwords to anyone. We take reasonable precautions to help protect your information, both during transmission and once we receive it. However, no method of electronic transmission or method of electronic storage is 100% secure. In the event that you are resident outside of the Bangladesh, it would be ideal in the event that you understand that information we collect through the App will be transferred to and stored in Bangladesh. By using the App or providing us with any information, you fully understand and unequivocally consent to this transfer, processing and storage of your information in Bangladesh. We do not knowingly collect and by identifiable information from children under 13 without parental consent. If you are under the age of 13, please do not provide personally identifiable information of any kind. In case you have any questions about this Policy or privacy practice, please do not hesitate to dial our 24/7 Call Centre number at 16221 OR email us at enquiry@bracbank.com. This Policy is subject to change and any changes to this Policy will become effective when posted on this app. You utilize of the application taking after these changes suggests you acknowledge the reexamined Approach.

2.7 Industry and Competitive Analysis

	Advantages	Disadvantages
Internal	<p>Strengths</p> <ul style="list-style-type: none"> ● Rapid Involvement in Digital Banking Platform ● Strong Primogenitor ● GABV Membership ● Impeccable Regulatory Track Record 	<p>Weakness</p> <ul style="list-style-type: none"> ● There's no customer complain work area within the Bank's branches. ● It isn't as it were critical portion of the remote trade exercises ● Being a well presumed Bank, NBL not needs to conduct littler L/C ask coming from little parties ● The bank faces an issue since the government bank does not have online framework and it delays the method
External	<p>Opportunities</p> <ul style="list-style-type: none"> ● Both exporters and merchants have their confidence on Brac Bank PLC. ● The rate of classified credits is underneath 2% which is distant superior than international standard. ● BRAC Bank PLC has as of now 74 branches all over the nation ● As of late they have arranged to set up branches in a few other places of the nation. 	<p>Threats</p> <ul style="list-style-type: none"> ● Government persistent weight to decrease intrigued rate. ● Visit variance of household money worth against US Dollar. ● Political emergency and rotting nation picture as exporter. ● Fast increment of private segment Bank in number and estimate.

Porters' five forces

Focused mostly on buyer's ability to bargain hence there is an illustrative way to explain this theory based on this firm's approach.



- Bargaining Power of Suppliers is the force in the theory that briefly illustrates the ways how suppliers of a company can ask for a price of their product and later increase it as the negotiation goes on. For Brac Bank PLC, there are many telephone vendors who can ask for a price for the number of surveys they conduct for the firm.
- Bargaining Power of Buyers is the force in the theory that illustrates how consumers are going to negotiate on the price the company will ask for. Brac Bank PLC will ask for more interest in loan to which the corresponding customer can ask to lower the interest in the near future.

- Competitive Rivalry includes competitors and their ability to provide the same products in a different and new way. Brac Bank PLC consists of rivals such as City Bank PLC and Eastern Bank PLC who have varieties of products and good digital banking apps to keep them up with the industry.
- Threat of New Entrants is when new start ups turn out to survive in the market and increase competition slowly for the old companies as a whole. Brac Bank PLC may feel threatened by companies such as Midlands Bank or Mercantile Bank since these companies are doing well even after joining the industry later.
- Threat of Substitutes consists of a product that can be an alternative of another which leads to variation in buying habit for customers. Brac Bank PLC operates offline mostly but there are banks such as one bank that provides only online services or informal non-financial institutions that could be a substitute of what Brac Bank PLC provides.

2.8 Conclusion

We all know what Brac Bank PLC has contributed to the country and to the world as well.

The banking services they provide keeps evolving and hence they will keep on doing well in the future as well. Even though the company has faced ups and downs and even consists of particular drawbacks, it always manages to increase productivity and successfully provide services to all the customers.

2.9 Implications

I can suggest the company to recruit well educated and well-behaved employees so that they don't lose customers due to ill-mannered staff in both branches and the headquarters. Commercial banks have a essential affect within the financial headway of a country. As a totally operational commercial bank BRAC Bank PLC has created as a showcase pioneer within the private managing an account segment, changing the case of SME financing by accomplishing unexplored advertise specialties. This report is set up as a

prerequisite for the fruitful fulfillment of my internship program at BRAC Bank PLC (Head Office). This report has been arranged into two wide areas: To begin with portion comprises of a brief portrayal approximately the affiliation, corporate Mission, Vision, Values and CSR Exercises. This portion moreover consolidates a brief knowledge almost the regular commitments and obligations that I was required to execute as an assistant. The moment area depends on the point of this report "Retail Managing an account Division and POS Securing commerce of BRAC Bank PLC. As a portion of the internship program I found the opportunity to work for a time of three months within the Shipper Procuring Division beneath Retail Keeping money Division of BRAC Bank PLC. In the midst of this period, I have found out around this affiliation and the exercises that are led by the retail keeping money division and Vendor Obtaining Division. There are some divisions beneath the retail division. The moment portion of this report incorporates each one of the offices beneath retail keeping money nearby all the particular items and administrations advertised; Current accounts, Investment funds accounts, Term Stores, Credits, and Debit/Credit Card administrations and in general work of my division. This division also works on the need keeping money section which joins Premium Keeping money and TARA-Women Managing an account giving customized managing an account administration to specific advertise areas. At last, the report closes with a few positive and negative disclosures from my common understanding as an assistant of BRAC Bank PLC. Each office in retail keeping money works codependently and together they are developing unused commerce considerations and taking the bank's benchmarks of retail trade higher than ever.

Chapter 3 Project Part

3.1 Introduction

BRAC Bank PLC has propelled Computerized Keeping money Super App Astha for the primary time within the keeping money industry of Bangladesh. Because it is known, Brac Bank PLC is one of the driving private banks in Bangladesh consequently the bank has reported that it is turning its computerized keeping money app BRAC Bank Astha into a super app. The company presented an unused replay adaptation of the app additionally included numerous valuable and assorted highlights from which astha sheba is the highlight that the extend is centering on. The client encounter group of the bank handle a gigantic number of complaints and benefit ask with respect to exchange debate, awful behavior from branch staff or indeed specific administrations that as it were the specific group can help with. We'll be examining ahead more points of interest of how time sparing and productive astha sheba is, to the company, as an entire when it comes to doing the work physically.

3.1.1 Literature Review

These physical and computerized developments will make BRAC Bank's arrange the foremost pervasive and strong within the nation, serving the unbanked, as our originator, Sir Fazle Hasan Abed, imagined. In less than two years, BRAC Bank's Computerized Managing an account Stage Astha app has advanced from an Advanced Keeping money App to a Computerized Comfort Stage. The bank's point is to drive disturbance in computerized keeping money and upgrade client involvement. On this travel, BRAC Bank has propelled distinctive award-winning highlights such as the Advanced Managing an account toll-free app in a media transmission organize and Computerized Rewards. These differentiators have made a

difference Astha app ended up Bangladesh's quickest developing Advanced Managing an account App.

Last year, the bank's development direction in advanced keeping money was nearly three times quicker than the generally industry within the nation. Amid this time, Astha App's yearly computerized exchange volume stood at BDT 33.5 thousand crore, and add up to advanced value-based checks have come to to nearly 9 million check. To proceed this development, Bank needs to quicken its cross-industry collaboration endeavors with existing and up and coming advanced enablement and way of life accomplices. Astha, has accomplished a record month to month exchange volume, showing the app's notoriety among clients as a day-to-day computerized managing an account stage.

The portable app has crossed Tk10,000 crore month to month exchange in March 2024, which may be a record in Bangladesh keeping money industry for a single month app-based exchange.

In this month, more than 238,000 clients utilized the app making 2.1 million exchanges.

This exchange point of interest came on the heels of two major turning point in 2023 encouraging more than Tk 710,000 million exchange and restricting in 500,000 clients.

Practically wealthy, simple to utilize, secure and secure, the mobile app Astha empowers clients to do keeping money exchanges with fair some clicks.

Astha comprises a wide extend of computerized managing an account administrations and engagement devices, guaranteeing delightful client encounter, higher appropriation rates and showcase affect.

In Astha, clients can select from NPSB, BEFTN, and RTGS alternatives whereas helpfully exchanging reserves to other banks without any charge.

With NPSB and RTGS alternatives, clients can right away exchange reserves to any bank in Bangladesh.

Portable wallet finance exchange, QR Code-based check and pay, utility charge installment, and versatile revive make life simple for clients.

Separated from finance exchange, Astha brings a extend of offices, counting DPS, FDR, creating unused Stick, changing existing Stick, resetting overlooked existing Stick, transitory card pieces etc.

This mode of exchange guarantees more prominent security as each exchange requires OTP to be sent to the enlisted versatile numbers/ mail address. The Astha app set modern priority within the advanced managing an account scene with the presentation of numerous firsts, counting Astha Way of life, Charge-free banking, and Computerized Rewards, which has put it on the map. As the title suggests super app is an app that can assist you do numerous things inside a single app. You'll be able arrange goods, you'll be able observe recordings, learn stuff, make installments, purchase tickets, and so on. BRAC Bank clients can presently open Settled Stores and Store Annuity Plot on the bank's ASTHA versatile app anytime, anyplace, without going to a department, said a press discharge.

This can be a completely computerized and paperless prepare. Clients can open FD and DPS right away with just many clicks. They will not ought to visit any department, fill up any frame and give records and photos.

The clients can open DPS in any products of BDT 500 for one year up to 10 a long time through the app. The FD sum will begin from BDT 10,000 up to BDT 10 lakh with tenor choices of 3/6/12/24/36 months. They can see the explanation and development date at any time on the app.

Other than all of these, the features that astha provide other than direct banking are astha lifestyle and astha sheba. Astha is built by the company to simply help customers to bank smartly and that is the phase that pops up when customers open the app in their devices which is 'Bank Smart'. However, in astha lifestyle, customers can access to the following types of tools:

- OTT Entertainment
- Songs and Podcasts
- Prothom Alo E-paper
- E-books and Audiobooks
- Air Tickets and Hotels
- Career and Academic
- Quran and Namaj

We will not go into much details with astha lifestyle as it is not much useful to the customer experience team of Brac Bank PLC from the company's perspective. What we will mainly follow is astha sheba which is directly related to what the customer experience team particularly does and how it helps the organization.

3.1.2 Objective

This report is mainly about how astha app helps Brac Bank PLC in profitable and financial ways. It is not only about how a particular department is performing for the organization especially financial institutions such as Brac Bank PLC itself but how the branches, the subsidiaries and the main operations are performing as well. It is important for everyone to bring in the amount of profit that the company aims to earn. Since profit is the main goal, the use of astha is much more significant as there are more digitally based department in the app that the company can earn money through and that too in a much faster pace.

3.1.3 Significance

Astha app have earned almost 100 billion worth of transactional liquid cash for the company and it is mainly through loans and easy transactions digitally. It is quite easy for many departments and some branches to operate with the help of astha. Not only does it increase productivity but it reduces the workload for the human labor as a whole which eventually leads to a safe and happy environment so it is really good for a firm to operate this way. It maybe hard to believe how such an app is causing such good impacts in the company's growth but the statistics is showing how helpful this app is for Brac Bank PLC.

We are going to focus on a particular feature of the astha app that has been launched within the first two months of the year 2024. That feature is called the astha sheba. The feature is divided in three divisions and they are service request, complaint and feedback. From there, customers

can ask for solving disputes that can occur in their respective accounts, debit cards or credit cards which they will particularly find in the service request section.

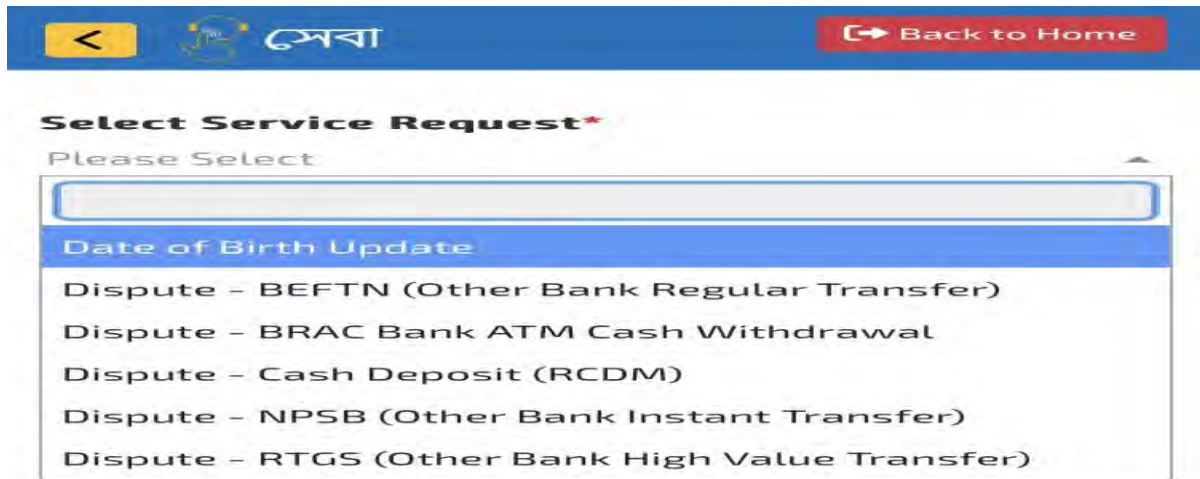
Consequently, in the complaint section, customers can provide information about having a bad experience in using the account of Brac Bank PLC. Both these divisions have options of knowing what the status of their complaints or requests are held in the queue so that they can understand whether or not the problem is solved or cannot be solved at all. There is not much report found about the feedback section as it is just about giving feedback about the service that was solved or could not be solved hence it is more like a review section which is of less significant importance. This feature of Astha is not only helpful for the customers but is a fast and easy way for Brac Bank PLC employees to understand where they are going wrong and how they can make the experience of the customers better. BRAC Bank's Flexible App, Astha, has fulfilled a record month to month trade volume, appearing the app's ubiquity among clients as a day-to-day progressed overseeing an account arrange.

The convenient app has crossed Tk 100 billion month to month trade in Walk 2024, which may be a record in Bangladesh overseeing an account industry for a single month app-based trade. In this month, more than 238 thousand clients utilized the app making 2.1 million trades, concurring to a press release.

Astha sheba is helping the company to increase the brand value that it can have more than ever. If there is a dispute regarding the branches, it can reach the head office even faster and can be solved before customers can know about it. The idea is to increase the probability of customers having a good experience in using Brac Bank accounts and that is what the company will find benefits in. If complaints from customers can be reduced throughout the period due to Astha Sheba, the entire benefit will be enjoyed by the company itself. The customer experience team

will have things on their plates all the time in the office, even the things that is being solved by astha but still it is an easier medium to do the work that they do every day and solve problems that are faced by the customers around the country. The profit of the company can increase to 10 crores every year if disputes are solved quickly that too with the help of astha and that is why the customer experience team will find it useful while doing their respective jobs.

This is where customers can get into the feature and send requests and complaints. The above image shows the feature icon and the below images shows the steps of initiating a complaint or request that customer wants to share to the authorities of the bank.



Every month Brac Bank PLC, around 7000 service requests come to the customer experience team from which astha alone brings around 2000 of those requests and solves it faster as well.

Disputes	Mail bring/solves	Astha bring/solves	Total
Proof of tax return submission	1400/1346	600/550	2000
Tin certificate	900/650	600/500	1500
NID update	600/400	400/300	1000
Passport number update	800/660	200/140	1000
DPS regularization	1100/990	400/340	1500

Astha have a better solving rate and it is time saving for the team to solve it through astha.



Select Complaint Request*

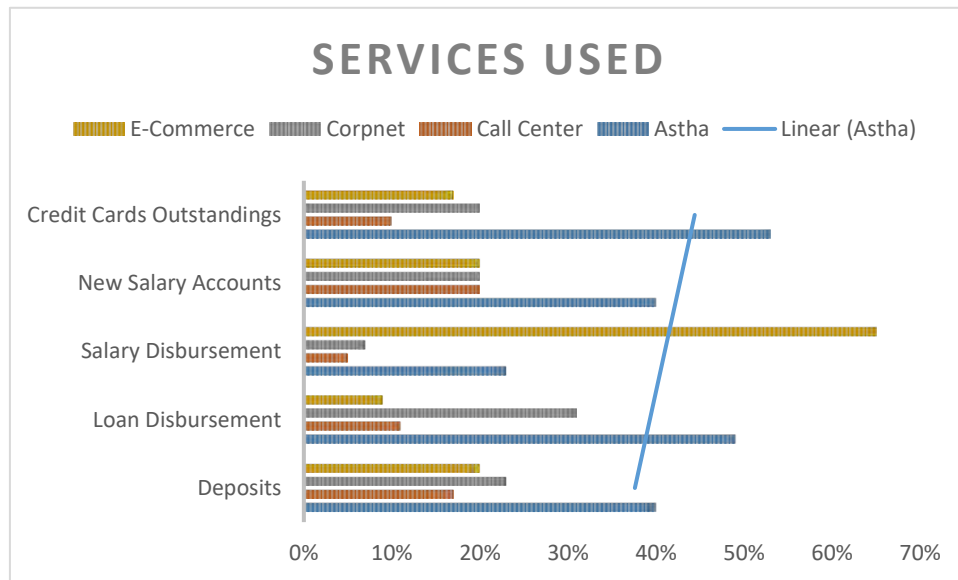
Please Select

- Complaint Against Branch
- Complaint Against Staff
- Fees and Charge Related Complaint
- Information Updated Wrongly
- Request Not Executed
- SMS/OTP receiving problem

If there is any complaint regarding anything on anyone in the organization by the customer then complaint of many types can also be issued through this astha feature. Every month the company receives over 500 complaints from all tools.

Complaints	Mail bring/solves	Astha bring/solve	total
Branch complaints	60/58	40/38	100
Staff complaints	40/34	60/44	100
Fees and charge	75/64	25/20	100
Wrong updated data	55/32	45/33	100
Request unexecuted	45/22	55/40	100
SMS/OTP receiving problem	35/21	65/50	100

The overall idea is that astha saves time and makes the job easier than before for the customer experience team to resolve problems and make Brac Bank PLC a trusted platform and continues to increase brand reputation as much as possible. The opening page of astha sheba consists of the following page shown in the image on the next page.



The above diagram illustrates trendline of how astha is increasing use of products and services in comparison to other banking tools for the company.

3.2 Methodology

The ways of finding this project is hugely done with the help of the astha app itself where it shows how the feature actually works. The team also helped quite much by informing that it is easier to solve problems in astha than writing emails to and calling customers that the problem has been solved and all. Receiving an approach, comparable to techniques utilized by social media stages, we arrange to tailor our items and administrations to person client needs, moving absent from the one-size-fits-all show.

Recognizing the critical part of Manufactured Insights (AI) in forming long run of managing an account. AI's quick headway presents an opportunity to move forward client encounters and optimize our inside forms and frameworks.

As portion of the physical methodology, we are upgrading our computerized managing an account capability by executing a number of innovation ventures. Astha App is catering to more than five lakh clients of Retail and SME Fragments. The credit beginning framework has sped up credit handling. Our clients are as of now profiting from e-KYC, exchange and supply chain financing arrangements, loaning app Obichol and computerized advance app Shubidha, operator managing an account portable app, e-commerce & POS stage, client benefit ask and complaint administration framework- at your benefit (AYS), toll-free call middle, and numerous more.

3.3 Findings and Analysis

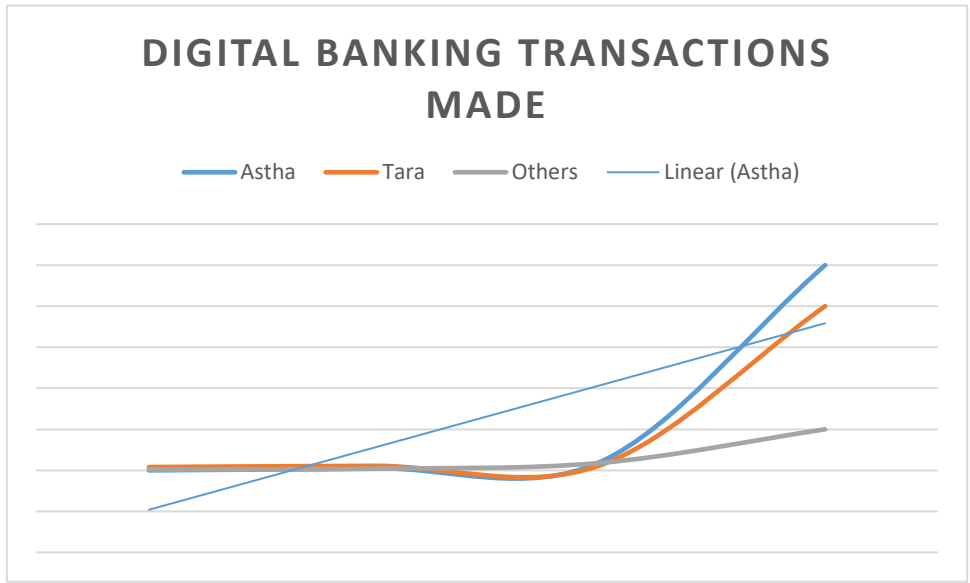
Astha Sheba Report 1 st Year (2024)							
Details	Jan	Feb	Mar	Apr	Total	How it helps	
Service request received	973	879	937	474	3263	Use of this technology increasing in 4 months	
Complaint received	0	0	67	79	146		
Disputes Solved							
Month	January		February		March		Use increasing?
Details	Ticket solved	Running Total	Ticket solved	Running Total	Ticket solved	Running Total	More disputes
BEFTN	31	31	34	34	34	34	
Brac Bank ATM cash withdrawal	26	57	21	55	32	66	
POS / eCommerce Payment	18	75	39	94	43	109	

Other Bank ATM Cash Withdrawal	14	89	28	122	30	139	being solved in 3 months
RTGS	5	94	5	127	7	146	
Cash Deposit	5	99	14	141	9	155	

Product/Service	How Astha increased the use
Debit Card Users	33% Growth
Debit Card Transaction Volume	45% Growth
Transaction in Astha	51,780 million taka (Highest Transaction)
SME Transaction in Astha	64% Growth



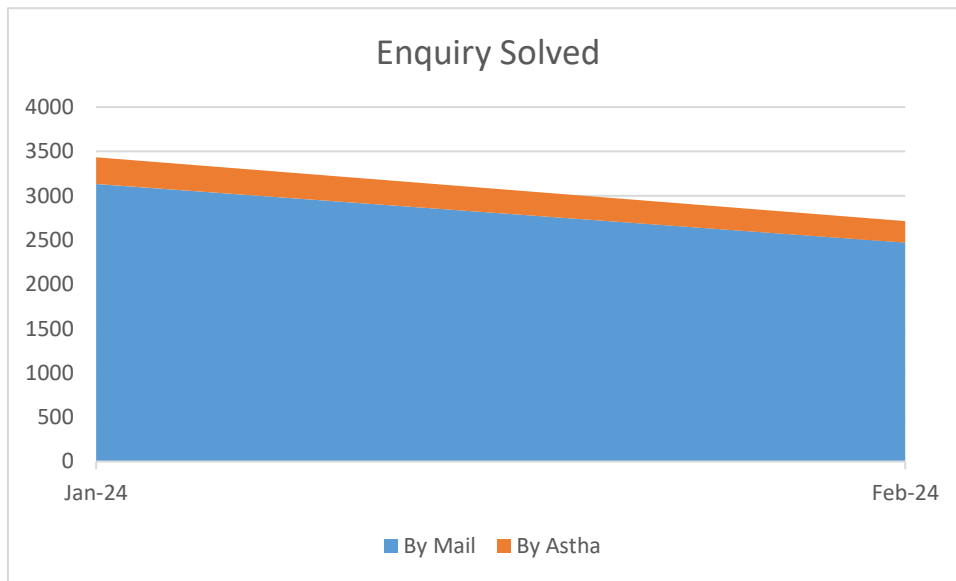
The above diagram illustrates how Astha increased customer base of Brac Bank PLC from 2022 till now.



Astha increasing transactions of products by Brac Bank PLC. Diagram above illustrates astha

Month	Enquiry (Use of Astha Sheba)	
	Total Enquiry solved before Astha Sheba	Total Enquiry solved after Astha Sheba
January 2024	3132	3434
February 2024	2470	2712

transaction process.



The above diagram illustrates how astha saves time for employees as a huge bar of enquiries are being solved which is shown via the orange bar.

3.4 Conclusion

The astha app of Brac Bank PLC is indeed a smart way of mobile banking as it is quite easy to use. Even the new feature astha sheba is also easier to use than sending emails or calling the bank for enquiry, dispute or complaint. Even though the app seems to be glitchy at times but still it is time saving and convenient as sending and receiving money in Brac Bank accounts are simple.

3.5 Implications

I would suggest the company to promote the app as much as possible since many brac bank account holders are still not aware of it and the app should be unlocked to kids since one mistake might lead to wrong transactions of high amount. The app is very secure and has many features but it might not be easy to use for all age group of people. Some people still tend to do banking offline. Giving money to other accounts would be so much smoother than anything so business do not have to worry about keeping the deposits safe as the money will eventually come back. Since obtaining loan is easier for customers with less documentation, Brac Bank PLC should increase the number of trade receivables in their financial statements. Large companies such as Robi and Teletalk could give Brac Bank PLC a certain amount of commission for that facility which the company needs to pitch for investment.

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Appendix A.

Details	2021-2022	2023-2024
Customer assets: NPL Asset Portfolio	0.4% (0.2% on Dec2021)	0.1% on 6 loans
	24%	34%
Total Disbursement (crores)	8700	10000

The bank has reduced loan percentage from 0.4% to 0.1% which means more people can get loans from lower and reliable interest rates.

Appendix B.

Brac Bank PLC Income Statement past four years

Details	2023		2022		2021		2020	
	TAKA	TAKA	TAKA	TAKA	TAKA	TAKA	TAKA	TAKA
Revenue	41,863,962,190	-	31,370,219,731	-	24,225,217,948	-	27,079,940,016	-
Return Inwards	(21,315,015,978)	-	(12,953,873,731)	-	(7,912,883,508)	-	(13,724,700,661)	-
Other Income	25,898,015,287	-	19,440,368,257	-	15,310,375,611	-	15,198,812,904	-
Gross Profit	-	46,446,961,499	-	37,856,714,257	-	31,622,710,051	-	28,554,052,259

Main Expenses	26,003,272,543	-	21,913,879,829	-	13,555,227,869	-	16,802,569,396	-
Other Expenses	4,308,309,734	-	4,474,735,716	-	3,383,027,192	-	3,542,809,289	-
Total Expenses	-	(30,720,363,541)	-	(26,388,615,545)	-	(21,515,425,867)	-	(20,345,378,712)
Profit from Operations	-	15,726,597,958	-	11,468,098,712	-	10,107,284,184	-	8,208,673,547