

INTERSHIP REPORT

ON

***Standard Chartered Bank* (Reason for choosing Standard Chartered Bank)**

Submitted to

**Mr. Shamim Ehsanul Haque
Assistant Professor
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Submitted By

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MBA Program

BRAC University

04, December, 2017
Mr. Shamim Ehsanul Haque
Assistant Professor
BRAC Business School

Subject: Prayer for accepting the internship report on the topic of “Reason for choosing Standard Chartered Bank.

Dear Sir,

With due respect, I am Md. Muttashin Billah bearing ID# 15364023, a student of Brac Business School. My major is Marketing. I would like to submit the internship report of my MBA program on “Reason for choosing Standard Chartered Bank”. It has been great experience for me to do my internship at Standard Chartered Bank Ltd, Dhanmondi 5 Branch from September 2017 to till now. At that time, I have closely observed and studied different practical aspects of the banking environment at Standard Chartered Bank Ltd, .

I believe this genuine and honest analysis will help you to have a positive viewpoint upon me. I will be pleased to deliver you with added explanations or clarifications that you may feel necessary in this regard. I shall be thankful if you kindly approve this effort.

Sincerely yours,

Md.Muttashin Billah

ID # 15364023

Date: 4.12.2017

Acknowledgement

At the very beginning, I would like to express my deepest gratitude to the Almighty Allah for giving me the ability and the strength to finish the task successfully within the scheduled time. I would like to express my heartiest gratitude to my supervisor Mr. Shamim Ehsanul Haque , Assistant Professor Brac Business School, Brac University, for her valuable guidance, support, co-operation, encouragement and advice through the preparation of the report. His valuable suggestions and strict guidance made it possible to prepare a well organized report. I am also indebted to my on-site supervisor, Mr Sarfin , Business Development Manager, for his willful and heartiest co-operation and giving me the inspiration and suggestion to complete the whole report in a constructive fashion. Finally, I would like to express my foremost gratitude to all the officers and employees of SCB, Dhanmondi 5 Branch for supporting me and giving me pleasurable working experience and for providing me with most relevant information on the basis of which I have prepared the report

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EXECUTIVE SUMMARY

According to the requirements of the internship program, I chose to prepare a report on STANDARD CHARTERED BANK. The objective of this report is to focus on two broad issues. One is to briefly look at Standard Chartered Bank and understand the whole banking process, keeping close attention on their culture. The second objective and the main issues of this report is to briefly discuss about the current priority customer satisfaction level after increasing some charges and fesses. Standard chartered bank is the leading foreign bank in Bangladesh. Standard Chartered offers the client a comprehensive range of Cash Management services. Whether it is a financial institution, a multi-national corporation or a domestic company, Electronic Banking application has the capability to support full range of Cash Management reporting and transaction initiation needs. It provides the secure, reliable and effective link between the client and client's accounts anywhere across the Standard Chartered network. Standard Chartered is highly recognized as a leading cash management supplier across the emerging markets. It has global links with leading banking institutions and agency arrangements through its network of offices in 40 countries. The Bank offers a full range of clearing, payment collection and import-export handling services. Standard Chartered bank should do are maintaining the standard during recruiting the employees. An employee bears the brand name so if employees make something wrong that will ultimately affect Standard Chartered bank.

BACKGROUND OF THE REPORT

A develop banking sector plays a vital role for financial stability of a country. In the MBA program, the internship is one of the vital parts, which has to be done by every student .the internship program provides an opportunity for the students to minimize the gap between theoretical and practical knowledge and will help in practical life. I got this great opportunity to perform my internship program in the STANDARD CHARTERED BANK. I have completed internship program based on theoretical and practical knowledge.

ORIGIN OF THE REPORT

I am very glad for getting the opportunity to accomplish my practical training in the Standard Chartered Bank at Dhanmondi 5 Branch -1213. Commencing from September 16, 2017 This report is a partial requirement of MBA Internship Program in the Accounting and information systems department under Business Studies Faculties in the University of Dhaka and has been prepared after three month of the organizational attachment in SCB.

OBJECTIVE OF THE REPORT

The objective of study is to gather practical knowledge regarding over all banking system and its operations. Theoretical classes of MBA provide us theories regarding different subjects where as practical training gives us the chances to view those systems and their operations. The principal intent of this report is to analyze the trends modern banking and their customer's services. More precisely we can identify the objective of this report as follows:

- To observe the customers and their satisfaction towards the products and services of SCB.
- To observe the customers reaction towards the new product development of SCB.
- To study the services of Branches and various Booths of SCB.
- To describe the call centre, ATM facilities, ibanking and other facilities provided by SCB.
- To understand the other alternative customer services of the origination.
- To provide the recommendation for improvement of SCB.

AT A GLANCE:

Standard Chartered Bank is the oldest and largest foreign bank in Bangladesh
Only bank that never closed its doors over 110 years of banking operation in the country

First international bank to extend credit lines to Bangladesh and open the first external letter of credit (LC) in Bangladesh in 1972

Financial Institutions business is the largest contributor to USD Clearing in New York

A leading price player in treasury instruments and foreign currencies

Leader and pioneer in Retail Banking

Today, Standard Chartered Bank is the largest international bank in Bangladesh with 26 Branches & Booths and 83 ATMs; employing over 2,000 people. We are the only foreign bank in the country with presence in 6 cities – Dhaka, Chittagong, Khulna, Sylhet, Bogra and Narayanganj; including the country's only offshore banking units inside Dhaka Export Processing Zone (DEPZ) at Savar and Chittagong Export Processing Zone (CEPZ).

Standard Chartered Bank also has a glorious heritage to introduce many 'firsts' in this market – starting from Auto Coupon Encashment Service of Sanchaypatra to International Debit Card to Gold Deposit Transaction. On the consumer convenient side we have been continuously coming up with newer technology and platforms like introducing first ATM in Bangladesh to state-of-the-art Online Banking Platform or even the Facebook platform to stay close to our customers, always.

Standard Chartered Bangladesh provides a wide range of products to its customers to fulfill their every need life including different types of Personal Loans, Home Loan, Home Credit, Auto Loan. We do have a complete 'Employee Banking' suite with exclusive offers and preferential features for the employees of the organizations. Standard Chartered is also fuelling the businesses in the economy by facilitating the financing for the Business and Commercial Clients.

There liability products offer a wide array of Savings products to fit the way how the customers want their money to grow! With 3 types of Savings, 5 types of Current and 2 types of Fixed Deposit products we are always here to encourage our customers to save for the rainy days. We also have 'School Banking account' which is to nurture the Savings habit of the youngsters from the early age.

There portfolio of lending products includes a wide range of Credit Cars and Loans to meet every needs of the customers, starting from simple retail purchase to

vacation spend to owning a home.

Standard Chartered Bank Credit Card basket is enriched with newly added Visa Signature Credit Card – the best top notch Credit Card in the country, along with the other cards such as Platinum, Gold & Classic. Each of these cards is designed to cater different tier of the people with different needs in life. Apart from Credit, we also have Debit Cards.

Standard Chartered Bank caters to our Priority and Personal Banking customers through lending and transactional services from our network of Branches, ATMs and Online Banking.

Standard Chartered Saadiq, which is Islamic Banking division was launched in 2009 to offer a comprehensive range of Shariah-compliant products and services to individuals through Saadiq financial centre. They are the 1st bank in Bangladesh to offer Shariah-compliant Credit Card to our customers and with the launch of Saadiq Platinum Credit Card in 2012, they have created another milestone in this industry. Currently our Saadiq portfolio offers a wide range of Deposit products, i.e. - Saving, Current and Term deposit Accounts; Lending products, i.e. – Auto and Home Finance and Card Products, i.e. – Platinum, Gold and Green Credit Cards; and Accounts & Finance products for the Business and Commercial Clients so that they can enjoy the full banking services without compromising their belief.

Extensive knowledge of the market and essential expertise in a wide range of financial services underline our strength to build business opportunities for retail, corporate and institutional clients in Bangladesh. As the oldest international bank present in this market, we understand & value the local culture and continuously seek to serve our customers with the best possible service maintaining all the regulatory standards, ethics and best practices both at home and abroad.

Principal Office Address: 67 Gulshan Avenue, Gulshan, Dhaka 1212, Bangladesh
Tel: + 880 2 8833003 - 4

Recent Achievements

First commodity derivatives in Bangladesh and cotton hedge for the Group for Square Textiles

Joint lead arranger for country's first 5 year Asset backed Securitization (ABS)

Record Call Account growth in RAJUK fund – Ranked first among all collecting banks

Enhancement of Microfinance: BRAC, BURO, TMSS, ASA, MSS, Sajida Foundation

Received "Letter of Appreciation" from the Governor of Central Bank for achieving the Agriculture and Rural Credit Disbursement target for the fiscal year 2013-2014.

First country to go live with IFRS compliant IMEX

Retail Banking new asset product system e-Lending introduced

Rolled out RCMS on eBBS, first time in Group

Pioneer country in e-CDD rollout

'Best Bank' for Corporate Social Responsibility for 2006 by Bankers' Forum

'National Best Corporate' Award 2007 by Institute of Cost Management

Accountants

"Best IT Use Award 2007" by Bangladesh Association of Software & Information Services (BASIS)

'Best Employer of IBA Graduates' in 2008 by IBA Alumni Association

Bank of the Year award by The Banker in 2013, 2012 & 2010

'Best Consumer Internet Bank' at the Global Finance Awards in 2013

'Best Foreign Commercial Bank in Bangladesh' by FianaceAsia in 2009, 2010, 2011, 2012, 2013, 2014

'Bank of the Year' award at the Bankers Award 2010, 2012, 2013, 2014

ICMAB's (Institute of Cost and Management Accountants of Bangladesh) 'Best Corporate Performance Award' 2012, 2013, 2014 in the foreign commercial bank category

'Best Trade Finance Bank in Bangladesh' by GTR in 2011

Best Retail Bank in Bangladesh' award by The Asian Banker in 2011

'Corporate Social Responsibility (CSR) Award' by Bankers' Forum in 2009

'Best IT Use Award' by Bangladesh Association of Software & Information Services (BASIS) in 2009

GOGREEN Certificate from DHL in 2012, 2013

Points of interest

Flagship country for the Seeing is Believing initiative where we built an Operation Theatre and Children's Ward at Islamia Eye Hospital to provide cataract surgery to at least 12,000 patients per annum

They jointly initiated the 'Standard Chartered-Financial Express Corporate Social Responsibility Award' in 2006

Leading bank in community activities (please refer to CSR Activities below for details)

Corporate Social Responsibility

In addition to its business activities, Standard Chartered Bangladesh benefits the country through its wide range of sustainability and community investment programs. The Bank is the forerunner in CSR and Sustainability initiatives in Bangladesh. The major areas of focus for the Bank's sustainability and community initiatives in Bangladesh are Health, Sports, Education, Arts and Culture, Environment and Climate Change. We continuously carry on various meaningful activities that help the community. We always strive to be a force for good in Bangladesh.

Under our 'Seeing is Believing' Project, Standard Chartered helps restore eyesight of the underprivileged. 'Seeing is Believing', the Standard Chartered Group's largest CSR initiative, was born here in the hands of Standard Chartered Bangladesh, and continues to restore millions of eyesight every year. Standard Chartered Bangladesh has built an Operation Theatre and children's Ward at Ispahani Islamia Eye Institute & Hospital and provides for its maintenance since 2003. We funded free cataract operations for the underprivileged in Chittagong & Sylhet. Standard Chartered Bank, recently signed an agreement with Ispahani Islamia Eye Institute and Hospital for basic cataract operation for the underprivileged patients as a part of 10th Anniversary of Seeing is Believing. Under this MoU, Standard Chartered Bank credit card holders would be able to donate their 360 degree rewards points for basic cataract surgeries with regular lens to underprivileged patients at Ispahani Islamia Eye Institute & Hospital.

Through the 'Living with HIV' programme, Standard Chartered helps educate not only our staff but the youth in our communities about HIV/AIDS and its prevention. Under this project we have organized Living with HIV seminars for our clients in the RMG Sector. In 2014, the Bank ran an infomercial on HIV/AIDS

– starring Partha Pratim Majumder, world renowned Bangladeshi Mime artist, at various local television channels to raise awareness about this important issue.t

Women’s empowerment is central to the values of Standard Chartered Bank and critical to economic development. Women represent a large customer and talent segment for the business and will drive economic growth in Bangladesh in the future. With this in mind, Standard Chartered Bank, Bangladesh have partnered with BRAC and Women Win to launch Goal in Bangladesh. Goal is a unique community program that aims to empower young women for personal and economic development using sport and education as vehicles for change. Within the first two years of launch the number of beneficiaries already reached is 5,700 in 4 districts (Narayanganj, Sylhet, Khulna & Bogra). Already 500 goal champions came out of the project.

Research & Publications

Recently, the bank commissioned a study to assess the social and economic impact of Standard Chartered in Bangladesh. This study was done by Professor Ethan Kapstein from INSEAD. The report assesses the direct, indirect and induced impact of Standard Chartered on Bangladesh and how it positively impacts country’s GDP, employment, trade, various business sectors and the community at large. The Bank has also focused its efforts in the areas of history, culture and art, seeking to make a difference and surface little known events and artwork. Recent works have included publications of books ‘Coins from Bangladesh’ – a special compilation of the history of coins found in this region from Ancient period, medieval period, and Colonial to Modern period. We’ve also published the first bilingual edition of “Chhinnapatra” - a very special compilation of photographs taken by Late Dr. Noazesh Ahmed based upon Tagore’s famous literary creation (as a tribute to Tagore on his 150th birth anniversary). ‘Dhaka alias Jahangirnagar: 400 years’; ‘Street Traders of Bangladesh’; ‘Ekush’; and ‘Rare Photographs of East Bengal 1880-1940.

Standard Chartered - The Daily Star “Celebrating Life” Contest is a platform for new talents across the country to pursue their artistic and career goals in Film, Photography & Lyrics. The Bank has been sponsoring this for the last 8 years. Apart from the gala annual award giving ceremony, concerts and exhibitions (of photos and films) organized at several districts drew huge crowds. The overarching theme for “Celebrating Life” 2015 is “Celebrating Heritage of Bangladesh”.

Environment & Climate Change

The Bank also encourages all corporate bodies in Bangladesh to uphold high standards of social responsibility. We recognize exemplary work in the field of CSR through Standard Chartered - Financial Express Corporate Social Responsibility Award. Standard Chartered also partnered with The British Council for 'Climate4Classrooms' and '3000' miles to go' campaigns to raise nationwide awareness on climate change issues, mostly amongst school children and teachers.

Community Initiatives

Standard Chartered has always stood by the people of this community. During the cold wave that shook the whole country in 2013, the bank handed over warm blankets to Bangladesh Bank for distribution among the poor and cold-affected people in different parts of the country. Employees from all departments volunteered nearly 1,000 days in 2014 (every employee is entitled to volunteer 3 days with full pay for the community) at different events including World Sight Day & World Environment Day. In 2014, Standard Chartered Bank honoured individuals and institutions who served as outstanding examples in the agriculture sector of Bangladesh through Standard Chartered AGROW Award. The award, aptly named Standard Chartered AGROW Award, honoured the industry contributors in five categories of awards. Farmer of the Year (Male); Farmer of the Year (Female); Best Associated Industry in Innovation & Research; Best Associated Industry in Support & Execution and Best Agriculture Export.

With a presence in Bangladesh that spans over 100 years, Standard Chartered is proud to be the oldest bank in the country; and an integral partner in progress for the nation and its people. At Standard Chartered, we are committed to be here for people, here for progress, here for the long run - Here for good.

EXPANSION OF SCB

Acquisition has long been popular vehicle for expanding the scope of the organization into new business areas. Companies typically acquire a company when they lack important competencies (resource or capabilities) and very often they end up purchasing an incumbent company that has those competencies and they do so at a reasonable price.

The acquisition of Grindlays Bank from the ANZ Banking Group by the Standard Chartered Group on 1st October 2000 was opportunity driven. It has given Standard Chartered an opportunity to expand into new areas where it was not operating at all. Moreover, buying Grindlays from ANZ now propels it from number five to number one among international banks in India, with some extra footholds in the Middle East. In addition to that, at 1.3 bn U.S dollars, it is hard to complain that Standard Chartered has overpaid. The financial ease is less compelling for ANZ shareholders, as there are advantages to getting out of a strategically peripheral business.

This acquisition of Grindlays Bank has added 6000 employees and 4 countries to Standard Chartered's existing network of 27,000 employees and 570 offices in 50 countries. The end result is that Standard Chartered, which went into the 1997 Asian Crisis with strong business in Hong Kong, Singapore and Malaysia, emerges with additional core markets in India and Thailand. Moreover, the deal has made Standard Chartered the largest foreign bank by assets in India, Pakistan and Bangladesh and the second largest in Sri Lanka and the United Arab Emirates. The bank had been seeking to expand in the region since the end of the Asian economic crisis, and has finally become successful in its expansion

THE ORGANIZATION STRUCTURE

While the full range of services is available at the headquarters, other branches offer specific services appropriate for the location. At the headquarter, the bank mainly consists of two divisions:

- ▶ Business
- ▶ Support

The business division has the following departments:

- Corporate Banking Group (CBG)
- Treasury (TSY)
- Institutional Banking Group (IBG)
- Consumer Banking (CB)
- Custodial Services (CUS)

SCB is primarily corporate driven. More than the corporate banking generates 40% of its revenue group while Treasury contributes more than 20% to the overall revenue. The rest is generated from Personal Banking, Custodial Services and Institutional Banking.

The Support division provides assistance to the above business activities and consists of the following departments:

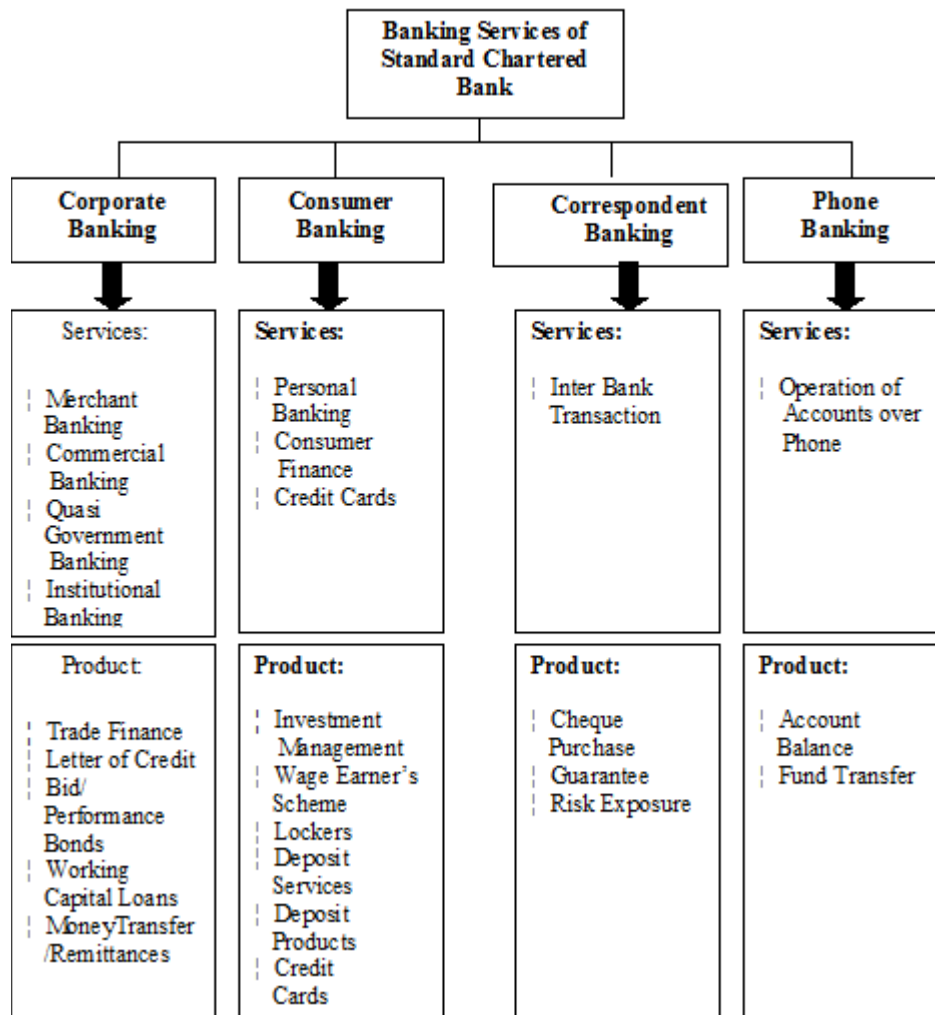
- Operations
- Finance, Administration and Risk Management
- Information Technology Center
- Human Resource Department
- Legal and Compliance
- External Affairs
- Credit

BANKING SERVICES OF THE SCB IN BANGLADESH

There are two types of services provided by the SCB

- 1) Business or Corporate Financial Services
- 2) Retail or Consumer Financial Services

But these two services can be classified further by the following ways:

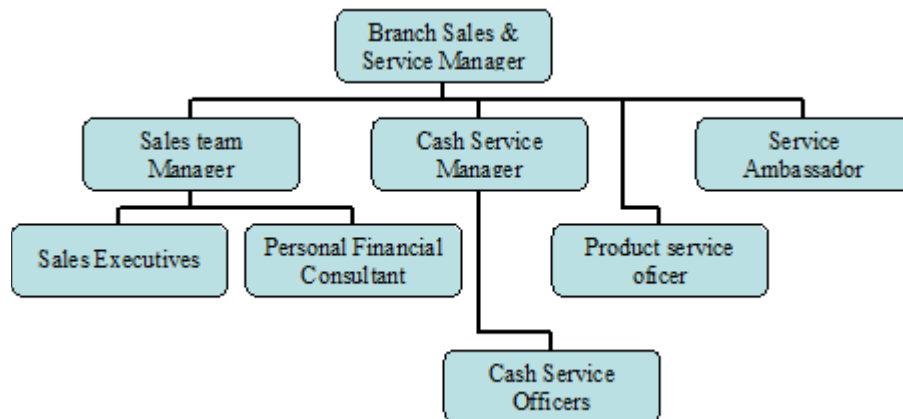


CONSUMER BANKING

The bank is divided into several divisions and business units, which are also further sub-divided. The divisions are mainly based on some service lines designed for and provided to targeted customers, other divisions and units are there to support the business activities of the major two divisions namely the corporate banking division and the consumer banking division. The organogram of Standard Chartered Bank in Bangladesh is given below

The organization structure of Standard Chartered Bank

The organogram is as follows:



The Branch Sales and Service Manager (BSSM) is responsible for the performance of the whole branch. The BSSM has to report to the head of Shared Distribution: Consumer Banking for the customer service quality and achievement of the sales target set.

The Cash Service Manager is the second most important person of the consumer banking division. The CSM is in charge of the cash officers.

The Sales Team Manager reports to the Branch Sales and Service Manager. He or she is responsible for providing the customers with their non-cash banking services. His or her responsibilities include, account opening, loan selling, enquiry meet up, customer problem solving regarding their accounts. He or she has the Personal Financial Consultants and the direct and branch sales executives to help in this aspect.

The Service Ambassadors also provide enquiry services to the consumers. They also are in charge of the locker facility. Locker opening, closing, providing locker services are part of their job in addition to the services required by the BSSM.

The product service officer deals with the credit cards. All the credit card related queries are handled by the Credit Service Ambassador. They are responsible for issuing new cards, increasing credit limit for the cards, issuing card Cheque books, resolve other credit card related problems of the consumers. He or she has to directly report to the BSSM and the head office at the cards division.

By working in coordination and proper administration, the branch or the consumer banking division is run. Through the employee's concerted effort the specific division of the bank is properly run.

CUSTOMER SATISFACTION, PRODUCT & SERVICE DEVELOPMENT

Now a day, in modern banking, the main intention goes towards the customers and for the satisfaction of the customer's demands. For this reason new products as well as services have been implemented for the satisfaction of the customer. SCB launched several new products for this purpose. SCB have some unique products in the market for which it is now the market leader in respect of providing services and implementing new products.

CALL CENTRE

- Increasing Customer expectations-convenience, easy accessibility, responsiveness, 24 /7 one window service, and technology based solutions.
- Alternate channel-divert calls from branch; reduce queues, resulting in enhanced branch service quality.
- Feedback center of the bank-one point complaint center, effectiveness of marketing campaigns, response to new product and services.
- Competitive edge-pioneer in introducing State-of-the-art call center with IVR service allowing financial transactions.

Introducing the latest addition to Standard Chartered Bank's wide range of services-our State-of-the-art call center, the first of its kind in the country. Whether you are an account holder or a credit card holder, if you wish to pay your utility bills at the touch of a button, settle your credit card dues or simply enquire about your account, contact our call center 24 hours a day, 7 days a week. It isn't just basic functionalities (enquiries, duplicate statement request etc) anymore, in addition to all those services; the following financial transactions are now at your fingertips:

- Credit card bill payments
- Utility bill payments
- Fund transfers within the same master

All above the transactions are made over Phone. All just a simple phone call away. No more standing in long queues or worrying about late payments. With the new Standard Chartered Bank Call Center, banking has never been easier.

SERVICES OFFERED:

The Call Centre has two components. The automated system IVR (Interactive Voice Response) and the human interface CSRs (Customer Service Representatives). The CSRs are divided into two units: Branch Banking and Credit Cards. The services are provided through both IVR and CSRs as detailed below:

SERVICES OFFERED THROUGH IVR:

IVR services are divided into Financial and Non-financial transactions.

IVR NON-FINANCIAL TRANSACTIONS:

- Balance inquiry
- Transaction details
- Duplicate statement request
- Cheque book request (only for liability accounts)
- Online TIN generation (only credit cards)
- Existing TIN change
- Currency and Deposit rates (USD, GBP, Euro, Yen, AUD and CAD)
- Product information (Banking accounts, Personal loans, Auto loans, Credit cards, Flexi loans, Priority accounts and small & medium enterprises)
- Forms by fax

INTERNET BANKING

-

iBanking or Internet Banking is a simple, hassle-free and secure internet banking service available to all Standard Chartered Bank customers in Bangladesh.

Standard Chartered Bank's Internet Banking service is the fast and easy answer to the financial management needs of its customers, allowing them to bank from wherever they are, whenever they desire, in total security and confidentiality. No more queuing and it's absolutely free.

SCB's Internet Banking offers instant access to a wide range of online banking services and the latest promotions. Because it has been designed for speed and easy of use, it takes only a few minutes to complete a banking transaction or get up to date account details. iBanking is a convenient, user friendly way of staying informed and in control of one's account from anywhere in the world.

OBJECTIVE:

To provide simple, hassle-free and secure Internet banking service available to all Standard Chartered Bank customers in Bangladesh.

Attain service excellence in terms of:

- Easy 24 hour accessibility
- Security
- Convenience
- Quality
- Technology based structured solutions

WHO IS ELIGIBLE FOR IBANKING ACCESS:

All consumer-banking customers (including Credit Card only customers) with the exception of the following are eligible for iBanking:

- Customer with a company account
- Where the mandate to operate is "Jointly or Both"/ "Jointly or all" and the customer doesn't have any other relationship with the bank.
- Customers having convertible accounts

FACILITIES AVAILABLE THROUGH ATM:

- Cash withdrawal
- Cash Deposit
- Mixed Deposit

- Instruction Deposit
- Balance enquiry
- Fund transfer
- Instant mini statement printout
- Cheque book request
- Statement request
- SCB credit card bill payment
- Utility bill payment (Vanik, Aktel, Citycell, Grameenphone, Banglalink and BTTB)
- Credit card holders can avail the facility of cash advance and utility bill payment through the ATMs.

PRIORITY TREATMENT

At Standard Chartered, we recognize your need to maximize your financial growth and security without compromising those things which are important to you. From family to business to one's own personal growth, we make everything you value our priority. Which is why we would like to introduce you to Priority Banking. A highly personalized banking service that accords the highest level of attention, benefits and privileges to you, your family and your business.

Customised benefits tailored to suit your unique individual needs.



As a Priority Banking customer, customers have the advantage of enjoying customised benefits that recognize their relationship with us and have been tailored to suit their individual needs.

Privileged Pricing

As a financial partner, we will be able to offer customer best value on customer's product needs tailored by Relationship Manager, with preferential pricing.

Eligibility Criteria:

- Maintain half-yearly average balance of BDT 3.50 Million in Current/ Savings Account or

- Maintain combined half-yearly average balance of BDT 5.00 Million in Current/Savings Account and Term deposit or
- Avail combined loan facility of Mortgage or Auto Loan of total BDT 7.00 Million
- Monthly salary credit of BDT 200,000 and above in payroll account under our Employee Banking proposition

Pricing privileges include:

- Special fee waivers and/or discounts on customer's routine banking transactions and services such as cheque books, cashier's orders etc.*
- Special pricing for customer's deposits and loans
- Free international fund transfers
- Free worldwide ATM network
- Global foreign exchange discount at Travelex

Household Recognition

Customer's family will enjoy:

- Complimentary Priority Banking membership extended to their spouse and children
- Access to Priority Banking Centres, teller counters and hotlines
- Privileged pricing on banking transactions and services
- Lifestyle privileges including family events

Total Relationship Rewards

At the end of the day, it's not only about making the right choice of financial partner in growing customer's wealth and maximizing their returns. It's also about indulging in the fruits of one's banking relationship with us as one goes along.

That's why SCB has introduced an exclusive, unique and differentiating total banking rewards scheme which allows to earn points not only on Card spends but on all banking accounts with SCB including savings, deposits and loans.

Reward points can be accessed only through the prestigious Visa Signature Credit

Card, which is the key to unlocking exclusive benefits and exceptional rewards from total banking relationship with SCB.

Standard Chartered Visa Signature Card with this unique and innovative programmes :

| Product | Reward Basis |
|---|------------------------------------|
| Visa Signature Card | Every BDT 50 spent |
| Other Credit Cards | Every BDT 50 spent |
| Current Account / Savings Account Balance | Every BDT 1,00,000 monthly Average |
| Mortgage Loan | Every BDT 1,00,000 monthly Average |
| Mortgage Loan | Every BDT 1,00,000 of loan disburs |
| Auto Loan | Every BDT 1,00,000 monthly Average |
| Auto Loan | Every BDT 1,00,000 of loan disburs |
| Personal Loan | Every BDT 10,000 month end outst |

Convenient Banking Solutions

Enjoy the benefits of a range of banking account solutions that provide with full transactional capabilities, special pricing privileges and higher returns.

The Supersaver Savings Account gives power to access all VISA ATMs across Bangladesh through priority Platinum Debit Card.

Customer get a host of FREE and discounted banking privileges (e.g. Account related charges, Account Maintenance Fees, Statements and Certificate Processing charges, Foreign Currency Issuance charges, Pay Order/ Drafts on Standard Chartered branch locations and Doorstep banking facility).

Locker facilities at branches are at a 66% discounted tariff*.

* Effective from 01 December 2012

Unique Card Solutions

Priority Banking Platinum Debit Card

Priority Banking Debit Card unlocks a whole range of services, privileges and rewards that benefit priority status.

Exclusively customised for Priority Banking, this Card provides one with global recognition at all our branches and Priority Banking centres. They also come bundled with a host of unique benefits such as travel and medical insurance, and special retail offers and privileges.

The specially designed Priority Banking Platinum Debit Card is primary global relationship Card with the Bank, offered to customer when they begin their relationship with the bank.

The Card provides customer global recognition at all Priority Banking centres and branches, and local and international access to customer's banking accounts.

Within Bangladesh, customer can use this card to access the full range of Standard Chartered VISA ATMs as well as VISA ATMs from other Banks which are under shared network. Additional Features on customer's Card:

- Enhanced Spending limits - SCB understands customer's needs for having higher spending limits and therefore give customer an enhanced daily withdrawal limit of BDT 200,000 at ATMs and BDT 300,000 on purchases.
- Furthermore, customer will also enjoy special benefits such as discounts on foreign exchange transactions under the Global Rewards program at all Travelex locations worldwide.

Dedicated Relationship Team

When customer becomes a Priority Banking customer, a dedicated and skilled Relationship Manager is assigned to manage customer interests and oversee customer total financial relationship with the Bank.

With customer team approach customer can be rest assured of always receiving a high level of service, expertise and attention in customer's banking relationship with SCB.

Ask Once And It's Done Service



As Priority Banking customer, SCB understand customer need for a faster, simpler and differentiated banking experience. From the way customer bank with SCB to the way customer reach SCB.

- Customer's interactions with SCB is always facilitated through dedicated banking channels which provide customer with the exclusivity that customer deserves. These include Priority Banking centres, tellers and hotlines across our countries.
- Customer's transactions and new product applications ranging from deposits to credit Card and property loans as well as customer's new relationship account opening process are both simplified and fast-tracked, freeing customer up for the more important things to do in life.
- customer specific requests will always be responded promptly with answers and solutions from our fully empowered relationship teams at branches and call centres.

SCB also understand that at times **SCB** may not get things right. But once customer bring it to attention, SCB will ensure that they resolve it within the shortest possible time, keeping customer fully informed in the process.

As a Priority Banking customer, customer need to do is ask us once and SCB will ensure that it gets done.

Exclusive Banking Channels

- Priority Banking Centers with full banking service capabilities, including meeting rooms that provide discretion and confidentiality to consult customer relationship team and conduct customer 's transactions
- Priority Banking teller queues at our major branches
- Internet and mobile banking facilities

These simple yet effective time-saving measures help customer to complete customer's banking transactions faster and with the level of comfort that customer are accustomed to.

customer global connectivity is as important as customer's global access to funds. Whether customer is travelling overseas, settling in a new country or investing overseas, SCB is able to provide comprehensive solutions¹.

Global Recognition For You And Your Family

As a Priority Banking customer, customer's status extends worldwide. Customer's family will also enjoy the same recognition whether at home or overseas.

Designated International Banking Centres worldwide



A warm welcome awaits you and your family at more than 200 Priority Banking or designated International Banking Centres across Asia and the Middle East.

Present your Priority Banking Debit Card and receive:

- Access to our exclusive Priority Banking lounge facilities

- Local and offshore banking information upon request
- Preferential foreign currency exchange rates²

Free ATM cash withdrawals worldwide

Standard Chartered International Debit Card is passport to financial convenience as customer can access customer's accounts and make cash withdrawals free of charge³ at Standard Chartered Bank and Visa ATMs worldwide⁶.

Global Link - a one-click access to your worldwide accounts¹

Log in to SCB award-winning Online Banking and have a consolidated view of customer's Standard Chartered Bank accounts in all major countries⁴ anytime, anywhere.

Emergency Cash Services

Unexpected accidents like losing customer's wallet can be inconvenient, but not if customer is a Priority Banking customer. That's because with a simple call to customer's home phone banking centre, we can arrange for emergency cash to be delivered to our Priority Banking Centres worldwide.

Global foreign exchange discounts at Travelex

Priority Banking ATM Card and you will receive special discounts on foreign exchange at Travelex outlets in over 740 locations across 20 countries.

International financial solutions—local and offshore

Whether customer is at home, investing overseas or even relocating to other countries, SCB provides comprehensive solutions to serve customer international financial needs. A local Relationship Manager will always be on hand to assist customer, from enquiries on overseas account opening to expert advice on local markets. It is our commitment to customer, for customer's peace of mind wherever customer go.

Conclusion:

Standard Chartered operates in every Asia Pacific with the exception of North Korea & some 60% of the Groups profits come from the Asia Pacific Region. Consumer banking is a major side of its total banking. In Standard Chartered Bank, consumer banking – which has some 5 million customers, has grown significantly in recent years and contributes about 50% of the total profits. It goes without saying that Standard Chartered Bank has turned over a new leaf of general people through the invention of new products, which are easily introduced and accepted, by the general people on account of its reliability and flexibility. At Standard Chartered Bank, they are committed to providing customer with the best service experience. SCB promise to address all customer concerns promptly, efficiently and with utmost courtesy & fairness. SCB believe this gives them the opportunity to continually improve the quality of there products and services Overall I can say that Products and services are satisfactory and continuously meet the challenges of developing new products and services to match the specific requirements of customers.

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