

Internship Report

Advertising & Branding Principles Practiced by EBL: A Case Study of EBL Priority Banking



Eastern Bank Ltd.

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**Internship Report
on**

**Advertising & Branding Principles Practiced by EBL: A Case
Study of EBL Priority Banking**

**Course Code: BUS 400
Spring - 2017**

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May 6, 2017

Letter of Transmittal

May 6, 2017

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Subject: Submission of Internship report for the completion of BBA program.

Respected Sir,

It gives me enormous pleasure to submit my internship report titled 'Advertising & Branding Principles Practiced by EBL: A Case Study of EBL Priority Banking' authorized under your supervision for the completion of my Internship report (BUS 400) course. I am happy to inform you that I have successfully completed my internship at Eastern Bank Limited, under the supervision of Syed Zulkar Nayan, Senior Vice President (SVP) & Head of Assets, Consumer & Small Business. It was a great experience for me to work in a private commercial bank like Eastern Bank Limited and gain knowledge on banking industry, more specifically on Priority banking and loan design & disbursement process. Throughout this study I have tried my best to accommodate as much as information & relevant issues and also to follow the instructions you suggested making an effective and credible Internship report.

Hopefully, you will discover my well-researched, informative approach as a hallmark of hard work. I will be grateful to you if you accept the report.

Sincerely yours,

Shahdat Hossain Sikder

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BRAC Business School

BRAC University

Acknowledgement

In the name of Almighty Allah, most beneficent and most merciful. Praise and thanks to him for giving me the ability of such passion and strength to complete this study.

At the very beginning I want to thank my reverend Internship supervisor Mr. G. M. Shafayet Ullah, Senior Lecturer of BRAC Business School, BRAC University, for giving me such graceful contribution and all the necessary helps for the completion of this report. I am very thankful to him for guiding me from the start to finish of this report.

Then I would like to thank my organizational supervisor Mr. Syed Zulkar Nayen, Senior Vice President (SVP) & Head of Assets, Consumer & Small Business at EBL and other fellows, seniors and colleagues who gave me good advice, suggestions, inspiration and support in the preparation of this report. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things. All of them are very frank and helpful.

I consider myself fortunate to have had the guidance of all the faculties and mentors throughout my 4 year Bachelor of Business Administration program at BRAC University, which helped me to shape my perception and understandings for facing the real world career challenges.

Last but not the least; I am highly thankful to my parents and also my friends whose enormous help assist me to complete my report.

Executive Summary

The main objective behind preparing this report is to know about the branding and advertising principles practised by Eastern bank Limited (EBL) and critically observe 'Priority Banking' of EBL as this attractive proposition is creating buzz and attracts a lot of customers' since its beginning. Usually banks and other non-banking institutions (NBFIs) previously follow Below The Line (BTL) method for advertising though in recent years they are focusing on every sphere of advertising medium that works as a customer touch point. EBL has clear and bold brand elements with inner meaning and they always practices that while advertising. Here, at EBL I came to know a lot more about branding and advertising of EBL and had a opportunity to know about Priority Banking from a closer spot. How the Priority Banking idea turns into reality, creates differentiation in customers mind and become the role model for other banks and NBFIs. In job responsibility part I described my new learning experience in practical field where I get hand on experience of Asset Value Centre (AVC) of EBL. Although I had to face some hurdles as those operations are new to me but got to know a lot more things from here. In brief, I can say EBL is doing phenomenally good in banking sector of Bangladesh, setting standard for other organizations and laying footsteps for others to follow.

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CHAPTER 1

Introduction



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1.1 Introduction

Eastern Bank Limited (EBL) is one of the most renowned, reliable & prestigious name in banking sector of Bangladesh. There are all together 64 banks (6 state owned commercial, 7 specialized, 32 private commercial, 8 Islamic Shariah based, 9 foreign & 2 non-scheduled banks), 34 non-banking financial institutions (NBFIs) and 2 specialized financial institutions are there but Eastern Bank Limited has made a distinct & separate place in the market and customers mind (Banglapedia, 2017). Recently Bangladesh achieved the status of a lower middle income country. For becoming that, good economic reflection and business actually played the most vital role. We know bank is the most reliable source for lending, borrowing and saving the money and secure medium for doing business transaction within the country and outside the country. All the banks are providing such facilities but one sector where EBL made itself distinguish from other financial institutions is by their service and facilitating customers with their signature service called 'Priority Banking' (Eastern Bank Limited Annual Report, 2016). EBL Priority banking is the service to provide exclusive privileges and convenience to its customers. The privileges are not only bound in just financial services but apart from that it also facilitates priority customers' social and personal life. In fine, this report contains an overview of Eastern Bank Limited and EBL Priority Banking.

1.2 Origin of the Report

This report has been prepared on **“Advertising & Branding Principles Practiced by EBL: A Case Study of EBL Priority Banking”** as a requirement of the completion of Internship program (BUS-400) under the BBA Program of BRAC University. It is also a mandatory part during the Internship for BRAC Business School students. As an intern, I worked under Asset Value Centre (AVC) in Eastern Bank Limited where my organizational supervisor was Mr. Syed Zulkar Nayan, Senior Vice President (SVP) & Head of Assets, Consumer & Small Business. Being a part of EBL AVC team I got chances to work in various responsibilities. I have been indulged to work on this project which has been designated by my course supervisor Mr. G. M. Shafayet Ullah. He helped and suggested me about the topic of my

report. This report covers an overview of EBL Priority Banking. To be specific, things EBL has been doing (advertising, branding & propositions) to serve the priority customer segment.

1.3 Methodology

I have followed two kinds of methodology for the arrangement of the report. The two ways in which I have collected information:

Primary Data

I have collected this data with the help of my organizational supervisor, other fellows, seniors, colleagues and with the direct communication with priority consumers.

Secondary Data

I surfed in internet and collected various data from there and also went through newspapers and social campaigns. To be more specific, my sources are:

1. Internet
2. EBL webpage
3. Annual reports of EBL
4. Brochures
5. EBL social media page
6. Newspaper & Magazines
7. Prior Reports on related topics

1.4 Limitations

Banking is, in fact, a huge operation and it is quite impossible to cope up all the activities during internship period. The basic limitations that I face in preparing this report as an intern are:

- As public disclosure is very crucial and confidential for the bank, in-depth information (like number of priority customers, interviewing them, Product Program guide of EBL products etc.) was not possible to collect for me as an intern.
- Interviewing the officials on specific disclosure items sometimes may not be fruitful because of generalized answers.
- Heavy workloads at the Banks delayed the data collection and analysis.
- In-depth analysis was not possible for the lack of higher knowledge and experience.
- Lack of time has also limited the scope for the report.

CHAPTER 2

Organizational Overview



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2.1 Organization Overview

Eastern Bank Limited was incorporated as a public limited company and a scheduled bank on 16 August 1992 to commence business. EBL is the successor of BCCI. In 1991 when BCCI (Bank of Credit and Commerce International Ltd) collapsed internationally, the operation of this bank closed down in Bangladesh. After discussions with BCCI employees are taking into consideration the depositors and customers interests, Bangladesh Bank gave permission to form a bank named Eastern Bank Limited by taking all assets and liabilities of previous BCCI (Overseas). It was established under the Bank of Credit and Commerce International (Overseas) Limited (Reconstruction) scheme formulated by Bangladesh Bank. EBL started business with four branches-Principal Branch, Motijheel Branch, Agrabad Branch and Khulna Branch and had authorized capital of TK.1,000 million with 10 million shares of TK. 100 each and of paid up capital of TK.310 million The paid up capital increased to TK. 600 million in 1994. The first Board of Directors constituted of 7 directors of Bangladesh Government. Mr. Nurul Hossain Khan was the chairman and Mr. Ghiyasuddin Ahmed was Managing Director (Banglapedia, 2017).

Eastern Bank Limited (EBL) is one of the modern, fully online and technologically superior private commercial Banks in Bangladesh. Eastern Bank markets a wide range of depository, loan & card products. These products include different types of Savings & Current Accounts, Personal Loans, Auto Loan, Debit Card, Pre-paid Cards, Internet Banking, Treasury, Syndication, Corporate Banking and SME Banking services through a network of branches & centers countrywide (EBL Product Program Guide (PPG)). Eastern Bank has its presence in major cities/towns of the country including Dhaka, Chittagong, Sylhet, Khulna and Rajshahi. Tracing its origin back to 1992, EBL is serving the individual and corporate clientele alike with remarkable success offering innovative banking services since then (Eastern Bank Limited, 2017).

2.2 Where EBL is innovative

1. EBL is the first bank in Bangladesh to go online.
2. EBL provided the first “Green Loan” in Bangladesh in Solar Panel manufacturing plant which will contribute to transform the lives of 1 million people of the most remote and off-grid areas by lighting up their homes.
3. EBL is the first ever local bank to finance Aircraft purchase deal of Biman Bangladesh Airlines (EBL Product Program Guide (PPG)).
4. EBL generates highest profitability per employee in Bangladesh Banking sector (Eastern Bank Limited Annual Report, 2016).
5. EBL launched first ever Bank- sponsored Mutual Fund in Bangladesh.

2.3 Vision

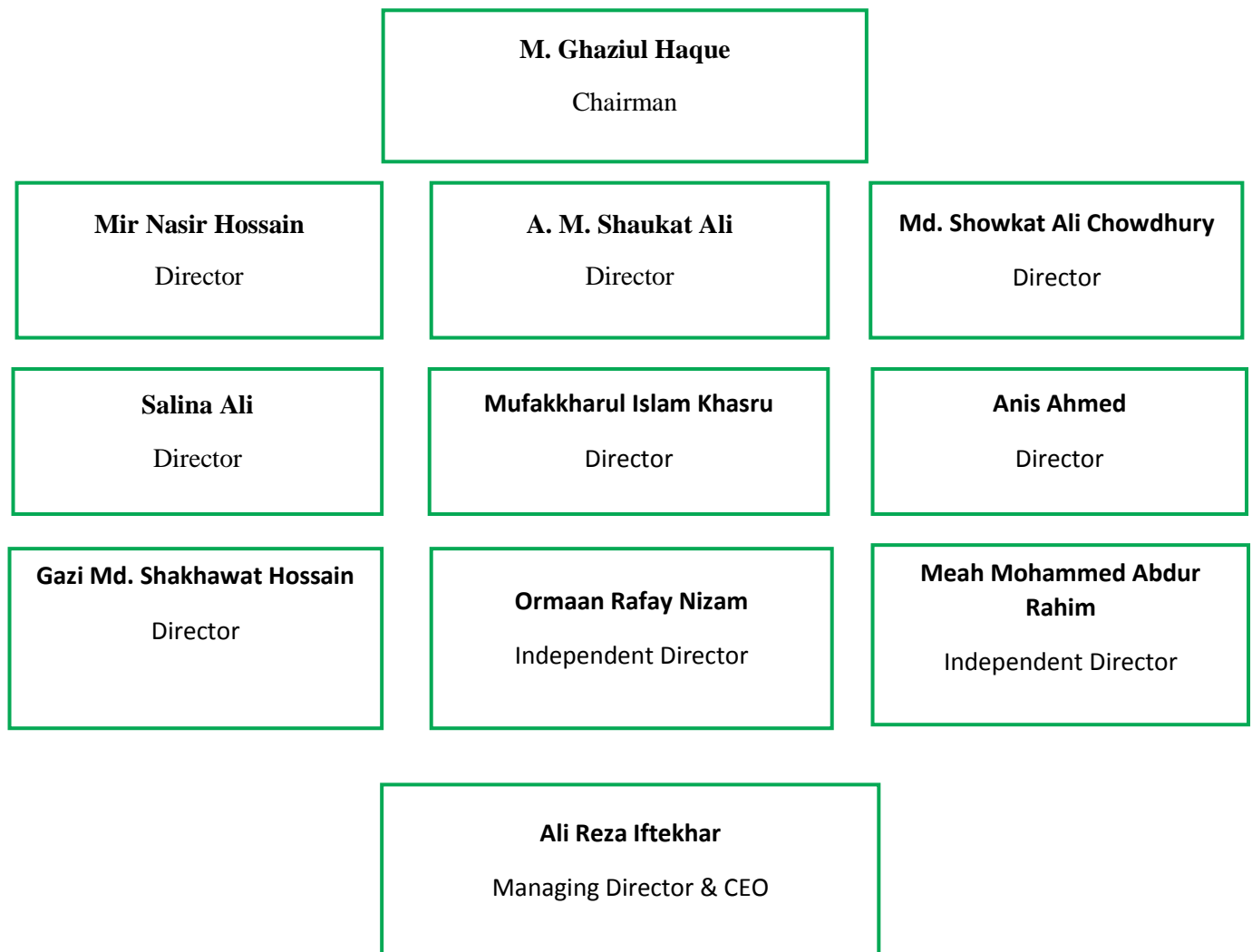
To become the most valuable brand in the financial services in Bangladesh creating long-lasting value for our stakeholders and above all for the community we operate in by transforming the way we do business and by delivering sustainable growth.

2.4 Mission

- We will deliver service excellence to all our customers, both internal and external.
- We will ensure to maximize shareholders' value.
- We will constantly challenge our systems, procedures and training to maintain a cohesive and professional team in order to achieve service excellence.
- We will create an enabling environment and embrace a team based culture where people will excel.

2.5 Organogram

2.5.1 EBL Board of Directors: The board is consisted with 11 members with 1 Chairman, 2 independent directors, 6 directors and Managing director & CEO of EBL.



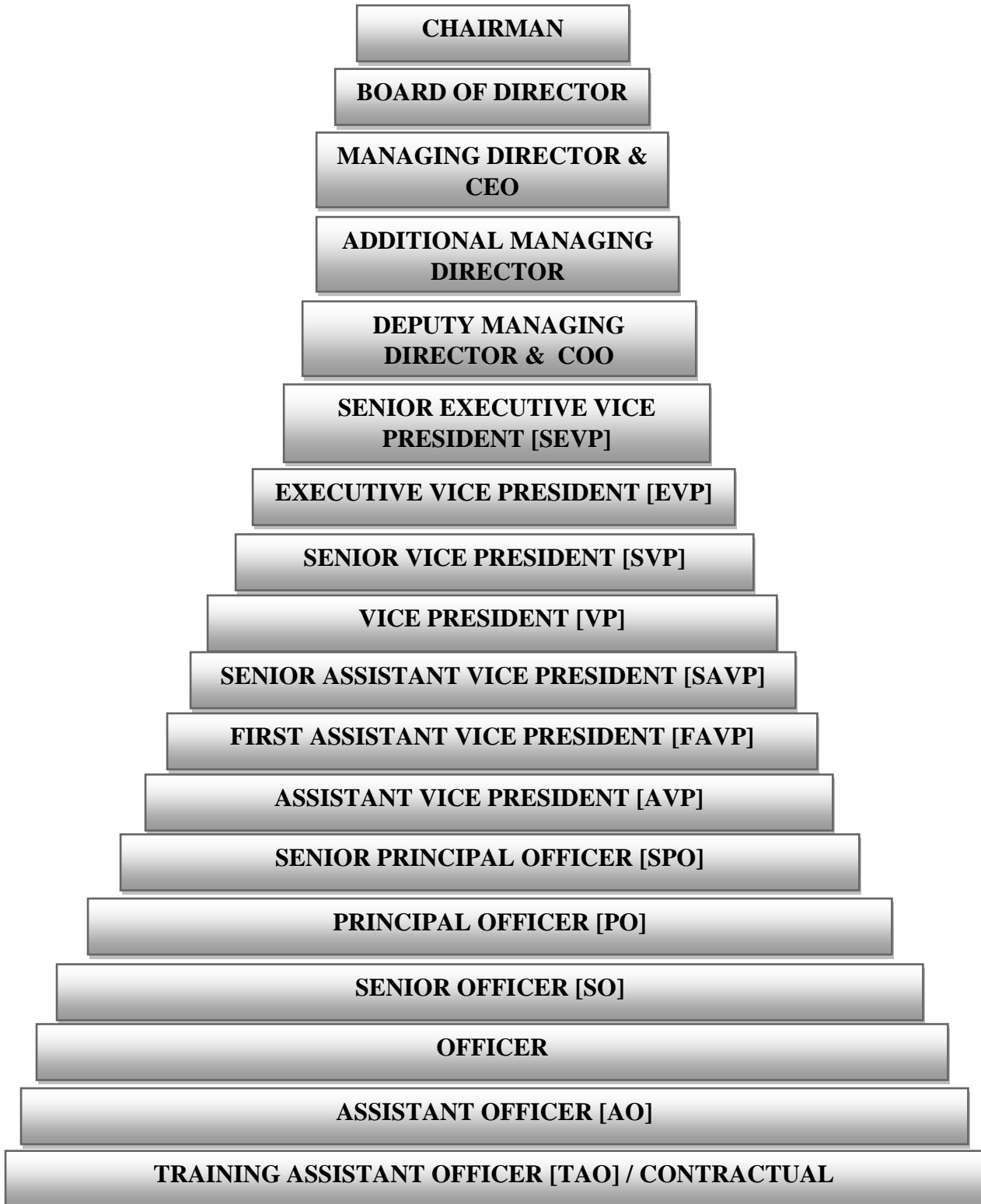
Source: (Eastern Bank Limited Annual Report, 2016)

2.5.2 EBL Management Committee: Managing Director & CEO of EBL leads the managing committee (ManCom) which is consisted of 18 members to maintain the chain of command of the organization.

MANCOM MEMBERS OF EBL	Ali Reza Iftekhar	Managing Director & CEO
	Hassan O. Rashid	Additional Managing Director (Corporate Banking)
	Akhter Kamal Talukder	DMD (Operations, IT & Cards Ops.)
	Safiar Rahman, FCS	DMD & Company Secretary
	Ahmed Shaheen	DMD & Head of Corporate Banking
	S.M Akhtaruzzaman Chowdhury	SEVP & Head of Internal Control & Compliance
	Md. Khurshed Alam	SEVP & Head of SAMD
	M. Nazeem A. Choudhury	SEVP & Head of Consumer Banking
	Mehdi Zaman	Head of Treasury
	Monjurul Alam	Head of Human Resources
	Masudul Haque Sardar	Head of Finance
	Omar Farooq Khandaker	Head of IT
	Iftekhar Uddin Chowdhury	Area Head – Corporate, Chittagong
	Faisal Rahman	Head of Structured Finance, Corporate

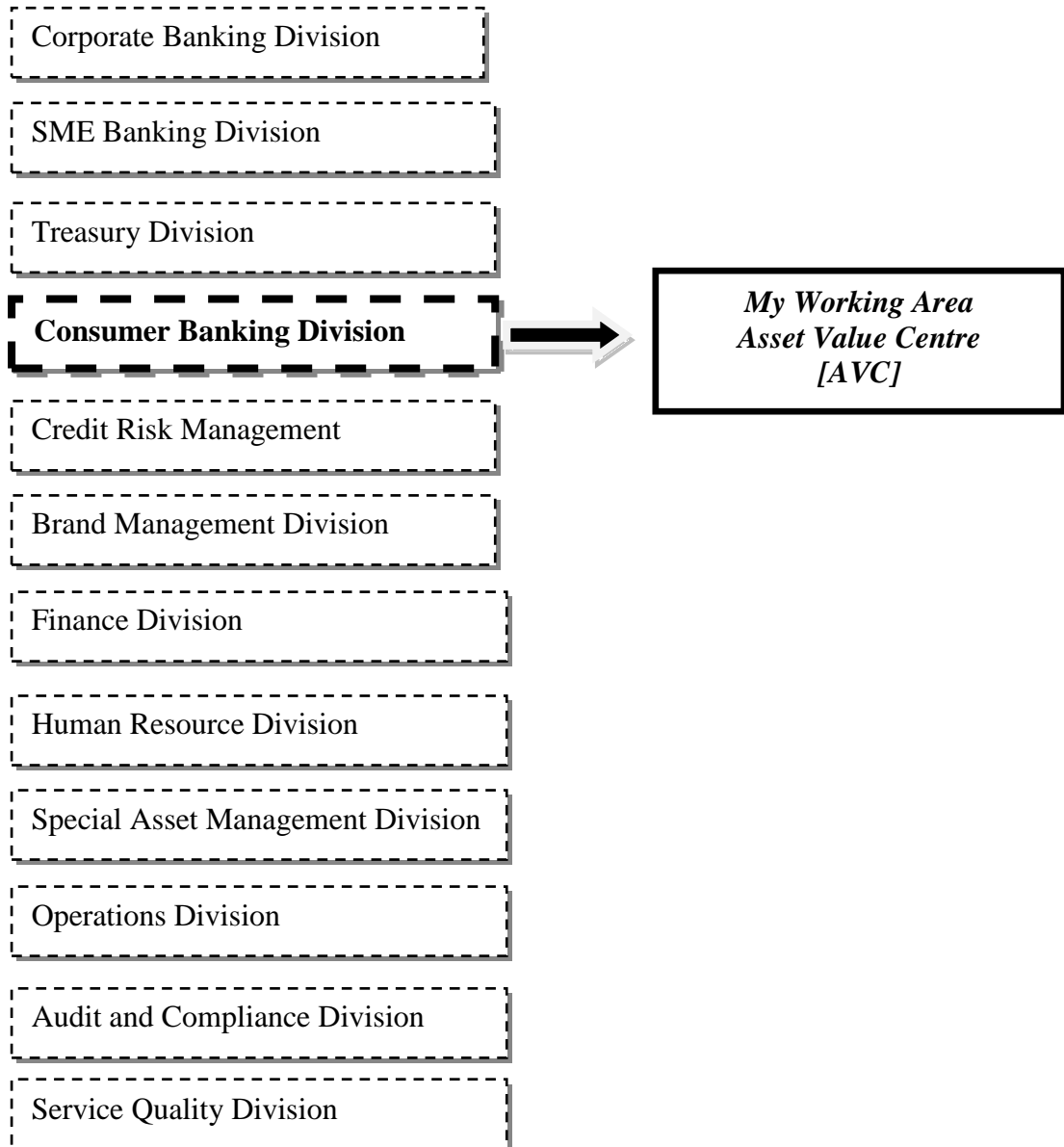
Source: (Eastern Bank Limited Annual Report, 2016)

2.5.3 Management Hierarchy



Source: EBL HR Department

2.5.4 Different Division and Department of EBL



2.6 Products & Services

■ Consumer Deposit Products

EBL Current Account: EBL Current Account, EBL Current Plus Account

EBL Savings Accounts: EBL Power Saving, EBL Classic savings, EBL Max Saver, EBL Premium Savings, EBL 50+ Savings, EBL Smart Women's Savings

EBL RFCD Account: EBL RFCD Account

EBL DPS Products: EBL Kotipoti, EBL Multiplier, EBL Millionaire Scheme, EBL Confidence

EBL Fixed Deposit: EBL Repeat, EBL 50+ FD, EBL FD

■ Consumer Loan Products

EBL Jibandhara Loan (terminated, but maintaining the existing portfolios), EBL Assure Loan, EBL Women's Loan, EBL Home Loan, EBL Home Credit Loan, EBL Fast Cash, EBL Fast Loan, EBL Executive Loan, EBL Auto Loan and EBL Education Finance Pack (EBL Product Program Guide (PPG)).

■ SME Products

SME Products: EBL Asha, EBL Agrim, EBL Uddog, EBL Mukti (for women entrepreneur), EBL Uddom, EBL Unnoti, EBL Utpadan, EBL Nobodoy, EBL Udoy, EBL Utkorsho, EBL Krishi Rin, EBL Projukti, EBL E-cash/loan.

■ EBL Cards

EBL Credit Cards (Consumer): EBL Classic Credit Card, EBL VISA Gold Credit Card, EBL VISA Platinum Credit Card, Signature, Jet Airways EBL Platinum Card, Diners Club Credit Card, EBL MasterCard Titanium Credit Card, EBL MasterCard World Credit Card.

EBL Credit Card (Corporate): EBL Corporate Cards

EBL Debit Cards (Consumer): Debit Card, Global Debit Card, Signature Debit

EBL Debit Cards (Corporate): EBL Visa Business Debit Card

EBL Hajj Card, EBL Smart Remit, Life Style Prepaid Card, Travel Card, EBL MasterCard Aqua Prepaid Card

EBL Prepaid Cards (Corporate): Express Prepaid, Payroll Prepaid (EBL Product Program Guide (PPG))

■ **EBL Matribhumi - NRB Banking**

EBL Shonchoy, EBL Paribar, EBL Global, EBL NFCD and EBL Smart Remit Card.

■ **EBL Student Banking**

EBL Junior, EBL Student File Services, EBL Campus Account, EBL Child Future Plan, EBL Aspire and EBL Education Finance Pack.

CHAPTER 3

Job Responsibility



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4.1 Working at Asset Value Centre

I feel lucky & privileged to get the opportunity to work as an intern under Asset value Centre (AVC) of Consumer Banking Department at Eastern Bank limited. Though I have done my major in marketing but at EBL I have worked under Asset Value Centre which deals the asset part of the bank. In banks, asset means the money they are lending and borrowing and managing that. Asset Value Centre also works on designing new products, developing the new and older products and scrutinizes the files that come for disbursement. It is hard for an intern to work & cope in this division because as per the job nature of this division highly experienced and veteran people are work here. However it's been a pleasure for me to work & serve in this division because all the members were very cooperative and caring at the same time. They treated me in a way that I am not a new person here and trained me such way so that I do not feel lag behind. Allow me to participate in almost every task and always taught me how to complete the task.

4.2 Job Responsibilities

In Asset Value Centre (AVC) my job was intermittent which gave me the opportunity to learn from various spheres of the division. It is the plan of my supervisor to introduce me with different parts of the division and not to detain me only at a single and monotonous job. I feel blessed that he allowed me to participate in every element of that division. My key responsibility is to make a simplified version of the Product Program Guide (PPG) for the SME products. Here product means what services we provide to our customers. PPG is the overall guideline and description paper of all loan products that contains every single information related to that product. Since PPG contains all the information about products of EBL so understanding the PPG and gathering knowledge about it is very important and highly recommended for all the employees (full time & contractual) to aware, serve and deliver the product as per PPG to our customers. There are so many jargons and detailed information given in every PPG so making a short and simplified version with case study and example which can be understandable by everyone is the key job of mine. So that everyone

can understand it very easily without knowing the jargons related to it. Making simplified and unified format of all the PPGs with most important features and making case studies of it would not be possible without the help of my supervisor and senior colleagues help. As banks have some disclosure issues so I could not publish my work here. Though for easy understanding I am attaching a portion of a void and outdated PPG of EBL.

FEATURES

Feature	Description
Purpose	<p>EBL Jiban Dhara Loan is an any purpose Lifestyle loan. Purpose might be considered as follows:</p> <ul style="list-style-type: none"> ☐ Purchase of miscellaneous household appliance ☐ Marriage in the family ☐ Hospitalization or other emergency medical needs ☐ Purchase of personal computers ☐ Purchase of audio-video equipment ☐ Purchase of furniture ☐ Education expenses ☐ Trips abroad ☐ Interior Decoration ☐ Advance rental payments ☐ Purchase of professional equipment like X-ray machine, medical beds, ultra-sonogram machine, engineering/mechanical tools ☐ Training expenses ☐ Other legitimate purpose
Purposes not allowed	<p>This loan cannot be taken for solely business purposes like working capital and industrial machinery purchase. But self-employed professionals, who have private practices can avail this loan to buy their office equipment, machines, and accessories or premise renovation.</p>
Availability	<ul style="list-style-type: none"> • All EBL branches subject to CPV(Contact point verification) being in place

	<ul style="list-style-type: none"> • Minimum TK. 1,00,000/- to Maximum
Interest Rate	<ul style="list-style-type: none"> • 19.5% p.a (floating) for Salaried Segment (<i>Ref: Re-pricing JDL interest rate memo dated January 05, 2012</i>) • 21% p.a. (floating) for Businessmen and Professionals/Self-employed(<i>Ref: Re-pricing JDL interest rate for business segment memo dated December 27, 2012</i>)
Processing Fee	<ul style="list-style-type: none"> • 1% of the loan amount • No processing fee for EBL Employees <p>(It may change from time to time as per schedule of charges)</p>
Repayment Tenor	<ul style="list-style-type: none"> • Up to BDT 199K 12, 24 & 36 months • BDT 200K & above 12, 24, 36, 48 & 60 months <p>(Applicant's will, affordability and our credit assessment criteria will be considered to fix the tenor, but loan must end before applicant's retirement age) For EBL Employee: 12, 24, 36, 48 & 60 months irrespective of loan amount</p>
Disbursement	Credit to the customer's deposit account with us. EBL Employee: In a separate CASA (not Salary A/C)
Repayment	System will auto debit installment from customer's CASA account.
Advance / Partial Pre Payment	<p>Allowed after 6 months. At least minimum 30% of the loan outstanding to be paid by customer while making advance / prepayments</p> <ul style="list-style-type: none"> ☐ Fee: 2% of the partial payment amount ☐ For EBL Employee: Any Time, Any amount & No Charge is applicable <p>(Partial Payment Fee may change from time to time as per schedule of Charges)</p>
Instalment failure charge	<p>Penal interest of 3% p.a. on the dues amount.</p> <p>(Penal Interest Rates will be determined by ALCO from time to time based on Market situation)</p>
Stamp charges	All relevant Stamp charges will be on borrower's account and will be debited from the account at the time of disbursement
CIB and CPV Charges	<ul style="list-style-type: none"> • CIB Charges for both EBL and BB portion and all CPV charges will be deducted from customer's account at the time of disbursement. • For EBL Employee: No CPV is required. CIB charge only for BB portion will be deducted <p>(CIB and CPV charges may change from time to time as per schedule of charges)</p>
VAT	Applicable as per Government Rules
Checking Repayment behavior of existing loan for availing fresh loan	<p>Applicants having existing loan facility with EBL or other Bank/FI will be allowed at any point of time if repayment of the existing loan(s) found regular.</p> <p>Guidelines for checking repayment are:</p> <ul style="list-style-type: none"> • No 60+ DPD in last 12 months (as applicable) • 30+ DPD once in last 12 months, but none in last 6 months (as applicable) • No overdue at the time of loan application <p>Note:</p>

	<p>Proprietor and Partnership Concern Availing SME Loan: -Availing SME Loan from EBL: Loan facility will be allowed only after minimum 6 months regular repayment of the existing SME loan -Availing SME Loan from other Banks/FI: Loan facility will be allowed only after minimum 3 months regular repayment of the existing SME Loan However, exception may be allowed based on satisfactory justification from business</p>
<p>Additional Loan for External Customers</p>	<p>Additional JDL to single borrower may be allowed if income and DBR support but up to the product ceiling subject to recommendation from Head of Asset & Recovery/Area Head and subsequent approval from Head of Consumer Risk - Additional loan facility will be allowed after checking 6 months / 12 months (as applicable) regular repayment of existing unsecured loan (both in EBL or other bank/FI etc.)</p> <ul style="list-style-type: none"> • No 60+ DPD in last 12 months (as applicable) • 30+ DPD once in last 12 months, but none in last 6 months (As applicable) • No overdues at the time of loan application
<p>Top Up for External Customers</p>	<p>Top Up for external customers will be guided by existing top-up memo and subsequent amendments/addendums</p>
<p>Take Over for External Customers <i>(Ref: JDL Take over memo dated August 26, 2013)</i></p>	<p>Eligibility:</p> <ul style="list-style-type: none"> ☐ Customers must have at least 6 months' loan relationship with his/her bank ☐ No 60+ DPD in last 12 months ☐ 30+ DPD once in last 6 months ☐ No Overdue at the time of assessment <p>Benefit:</p> <ul style="list-style-type: none"> ☐ Waiver of Loan Processing fee ☐ 2% less on prevailing regular Interest Rate (present rate 19.5% p.a. floating) <p>Assessment and Disbursement Process:</p> <ul style="list-style-type: none"> • During assessment, the EMI of the current loan(s) he/she is availing will not be counted. • Customer will have to provide a loan outstanding certificate required to close the loan in full from concern bank before disbursement. Only BM may communicate the outstanding amount over mail as an alternative of loan certificate. • The approved amount will be disbursed to the customer's CASA account. The amount needed to fully settle the loan in other Bank(s) will be blocked; the rest of the amount will be available for customer in the CASA. • From the blocked amount Pay Order(s) will be issued in favor of the bank to close the loan(s).

	<ul style="list-style-type: none"> • Concerned source (RM/ BM) will provide loan closing letter to CFC for record keeping in the file within 10 working days from the date of loan disbursement. <p>Note:</p> <ul style="list-style-type: none"> • Businessman will not be considered under this offer • If lending rate change as decided by ALCO on time to time, for other bank take over loan customers it will always be 2% less on the prevailing rate
<p>Personal Guarantee</p>	<ul style="list-style-type: none"> • 1 Personal Guarantee will be required for EBL Jiban Dhara Loan to cover the guaranteed amount based on his/ her income level • A Guarantor may provide multiple guarantee if supported/ justified by his/her income level • Further guarantee will not be considered once the guarantor has already been exposed by his/ her personal loan/ guaranteed amount <p>Eligibility of guarantor:</p> <ul style="list-style-type: none"> • Any salaried executive deemed acceptable to EBL or;
	<ul style="list-style-type: none"> • Professionals (Doctors, Chartered Accountants, and Engineers etc) or; • Reputed Businessman acceptable to EBL • Guarantor's eligibility will be considered based on loan amount. If guarantor's income is sufficient to cover the loan amount, he/she may be treated as eligible to provide guarantee regardless of job profile/standings compare to customer/borrower. • Spouse may stand as a Guarantor • Guarantor's age should be as per borrower's age criteria <p>Documents required from guarantor:</p> <ul style="list-style-type: none"> • Recent Passport size Color Photograph • Office ID/ Business card • Passport or National Identity or Driving license or any other photo ID acceptable to Central Bank • Trade License if the guarantor is a businessman <p>Note:</p> <ol style="list-style-type: none"> For Salaried segment, Guarantor from only Salaried segment will be acceptable (if the guarantor is other than Spouse). For Salaried employees having salary below 30K and for businessman having income below 50K guarantee from earning member is required. However exception may be allowed based on satisfactory justification from concerned source. Bank may ask for additional guarantee from earning person if required which will be under discretion of HoCR/HoCRM

BORROWER ELIGIBILITY

Eligibility Criteria	Description
Nationality	Bangladeshi
Age	<ul style="list-style-type: none"> • Min (at the time of application) : 22 Years • Max (at the end of loan tenor) : <p>Salaried Segment: 60 years or retirement age whichever is earlier Businessman/Professional Segment : 65 Years</p>
Length of Service/ Business/ practice	<p>Permanent Salaried Executives: Minimum 1 year of continuous experience including probation period with 6 months employment with present employer. Applicant must have to be confirmed permanent employee at the time of application.</p> <p>Professionals: Minimum 1 year of practice in the profession as per BMDC/ Professional Certification</p> <p>Businessman: Minimum 2 years of involvement in business as per Trade License</p>
Eligibility of Contractual employees	<ul style="list-style-type: none"> • At least two (2) years of experience with at least 6 months in current organization required for contractual employees (work experience related necessary documents to be provided) • Min Gross Monthly Salary: BDT 30K • Loan tenor will be maximum 36 months (or 60 months if contract agreement supports) • Contract must have validity at the time of disbursement • 3rd party contractual employees are not allowed • Contractual employees of reputed MNCs, UN bodies, donor agencies etc. are highly encouraged
Income for Salaried Executives	<p>Minimum BDT 20,000/- Gross Monthly Salary/Income other than Government employees and BDT 15,000/- for Government employees.</p> <p>Gross Monthly Salary/Income = Monthly salary + 80% of other income + Incentives + Overtime if there is A/C reflection + rent received from House or shop must be located within EBL branch command area and such claimed income should be substantiated, however rental income from Semi-Pacca/Tin shed building will not be considered.</p> <p>Note: Annual/half yearly or variable income like bonus, LFA (if not monthly), commission, TA/DA, phone bill etc. will not be considered in Gross monthly salary/ income components which are not paid in monthly basis will not be considered.</p> <p>Note:</p> <ul style="list-style-type: none"> • If cash voucher is provided as evidence of cash portion salary, it may be considered upon verification of vouchers. • If major portion of claimed income comes from variable nature of

	<p>income then in order to be eligible minimum fixed income required is BDT 15,000/-</p> <ul style="list-style-type: none"> • 80% of last 6 months' average amount of incentives and overtimes will be considered • If reflection of incentives and overtime for 1 month is not found explanation will be required from the customer and if reflection of any 2 months is not found incentives and overtime will not be considered.
Income for Self Employed/ Professionals and Business Person	<p>Minimum BDT 30,000/- Per Month</p> <p>Total Monthly Income: Monthly Income+80% of other income only from rent received from House or shop must be located within EBL branch command area;</p> <p>however rental income from Semi-Pacca/ Tin shed building will not be considered.</p>
Debt Burden Ratio (DBR) for External Customers	<p>Value based DBR will be considered as follows based on Gross Monthly Income:</p> <p>Income 15,000 - 29,999 : DBR 35%</p> <p>Income 30,000 - 49,999 : DBR 40%</p> <p>Income 50,000 - 99,999 : DBR 50%</p> <p>Income 100,000 - 199,999 : DBR 55%</p> <p>Income 200,000+ : DBR 60%</p> <p>Note:</p> <ul style="list-style-type: none"> • 3% of the Credit Card / Unsecured OD limit will be considered as monthly payable while calculating DBR • Monthly installments will not be considered in DBR for cash back secured loans, DPS, Ins. Premium etc.
Joint Applicant	<ul style="list-style-type: none"> ☐ Spouse only ☐ Total Gross monthly income of Principal and Joint applicant should be minimum 30,000/- per month ☐ Same eligibility criteria and security and income verification will apply for Joint applicant.

<p>Identification and Income Documents for External Customers</p>	<ol style="list-style-type: none"> 1. Passport or National Identity (If passport or NID is not available, Driving license or photo based commissioner certificate supported by birth certificate / SSC certificate any to confirm DOB or other photo ID acceptable to Central Bank) 2. Recent Pass port size color Photograph 2 copy 3. Loan KYC duly signed by the recommending authority 4. Office ID/ Business card 5. If loan amount is BDT 5.00 Lac or above, latest (not more than 2 years old) TIN certificate will be required 6. Salary Certificate/ Letter of Introduction (In case of salaried executives) as per EBL prescribed format or it covers the major information of LOI to be signed by HR/ Authorized person (as mentioned in SC/ LOI Policy) <ul style="list-style-type: none"> - SC / LOI must be provided in original Letter Head (no photo copy will be allowed) - SC / LOI must not be more than one month old at the time of application 7. Bank Statement for last 6 months for salaried person reflecting last month's salary and 12 months for self-employed /business person. Not more than one month old at the time of application. 8. Having existing loan facility, sanction letters along with a/c statements
	<p>reflecting loan installment (12 months for business and 6 months for salaried segment) will be required to examine the repayment behavior and exception grid.</p> <ol style="list-style-type: none"> 9. Rent or Lease Agreement of house / property along with ownership documents (if applicable) 10. Trade License for businessman (Latest and inception) 11. BMDC/ Professional Certificate for Doctors/Professionals. For highly renowned specialized doctors (FCPS and above Degree holders), requirement of BMDC Certificate may be waived based on business unit's recommendation. 12. Previous employment documents/ Release letter (if required) 13. Any Utility Bill copy as confirmation of owned house <p>Note: Applicant and guarantor shall cross verify each other's identity and signature.</p>

Source: (EBL Product Program Guide (PPG)).

Planning and meeting:

In Asset Value Centre (AVC) division we have to attend team meeting in a regular basis to review our quarterly goal and plan according to that. As AVC is a strong wing of EBL Consumer Banking Department so performing well and achieving the target is very important to fulfil the organization's yearly goal.



Employee Appraisal

EBL always takes 'Product Information' test over phone of their employees in a regular basis. As AVC design & develop the products and have to fulfil certain target that's why they have to ensure that all the employees are knowledgeable enough about EBL products and sharing the information with customers properly. So taking the assessment of employees over phone is also a regular task of mine. By asking questions and matching the answers with the answer script helped me enormously to know the products of EBL (Munshi, 2017).

CHAPTER 4

Project Part



Eastern Bank Ltd.

Simple Math®

3.1 Branding in banking industry

“Ultimately, a brand is the things people say about you when you’re not there,” says Jeff Bezos, CEO of Amazon.com. With so much brand jargon in business these days, it is hard to understand what a brand really means to a business. It is often associated with slogans, advertising campaigns, logos, and organizational names. But brand is much more emotional in nature since it is tied to ideas of reputation, trust, and quality of a firm. Brand is what a person feels after repeated interactions with any aspect of products or services. Since the brand is so connected to what your firm stands for in the minds of your key constituents, it represents a promise that the firm makes with its clients to deliver a set of experiences (Keller, 2007).

Certainly, the products and services themselves may be as similar from one bank to another as to be considered commodities, but there is one thing that can never be commoditized—a bank's brand. Brand is what ultimately defends banking from the end of commoditization (Keller, 2007). Brand is not everything about a bank—it is only about what makes that bank different. Brand is what creates differentiation and preference in customers' hearts and minds. It is why they choose to do business with one bank and not the bank across the street. Again, brand is what ultimately defends banking from the doom of commoditization. In banking sector, there are some issues where the bank as a brand can work as a spokesperson on behalf of the organization. These issues are:

- A strong brand simplifies client choices. Once a client has purchased a brand, he/she will not need to go through the entire decision-making process again, but instead will rely on past experience to guide them. Strong brands will thus help to reinforce clients’ decision to choose a firm and to stay with them over time.
- Brand Loyalty drives repeat business for a bank.
- Brand-Based price premiums allow for higher margin for a bank.
- Muscular brand reputation establishes instant credibility for a new product and services.
- Strong brand equity leads a clear, valued and sustainable point of difference.

- The payback of strong brands is not limited to external business performance rather the organization benefits as well. People are naturally attracted to firms with strong brands, which translate to a better pool of talent applying for positions. Once employees join a firm, if they see evidence that the brand is managed well and is a priority within the company, they are more likely to have confidence in the firm and will thus more strongly support management decisions.

3.2 Branding of EBL

Bank is an absolute example of service industry that solely deals with customer beliefs, norms, values, trust and expectations. And the word 'brand' is related with the psychographic indicators of customer's perception (Keller, 2007). Banks provide a variety of clients with differing needs, which in turn makes it difficult to build a brand that is relevant to all groups. So it is very difficult to establish a uniform position is not effortless (Iftekhhar, 2008). While banking with industries and business customers, one needs to be objective. On the other hand, when a bank deals with mass people, subjective feelings matter a lot. The Bank's corporate design of the tri-color flow is supported by a well-defined brand personality highlighting EBL's unique characteristics—a passionate, precise, confident and agile mind. The final element in the logo design is the claim, '**Simple Math**' which demonstrates the passion that it promises (Liton, 2017). The HR motto of EBL is: "*We do not offer jobs, we offer career*". In case of serving consumers the motto is: "*We serve in 0 – 5 days*". EBL is widely recognized for its gender impartial work environment, corporate culture and best practices that attract and help retain top talents of the industry (Iftekhhar, 2008). EBL's employees are its brands.

3.2.1 Brand elements

- **Name**

A meaningful brand name itself sometimes becomes a huge advertisement for a brand. A brand name can communicate its meaning, its purpose, its goal and so on. The corporate

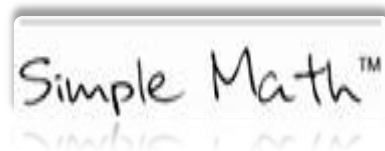
name “**Eastern**” which refers to its vision, to become the bank of choice by transforming the way they do dealing and developing a truly distinctive financial organization that delivers



higher growth and financial performance and be the most recognizable brand in the financial services. Eastern Bank Limited has preferred to use its acronym “**EBL**” for its branding.

■ Tag Line

Slogans and tag lines have now become another strong tool to communicate a brand’s meaning, purpose, philosophy and even long term goal. These tag lines are now attached with the name of banks to communicate an effective message towards people. Eastern Bank’s claim, ‘**Simple Math**’ has always been much more than just a marketing slogan or an advertising strap line, it defines the way that the Bank does business (Iftekhhar, 2008). Through the consistent delivery



of the promise EBL aims to live its brand promise of excellence, relevant client solutions and responsibility to all stakeholders. **Simple Math** – as the strap line goes, EBL offers simplicity in all its banking services and products. From products and services to processes, EBL tries to uphold the essence of the message, simplicity (Liton, 2017). EBL strongly believes in investing in human capital and as such people is regarded as the most valuable asset of the company.

■ Logo & Colors

EBL's communication initiatives leverage its renowned logo introduced in 2003, the tri-color mnemonic signifying the colors of the sun, sky and mother earth. The vivacious colors of the



logo glow with a sense of youthfulness. The concept of putting the vibrant yellow color up front is underpinned by three core elements. The logo now stands alone on all communication materials amidst bright yellow delivering a premium, consistent and confident look and feel. The Bank's corporate design of the tri-color flow is supported by a well-defined brand personality highlighting EBL's unique characteristics—a passionate, precise, confident and agile mind (Eastern Bank Limited, 2017).

3.3 Advertising of EBL

As like other banks, EBL always tries to maintain a close relation to its existing customers and for potential customers they always focuses on such advertising that gives them a secure sense of feeling about EBL. EBL always design their advertisements in such way that their brand elements attract & catches eye of everyone to that. The main motto behind that is to create association with the brand and maintain the consistency of advertisements with the brand (Hossain, 2017). EBL has an experienced but small marketing department. Maintaining the consistency and clarity of different brand elements on EBL advertisement is one of the major responsibilities of the department. For big promotions and activation they hire different agencies to do the work (Anjoom, 2017).

Direct Mail

As a direct marketing communication they frequently use direct mail. EBL emphasize on mailing to give a sense of caring, to make customers updated about their account status, promotion of products and services, complaining and all.

EBL E-Statement <e_statement@ebl-bd.com>
to me

Apr 2 (12 days ago)

Dear Valued Customer,

Thank you for banking with Eastern Bank Limited. Your last month's account statement has been generated. Please find it attached with this email .

E-Statement password:13 digits Account Number.

For further queries, please call EBL Call Center at:
Phone: 16230 (from any mobile within Bangladesh) [+88-02-8332232](tel:+88-02-8332232) (from anywhere in the world). Our call center remains at your service for 24 hours and 365 days.

You may also contact your account branch for further assistance.

For more information of our products and services, please visit our website: www.ebl.com.bd

You can also find us on Facebook at www.facebook.com/myebl where you will get latest information on EBL.

Best Regards,
Eastern Bank Ltd.

This is an auto-generated e-mail and please do not reply to this.

Figure: Direct Marketing Communication

Newspaper & Magazine

Banks usually prefer BTL (Below the Line) marketing strategy rather than ATL (Above the Line). Though they advertise on newspapers & magazines for any achievements or for promoting new proposition for customers. National & international recognition is the indicator how your bank is performing; in which area they are doing good is the main goal to do these types of advertisements.

Magazine (7" X 9.5")



Figure: Screenshot of EBL's Magazine

Billboards & place advertisement

Hiring billboards on prime locations, renting busy customer touch points are the best way to make people aware about achievements, attractive and new promotions etc.



EBL Home Loan

- Apartment Purchase
- Home Construction
- Home Renovation
- Home Extension

9.99%

- > 0% processing fee for takeover loan
- > Loan amount upto BDT 12 million
- > Maximum loan tenor
- > Quickest turn around time

APPLY TODAY

Figure: Advertisement by EBL

Brochures, flyers & leaflets

EBL has 83 branches all over the country and it is one of the responsibilities of the branch officers that they should deliver brochures and leaflets to customers and make the customers aware about new products, services and offers. Flyers printed with special amenities are also there to grab the attraction of customers. It is highly instructed to inform



EBL Home Loan

11.99%

This offer is valid for limited time

[Apartment Purchase | Home Construction | Home Extension | Home Renovation | Takeover Loan]

- > Loan upto 1.20 crore taka
- > Loan upto 70% of property value
- > Maximum tenure 25 years
- > No processing fee for takeover loan

For more information, please contact your nearest EBL Branch or call EBL 24x7 Contact Center

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EBL Consumer Banking

Eastern Bank Ltd. Simple Math™

Feature:

- ▶ Loan amount BDT 5,00,000-1,200,00,000
- ▶ Repayment tenor 3-25 years
- ▶ Interest rate 11.99% for new home loan customers; 11.99% for takeover home loan from other banks valid for a limited period
- ▶ Processing fee - 1% of the loan amount for fresh applicant and 0% for the takeover loan
- ▶ Loan up to 70% of the property value
- ▶ Advance/Partial prepayment - 30% of outstanding amount, fee 2% of the advance/partial prepayment amount

Eligibility:

- ▶ Bangladeshi citizen within age range of 25-57 years
- ▶ Length of experience:
 - ▶ **Salaried Executive:** Minimum 2 years of experience as a permanent position, 6 month with present employer.
 - ▶ **Professionals:** Minimum 3 years of practice in the profession
 - ▶ **Businessman:** Minimum 3 years of involvement in business
- ▶ **Minimum gross income required for Individual:**
 - BDT 30000/= per month for Salaried Executives
 - BDT 40000/= per month for Professionals
 - BDT 50000/= per month for Businessman
- ▶ **Joint Applicant** - spouse and immediate family member (father, mother, son, daughter, brother and sister)

Applicants Required Documents:

For Salaried Executives

- National ID/ Passport copy
- Recent colored photo 2 copy
- Letter of introduction (LOI) as per EBL format
- Offer letter and release letter from previous employer to prove 3 years' service experience (if applicant employment period in present service is less than 3 years)
- Pay slip latest 3 month showing all breakdown (if any)
- Bank statement latest 12 month
- TIN certificate and latest tax return acknowledgement copy

For Self-employed/Professionals

- National ID/ Passport copy
- Recent colored photo 2 copy
- Certificate of professional degree and certificate of membership from professional body (for 3 year practice proof)
- Declaration for practice income

Bank statement latest 12 month

TIN certificate and latest tax return acknowledgement copy

For Businessman

- National ID/ Passport copy
- Recent colored photo 2 copy
- Trade licence copy (latest 3 years and inception)
- Certificate of incorporation (for LTD CO.)
- Memorandum of article association, latest schedule X & XII (for LTD CO.)
- Registered partnership deed from partnership concern (for partnership business)
- Bank statement latest 12 month (Company & self)
- TIN certificate and latest tax return acknowledgement copy

For Land lord/ Land Lady

- National ID/ Passport copy
- Recent colored photo 2 copy
- Title deed of rented property
- Valid rental deed copy
- Bank statement latest 12 month with 30% rental income reflection
- Utility bill copy in the name of applicant for rented property
- TIN certificate and latest tax return acknowledgement copy

Requisite Property documents for application

- Deed of agreement with seller/Ownership deed of the property
- Money receipt (Proof of equity payment)
- Approved building plan along with approval letter from concerned authority
- A set of property documentation for legal vetting and valuation

Note: EBL may ask for any relevant documentation if necessary.

one by one about new offerings, change in interest rate, campaign offers etc. EBL always put emphasis on maintaining a good customer relationship and following them up to make a

loyal customer set in financial arena. It gives them extra edge over other banks and non-banking financial institutions.

3.4 Priority Banking

EBL Priority is a specialty service for high end customers of the bank. Priority offers a customer exclusive privilege and convenience to make and feel them special. It just not only offers priority customers some benefits but it is actually a specially tailored benefit service that can actually make the client benefitted by the service. EBL Priority banking offers exclusively tailored services to complement those customers social status with exciting privileges and unparalleled services wherever they go. Apart from addressing all their financial priorities in life, EBL provides an array of superb offers on customers shopping, dining and entertainment needs. All rewards are designed around the lifestyle of the priority customers (Eastern Bank Limited, 2017).

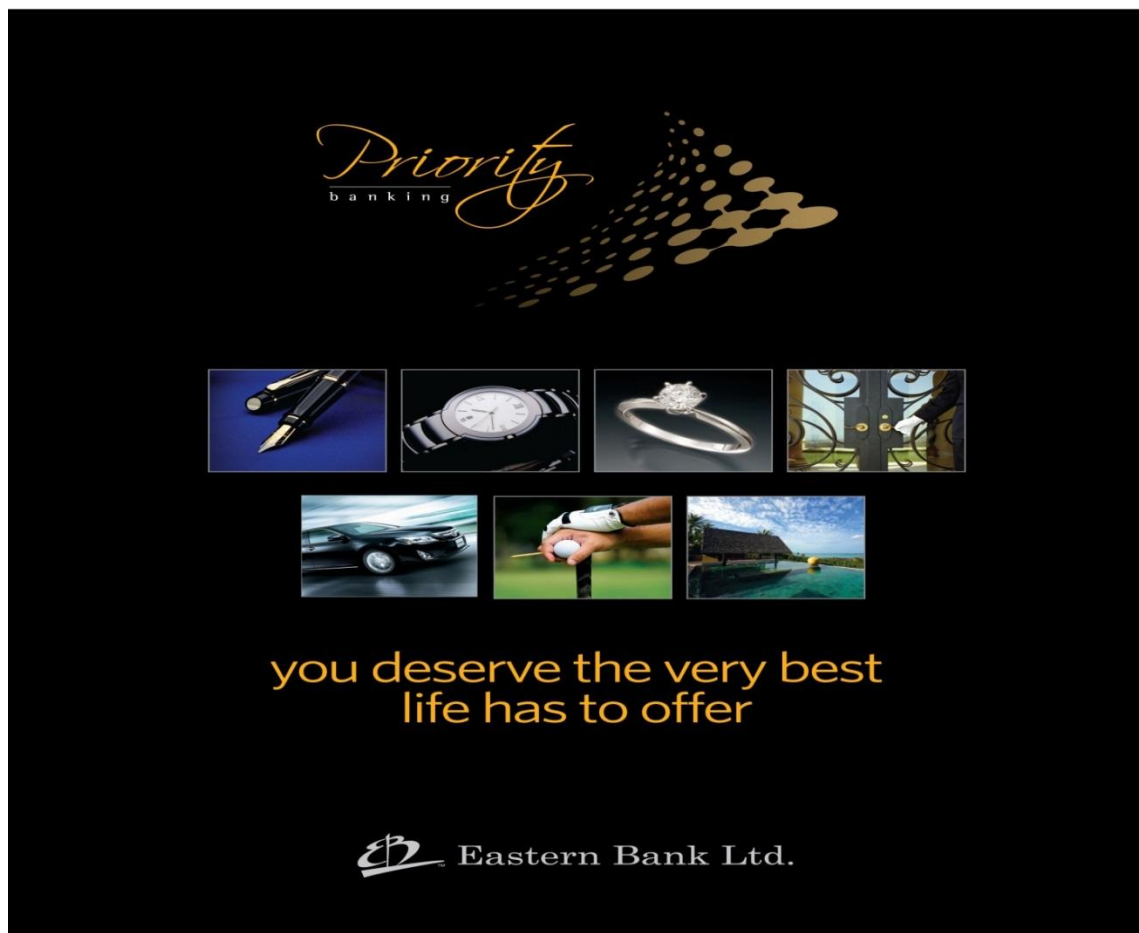


Figure: Priority Banking of EBL

Eligibility

To become EBL Priority Customer, one needs to maintain minimum monthly average deposit relationship of BDT 7.5 million (or any other amount determined and duly communicated by EBL) or equivalent of foreign currency or a combination of both foreign and local currency.

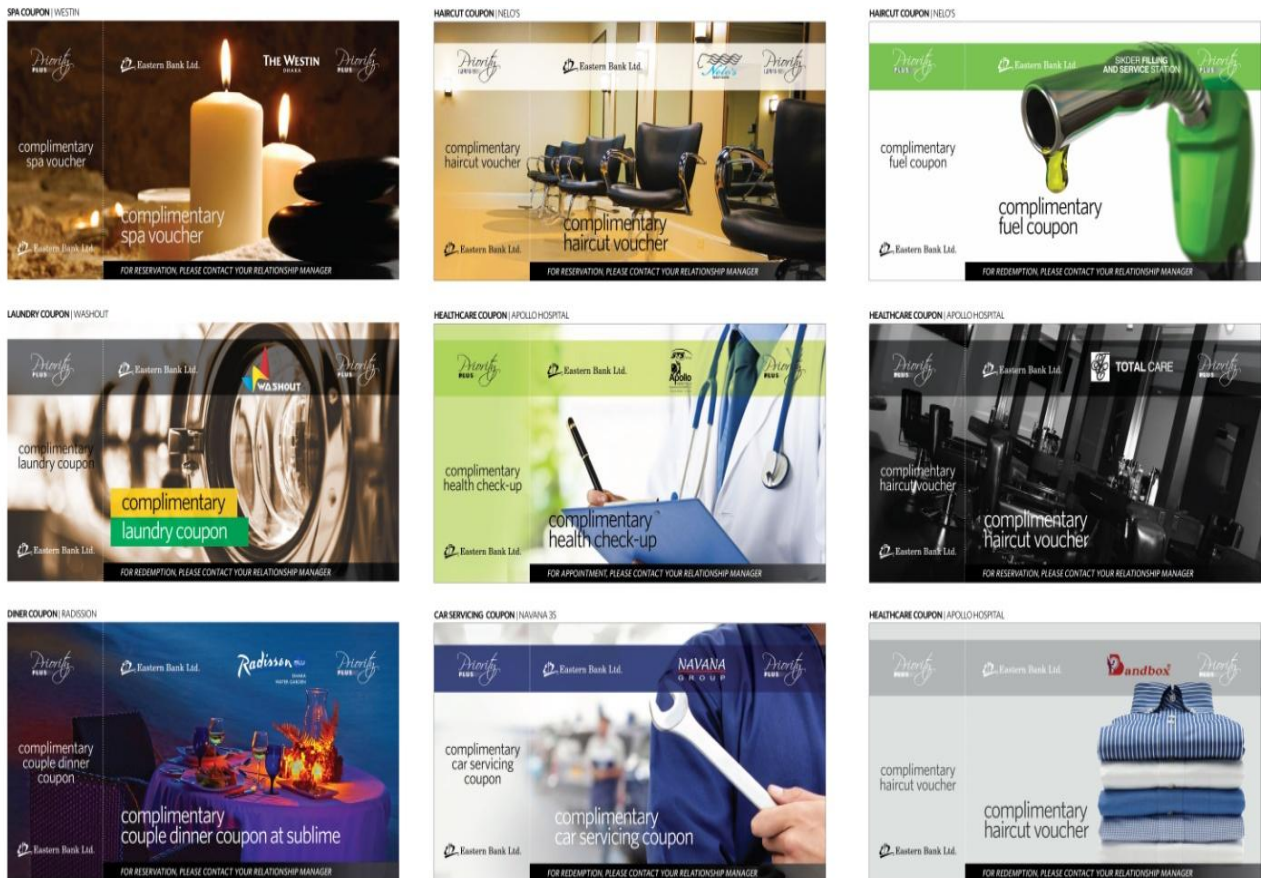


Figure: Few features for the Priority Customers

Regular offerings

Priority customers regularly get different offers and coupons that actually make them benefitted in their daily life. EBL offers discounts and privileges where the priority customers frequently visit and spend their money and time. As a part of big data EBL collects personal information from their priority customers and tailor services according to needs of the priority customers (Nayen, 2017).

New height in service dimension

EBL is the first bank to offer lounge facility with five star class warmth and hospitality with the tagline **“Your Flight Starts Even Before You Fly”** at their own SKYLOUNGE at Hazrat Shahjalal International Airport (HSIA) where comfort is redefined and rewritten. The 3,000 sq-ft sprawl of luxury enriched with state-of-the-art amenities awaiting your arrival (EBL Product Program Guide (PPG)).



EBL Consumer Banking

Partners:       

YOUR FLIGHT STARTS EVEN BEFORE YOU FLY

That's right! You could only experience when you visit **EBL SKYLOUNGE** - country's largest airport lounge, hosted more than 65,000 EBL Cardholders and Business Class passengers of major airlines till date. So, next time you travel abroad, don't forget to check in and experience the utter comfort and hospitality at **EBL SKYLOUNGE**.

Bon Voyage!

SKYLOUNGE       Service partner  In association with 

Eastern Bank Ltd. Simple Math®

Figure: Few features for the Priority Customers

Other facilities at HSIA for priority and priority plus customers are:

<ul style="list-style-type: none"> • Gourmet cuisine from The Westin Dhaka 	<ul style="list-style-type: none"> • Shower room for gents
<ul style="list-style-type: none"> • In-house world class kitchen 	<ul style="list-style-type: none"> • Makeup zone for ladies
<ul style="list-style-type: none"> • Spacious 3,000 square feet 	<ul style="list-style-type: none"> • Changing room for infants
<ul style="list-style-type: none"> • Wi-Fi internet 	<ul style="list-style-type: none"> • Charging stations for gadgets
<ul style="list-style-type: none"> • HD TV, newspapers, magazines 	<ul style="list-style-type: none"> • Luggage rack, wardrobe
<ul style="list-style-type: none"> • Flight information 	<ul style="list-style-type: none"> • Access for disabled

Magazine (7" X 9.5")



comfort
redefined

SKYLounge™

Travel in style with the five-star warmth and hospitality of SKYLounge at Hazrat Shahjalal International Airport where comfort is redefined and rewritten. The 3,000 sq-ft sprawl of luxury enriched with state-of-the-art amenities awaiting your arrival.

EBL VISA SIGNATURE | EBL VISA PLATINUM | EBL VISA CORPORATE

- Gourmet cuisine from The Westin Dhaka
- In-house world class kitchen
- Spacious 3,000 square feet
- WiFi internet
- HD TV, newspapers, magazines
- Flight information display
- Shower room for gents
- Makeup zone for ladies
- Changing room for infants
- Charging stations for gadgets
- Luggage rack, wardrobe
- Disabled access

8332232

Service partner: THE WESTIN

In association with: K.A.R.I.M ASSOCIATES

Eastern Bank Ltd.

Other discounts and offers

From above we can see EBL always uses the brand name logo in every promotional stuffs to make the association of the brand and the subconscious mind of the customer so that the customer can feel the sense of possession with the brand.

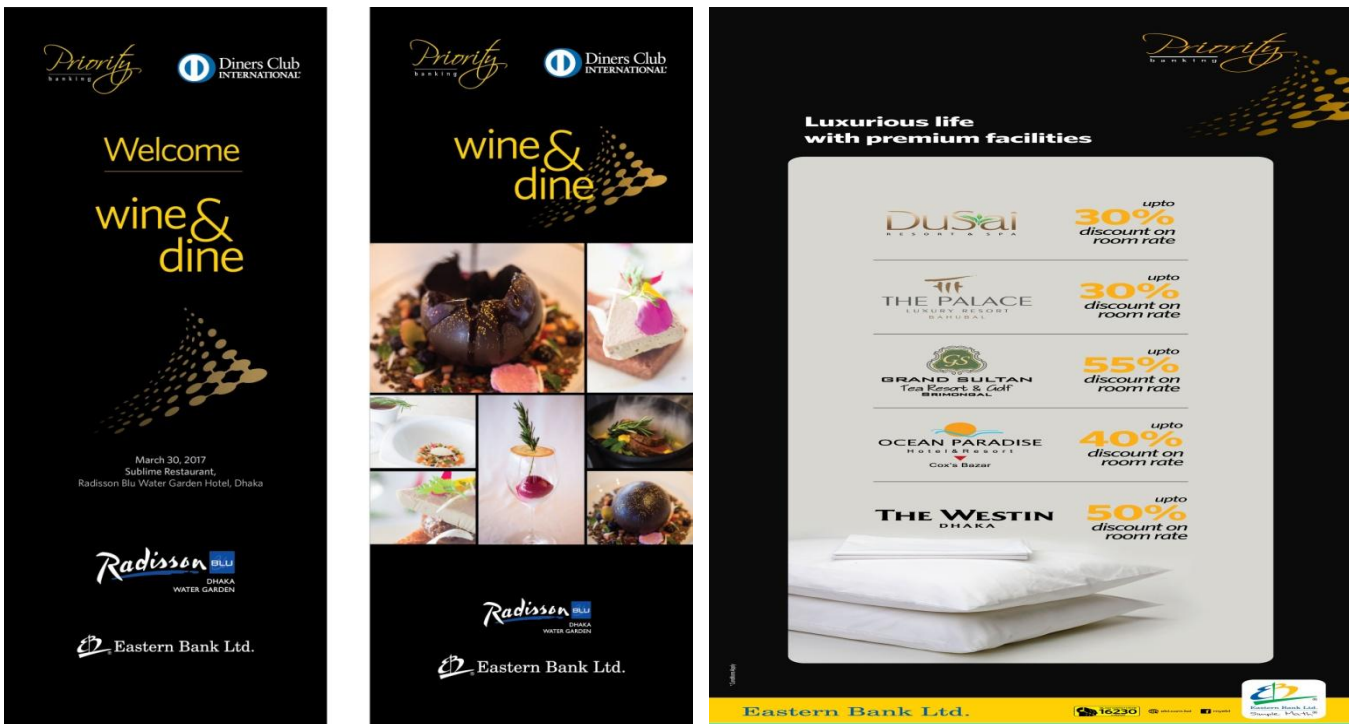


Figure: Special Discounts for Priority Customers

CHAPTER 5

Recommendation



Eastern Bank Ltd.

Simple Math®

5.1 Recommendations of internship part

From my point of view, I observed some critical issues that worked as a hindrance while doing my internship at EBL. If EBL look after and take care of those issues I think it will help them in long run. First of all, Eastern Bank Limited has less practice of hiring intern at undergraduate level. Thus I feel they may do not have any specified guidance to deploy them in operations. However, the office environment was professional and responsive enough to socialize and work as expected from a leading bank of our country.

Secondly, the bank should also utilize its training department in increasing employee dedication and motivation to work towards a combined goal and enhanced solidarity. As a specialized industry like banks, lot of jargons & technical words used in workplace and it's hard for a newcomer to cope in that situation. From my perspective, Workshops and training sessions should be organized for interns to perform a lot better from the very beginning of internship period. It will give them confidence and understanding about the job and its nature. Moreover, banks have disclosure issues as well about information so it is hard for an intern to know at initial stage what can be disclosed and what cannot be. From the training and workshops they can acquire the knowledge and do not face the dilemma about this.

Thirdly, employees are busy with heavy workloads so as the supervisor so he cannot manage free time to sit with the intern in regular basis. I found this as a setback for the interns. It actually limits the scope of learning.

Fourthly, lack of workstation and sitting arrangement for interns and other contractual employees are also an area where EBL should focus on. EBL is planning to shift its head office from Motijheel to Gulshan. That's why Motijheel office is sometimes seems unconsidered in terms of renovating and buying other necessary staffs.

In addition, the trend of turnover in EBL is quiet high among the contractual employees for the last year. So, EBL should provide utmost care to reduce the turnover of employees who are working on contractual basis. The consolidated amount paid to the contractual employees should be increased with the consent of Management Committee of EBL.

Additionally, enough freedom and authority with proper direction from the immediate supervisor or line manager are needed to perform the job effectively as well as efficiently. So, EBL should properly ensure the employee empowerment issue.

Furthermore, there are some other issues related to various parts of EBL and thus are placed in the list of general recommendation. Based on the analysis some decision can be taken.

- Communicate with the employee regularly to let them know properly what the long term strategy is.
- There should have some strict inspection and moderation to reduce the past dues and classified loan amount of SME.
- The performance evaluation should be clear and free from any biasness.
- Include the employee to make decisions for the organization.
- Should use effective loan portfolio management.
- Arrange proper training for the employee.
- Make the bank working hour specific. Because employees become dissatisfied with the longer working hour.
- Automation of customer service in banks so no one feel deprived or unprivileged.

5.2 Recommendation for project part

Priority banking is one of the most attractive services offered by any bank in Bangladesh though the service is still unknown to many people. EBL should aware people about this exclusive segment. They only do advertisement on some specific area but it's high time to differentiate the '**Priority Banking**' brand from others and go for extensive marketing and advertisement on this. Currently EBL have 2400 priority and high priority customers and based on fulfilling the conditions customers got the status from EBL. EBL is more up to satisfying the current segment and not focusing to retain new prospects. Thus they should go for potential customers of this proposition and retain the current customer portfolio.

■ **Careful Segmentation**

As the status of priority customer is related to fulfilling some conditions so they should carefully select the segment based on careful market segmentation of target customers. For example demographic aspect like income, geographic segment like posh areas where most the upper society belong etc

■ **Focusing on Promotion**

It is assumed that people tend to recognize visuals than verbal statement. Currently EBL is hiring some billboards in busy streets, advertising on ATM booths, corridors and lifts for advertising Priority banking. But to attract customers specially the target group and aware them about it they should go for extensive marketing and advertisement policy. Once the brand and the brand promise get established in consumers mind, then giving a higher emphasis on the other aspects of brand will be more logical. For an example, EBL Skylounge is one of the most attractive propositions for the priority customers but it is not well known to many that how to avail the service and what are the facilities they actually offer. So it is necessary that aware the target group about priority services and differentiate from other services currently offered by competitors.

■ **Improving the physical layout of Priority points**

Currently EBL has 13 priority points where priority customers can avail the facilities offered by priority banking. The physical layout should be designed as follows that the service taking experiences of the clients seem favorable and same for all the points. Though all the points cannot offer same facilities.

■ **Focusing on the Points of Differentiation**

EBL priority banking is a unique service from many aspects but many potential customers are not aware about the facilities. For an example, unlike other facilities

Priority points are the one stop banking solution for priority customers but many of the priority customers do not know about that (Liton, 2017).

■ Ensuring world class Facility

EBL should make the service as comparing to other best practices by banks in different parts of the world not comparing to local competitors. Thus they can create a separate entity and unique place in customers mind.

Finally, there are lots of scopes of doing great rather than doing better. Eastern Bank Limited is one of the most performing banks and attractive names in its field and won the trophy of 'Best Retail Bank of Bangladesh' 5 years in a row. So continuous improvement will be the key to continue the success story. There is a proverb "if you are not improving, you are deteriorating'. So hope the success of Eastern Bank Limited continues and shine in future with more elegance.

CHAPTER 6

Conclusion



Eastern Bank Ltd.

Simple Math®

5.1 Conclusion

“the length of time to build a strong brand is directly proportional to the amount of time it takes to create sufficient awareness and understanding so that firmly held and felt beliefs and attitudes about the brand”... (Keller, 2007). EBL is one of the strongest brand name in financial services and striving to achieve the best position as per their vision to become the most valuable brand in financial services. While working here in my internship period I have experienced that desire in every personnel of the bank. Eastern Bank Limited got awarded 5th time in a row as the best consumer financial service provider by one of the most renowned organization ‘The Asian Bankers Association’.

Asset Value Centre’s (AVC) current activities are satisfactory but with increasing workload and complexity, it must revise its job responsibility in order to move ahead. Associating more employees and making them eligible to take the baton would be the key to continue the success story. Though there’s always scope for improvement.

Overall I can say it’s been a great experience and learning period for me here in EBL. I tried my best to uphold the ethical sense what EBL expected from me. Hope I can apply the leanings what I have gathered here and the success story of EBL continues.

CHAPTER 6

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Eastern Bank Ltd.

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