

press release

FOR IMMEDIATE RELEASE

Bitopi Das Chowdhury takes on expanded role of Country Head, Corporate Affairs and Brand & Marketing at Standard Chartered Bangladesh

Dhaka, 8 July 2018 – Standard Chartered has recently announced the appointment of Bitopi Das Chowdhury in her expanded role as Head, Corporate Affairs, Brand & Marketing (CABM). She had been previously serving in the role of Country Head, Corporate Affairs. In her new role, she will be leading the Bank's brand and marketing initiatives, in addition to her existing responsibilities of championing the Bank's community engagement, thought leadership and communications agenda.

Naser Ezaz Bijoy, CEO, Standard Chartered Bank Bangladesh said, "I am delighted by this appointment. Bitopi has been passionately driving bank's mission to be a force for good and to drive commerce and prosperity for our nation, through a number of very successful initiatives. With her extensive brand marketing experience, deep ties with the media community and her flair for communications, I look forward to her taking Standard Chartered's brand to new heights."

Bitopi has over 18 years of diverse experience in various industries, including Financial Markets and Retail Banking at Standard Chartered; as well as marketing and strategic roles for the telecommunications and FMCG sectors. She took on the role as Country Head of Corporate Affairs for Standard Chartered Bangladesh in 2009, and since then, has been instrumental in raising the profile of Standard Chartered Bangladesh in both the local and international media. She also initiated and led the Bank's sponsorship of the flagship Bangladesh Investment Summit and steered several key local community engagement and sustainability projects.

Bitopi holds a MBA degree (Finance major) from Bangladesh's premier business school, the Institute of Business Administration (IBA), University of Dhaka. She also holds another MBA on Strategy and International Business, from School of Management at Asian Institute of Technology, Thailand. In her leisure time she likes to spend time with her daughter and to travel.

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Standard Chartered

We are a leading international banking group, with a presence in more than 60 of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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