

# press release

## Standard Chartered teams up with “Aamartaka” to reach a wider range of clients through innovative digital strategy



**October 20, 2020** –Standard Chartered has recently teamed up with ‘Aamartaka’, incorporated as Power Ride Services Ltd, as its first Third Party Sales (TPS) partner in Bangladesh. Under this agreement Aamartaka will act as an authorized sales agent, working with the Bank in engaging with a wider client-base in the digital space.

Through this agreement, the Bank aims to scale up its distribution network, efficiently reach new client segments, and thereby deliver world-class banking products and services to a broader customer group. Aamartaka, one of the largest financial aggregator companies in Bangladesh, will leverage its deep insights in the digital consumer landscape and retail banking products to



effectively match-make between customers and the Bank's financial products best-suited to their lifestyle.

Speaking on the occasion, **Sabbir Ahmed, Head of Retail Banking, Standard Chartered Bangladesh**, said, "The retail banking industry is evolving rapidly, an evolution that will only speed up in the new normal. By building a collaborative ecosystem and strategic partnerships, we hope to harness the waves of digital disruption to deliver superior client experience at unprecedented scale in the coming years."

**Md. Mahmud Al Maruf Toufiq, CEO, Aamartaka**, said, "We are delighted to partner up with Standard Chartered to bring cutting edge financial services to our customers. Our services will make it more efficient for them to access the best financial solutions in the market within a matter of minutes. And by managing the application process we can ensure that the applicant has complete transparency at all times."

Lutful Habib, General Manager, Priority Banking, Deposits & Mortgages and Md. Mahmud Al Maruf Toufiq, CEO, Aamartaka signed the agreement on behalf of their respective organisations. Nazim Farhan Chowdhury, Director, Aamartaka and Sabbir Ahmed, Head of Retail Banking, Bangladesh; Tawfique Imam, Head, Unsecured Product (CCPL); Saadi Manzoorul Huq, Senior Product Manager, Personal Loans; Mir Mozaffer Hossain, Head, Business Risk Management; Zakiul Hoque, Head Client Acquisition, all from Standard Chartered were also present at the signing ceremony held at Aamartaka office premises.

With continuous innovation in products and solutions, Standard Chartered Bangladesh has been the pioneer in retail banking in Bangladesh. Standard Chartered is the first Bank in Bangladesh to introduce Credit Cards. The bank is also the first to launch ATMs in Bangladesh and internet banking solutions for the retail customers. Continuing the pioneering streak, the Bank was the first to introduce an Automated round-the-clock Call Centre. Standard Chartered Bank played a notable role in the development of the digital banking space. Internet Banking was a transformative transaction platform introduced in 2004. Over the years, the bank's thought leadership in digital innovation have changed the industry with its move towards enrolling customers in Internet Banking, SMS Banking, Auto BillsPay and e-statement.

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We are a leading international banking group, with a presence in 60 of the world's most dynamic markets and serving clients in a further 85. 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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