

press release

Standard Chartered Makes Mobile Banking a Breeze

The Bank's first mobile banking application to view, move and manage finances anytime, anywhere

Mumbai, June 2, 2011: Standard Chartered Bank, India's largest international bank, today announced the launch of an innovative mobile banking application in India, called Standard Chartered Breeze. The product gives customers greater ease of use and a higher degree of convenience, through an intuitive and design rich interface.

Standard Chartered is one of the first players in India to deliver a comprehensive and rich mobile offering, compatible on over 700 handsets. Breeze has been developed based on extensive consumer research and is uniquely designed to take the mobile banking industry by storm.

With over 700 handsets supported from rich mobile experiences on Android, Blackberry and iPhone to the most basic Nokia devices, this represents possibly the richest and most comprehensive mobile banking experience in India. iPhone will be the newest addition to the suite at the end of the month offering the first bespoke mobile banking application in India.

Standard Chartered Breeze is designed with the consumers' mobility needs in mind. Customers can access Breeze with their existing online username and password eliminating the need for multiple passwords making the offering both secure and convenient.

Some unique features to highlight:

- View bank and credit card accounts
- Transfer funds to other banks in India
- Pay utility bills – offering over 100 billers across the Country
- ATM Locator - Locate the nearest SCB Branch/ATM
- mCommerce: Top up a pre-paid mobile phone (across all networks)
- mCommerce: Choose the cinema, choose your seats and purchase your tickets all within Breeze
- mCommerce: Find, book and pay for your airline tickets through Breeze

Matthew Norris, Chief Information Officer, India and South Asia, Standard Chartered Bank also said, "Breeze is a comprehensive banking platform that enables our customer to personalise how they see, move and manage their money with incredible ease. This new application by Standard Chartered will serve as a key customer touch point that complements the Bank's physical branch network."

Aman Narain, Group Head of Remote Banking, Standard Chartered Bank commented, "Breeze is intuitive, easy-to-use and most importantly secure. It has been designed by a group of people who are truly passionate about creating great experiences for our customers and we are

delighted that they will now be able to access and manage their money from their mobile phones, wherever they are, whenever they want”

Rajashree Nambiar, GM, Distribution, India “With Mobile phones becoming an integral part of our lives, Breeze will provide a Safe, Secure and Personalized service delivery channel for the bank to reach out to our customer.”

The Breeze application was built for Android devices using Adobe Creative Suite® and Platform technologies including Flex®, Adobe Flash Builder™, and Adobe AIR® 2.5. All other instances of Breeze and associated mCommerce was built in partnership with Monitise, Monitise plc is a leader in Mobile Money solutions.

Standard Chartered has created a micro-site that includes a more detailed product description, demo and tips on how to use Breeze. More information is available at <http://breeze.standardchartered.com/in>

Standard Chartered Bank in India

Standard Chartered Bank is India’s largest international bank with 94 branches in 37 cities, a combined customer base of around 2 million retail customers and more than 2,000 corporate and institutional relationships. Key businesses comprise Consumer Banking, including deposits, loans, wealth management, private banking and SME banking; and Wholesale Banking, which includes cash transaction banking, treasury, corporate finance and custody services. For more information, visit www.standardchartered.co.in

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