

press release

Standard Chartered Bank launches new full-service branch at Chhindwara

~ Shri P. Chidambaram, Hon. Union Minister of Finance and Shri Kamal Nath, Hon. Union Minister of Parliamentary Affairs and Urban Development inaugurated the new branch ~

Chhindwara, January 09, 2013: Standard Chartered Bank, India's largest and best foreign bank* has deepened its presence in Madhya Pradesh by launching a full-service branch in Chhindwara. A wide-ranging product suite of the bank is available for customers at Chhindwara. This is the third branch the bank has opened in Madhya Pradesh, the previously existing branches being in Bhopal and Indore.

The branch was inaugurated by Chief Guests **Shri P. Chidambaram, Hon. Union Minister of Finance** and **Shri Kamal Nath, Hon. Union Minister of Parliamentary Affairs and Urban Development** in the presence of **Shri Jaspal Singh Bindra, Global Executive Director & CEO Asia** and **Shri Sunil Kaushal, Regional CEO India & South Asia** of Standard Chartered Bank.

Addressing the gathering, **Jaspal Bindra** said, "We are delighted to bring world class banking services to the heart of India. Standard Chartered Bank is committed to furthering financial inclusion in the country and our branch in Chhindwara is a testimony to this commitment."

Speaking on the launch, **Sunil Kaushal** said, "Standard Chartered Bank has been in India since 1858 and has always endeavored to offer best-in-class banking and financial products and services to its customers here. Madhya Pradesh has always been a key market for us and we are deepening our presence with the third branch in the state. We are confident that the people of Chhindwara will benefit from the banking services offered out of our new branch."

The Chhindwara branch, located at Sharma Complex, Ground Floor, Plot No. 491 on Parasias Road will offer a range of banking services such as savings products, including no-frills account, investment services and corporate payment solutions. Customers will also enjoy the expertise of a team of financial experts to help them make the best of their banking experience.

With this new branch, Standard Chartered increases its employee strength to about 50 in Madhya Pradesh.

Speaking on the occasion, **Sanjeeb Chaudhuri, Regional Head, South Asia & Chief Marketing Officer, Consumer Banking, Standard Chartered Bank** said, "Standard Chartered Bank has always

been at the forefront of leveraging technology to introduce innovations that enhance the banking experience of its customers. In line with this ideology, the bank has regularly introduced various technology powered product and service offerings. We are confident that our product and service offerings will enable our customers in Chhindwara to meet their financial needs.”

Following are a few of the technology enabled offerings that will be provided by the bank to its customers in Chhindwara:

- Online Banking services which customers can access over the Internet from anywhere in the world
- Mobile Banking (Breeze) – enabling customers to access banking services through their mobile phones
- An international Debit Card that provides attractive rewards to customers when used for making payments
- A state of the art ATM that prompts audio commands to enable visually impaired customers to operate the ATM conveniently and in a secure fashion
- Electronic Cheque Drop Box – an online cheque deposit box that provides an instant acknowledgement of cheques deposited
- Enabling a toll free number for its customers in Chhindwara to access 24X7 phone banking services

The latest launch will take the total number of Standard Chartered branches in India to 98 spread across 41 cities - the widest footprint by far offered by any foreign bank in the country.

Standard Chartered has continued to invest in India, which is now the Bank’s second largest market globally. The endeavour of the bank has always been to work alongside people and communities to make a meaningful difference to communities in every market that the bank operates in. In line with this, the bank also organized an eye camp as part of its ‘Seeing-is-believing’ initiative along with the launch of the branch. The Chief Guests for this event along with the senior management team of Standard Chartered Bank spent time interacting with the patients and doctors at this eye camp.

As part of its commitment to sustainable development and community building, the bank has also taken a lead in developing a software product called “eOps” that will empower rural people by providing them earning opportunities through ‘snippet based’ data entry. eOps will pave the way for financial inclusion in remote places, empower women as well as physically challenged and retired people to work from home and contribute to community development. This software has been deployed in a village in Tamil Nadu and the response for this has been encouraging. The bank is setting up a facility in Chhindwara that will enable the rural population an opportunity to be gainfully employed through training provided by the bank.

*Dun & Bradstreet Asian Banking Awards 2012

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With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities for 87,000 staff. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, 'Here for good'.

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Standard Chartered Bank in India

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