

press release

Standard Chartered Bank launches a unique fund-raising initiative

~ 10 employees will undertake the “Tough Trails - 7 steps to Khardung-La” challenge ~

Mumbai, June 14, 2013: Standard Chartered Bank is celebrating 10 years of “**Seeing is Believing**” – a global Standard Chartered programme that is aimed at tackling avoidable blindness and visual impairment. As an ongoing commitment to this global initiative, the bank has launched a unique fund-raising challenge titled “**Tough Trails - 7 steps to Khardung-La**” wherein 10 employees of the bank will embark upon a motorcycle expedition from Mumbai to Khardung La – the world’s highest motorable road.

The expedition will cover approximately 4000 kilometres and traverse 9 states and union territories, with temperatures ranging as high as 48 degrees to sub-zero degrees temperature and extremely low oxygen levels which will test the courage, endurance and determination of these bank employees. These employees will put themselves through this gruelling expedition to motivate people to donate money towards the “Seeing is Believing” initiative. They will also visit various vision centres, primary health care facilities providing services for eye health, in the course of their journey. The Bank commits to match all donations, dollar for dollar.

This arduous journey was flagged off by Sunil Kaushal from the Bank’s corporate office situated in Bandra Kurla Complex.

Speaking on this unique challenge, **Sunil Kaushal, Regional Chief Executive, India and South Asia, Standard Chartered Bank** said, “Our commitment towards building a sustainable bank has ensured that we look beyond philanthropy and focus on helping communities and embedding sustainability across all our processes. We are proud of these employees who have taken up a challenge to support one of our key sustainability initiatives. Our ability to create sustained value for our shareholders is intrinsically linked to the health and prosperity of the communities in which we operate. This challenge is a reaffirmation of our commitment to sustainable development.”

In addition to creating awareness and promoting the “Seeing is Believing” programme, these employees will also undertake various community service activities during the course of their biking expedition to Khardung-la. These include:

- Volunteering service in a few remote villages in the high mountains towards painting village schools, planting trees, distributing warm clothes and conducting first level of eye testing
- Participate in a “mountain clean up drive” towards cleaning plastic debris in around 8 high altitude mountain passes
- Organise basic awareness workshops at various villages on AIDS, water conservation practices and environmental initiatives towards creating a greener planet
- Meet school children in the villages and engage with the local community to understand and appreciate cultural diversity

About “Seeing is Believing”

“Seeing is Believing” is the Bank’s global programme which raises money to tackle avoidable blindness across the world. It is a collaboration between the International Agency for Prevention of Blindness and Standard Chartered, to fund sustainable eye-care services in areas of poverty and high need across the world. Launched in 2003, the initiative has grown into a multi-million dollar global programme reaching over 41 million people to date. Standard Chartered matches, dollar for dollar, all donations made to this programme. In India, the programme has benefited over 3 million people where more than one million people have been screened, 50549 people have been prescribed spectacles, 47713 other Primary Eye Care Treatments have been carried out, and 1177 health workers and medical professionals have been trained. In partnership with its trusted non-government

organisation partners, the bank provides poor communities access to eye care services through 72 vision centres across 10 states, through an investment of USD 4.9 million. The bank has committed additional spends of USD 6 million until 2020.

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