

# press release

## Standard Chartered launches a Christmas Loan Sale campaign

**Nairobi, November 5, 2013:** Standard Chartered Bank has announced lowest borrowing rates on its three key retail lending products for this festive season.

The 45 days offer dubbed “The Christmas Sale” will see Standard Chartered customers enjoy great discounts on loan interest rates on Personal Loans, Mortgages and Auto Loans.

The bank is offering customers personal loan bundles at a rate of 15.9%, mortgage bundles at 12.9%, and auto loans at 14.9%.

Speaking during the launch of the campaign, Tirus Mwithiga, Standard Chartered's General Manager, Integrated Distribution-East Africa, highlighted that this is the second time in this year Standard Chartered is offering the lowest borrowing rates in the market - a show of commitment to its customers.

“We care for our customers. We are always looking for ways and means to fulfil our customer financial needs by providing them with very competitive and value-added offerings in the market.

The offer coincides with the festive season, which is an ideal period for us to fulfil the desire of our customers for unforgettable Christmas and New Year celebrations,” he added.

On his part, Head of Consumer Banking, East Africa, Bhartesh Shah encouraged customers to use these lower rates to consolidate their various loans at the lowest repayment rates in the market. To enable customers to overcome the hurdle and high cost of transferring their mortgages in particular, the bank will be absorbing the legal and valuation costs of transferring a mortgage from another bank.

We call upon all our customers to take advantage of these new rates to access credit that makes it easier than ever to achieve your goals,” added Shah.

The Sale will run for a limited period of 45 days starting on 4th November and ending on 18th December.

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**For further information please contact:**

Emily Kaiga  
Head of Brand and Corporate Communications  
Standard Chartered Bank Kenya  
Tel: 329 1042  
Mobile: 0772066592  
Email: [Emily.Kaiga@sc.com](mailto:Emily.Kaiga@sc.com)

Beda M. Biswalo  
Corporate Affairs Manager  
Standard Chartered Bank Kenya  
Email: [BedaMichael.Biswalo@sc.com](mailto:BedaMichael.Biswalo@sc.com)

**Note to Editors:**

**Standard Chartered Bank in Kenya**

Standard Chartered Bank Kenya Limited was established in 1911 with the first branch opened in Mombasa Treasury Square.

Today, 102 years later, Standard Chartered Bank is one of the leading Banks in Kenya, with an excellent franchise. It has a total of 34 branches spread across the country, 97 automated teller machines (ATMs) and 1,900 employees.

Standard Chartered Bank Kenya Limited has local shareholding of about 25%, comprising about 32,000 shareholders. It is a publicly quoted company on the Nairobi Securities Exchange since 1989.

Our capital, deposit base, and lending portfolio is reported in Kenya Shillings, and we offer a variety of local and foreign currency accounts, both deposit and loan, to our customers. We are also one of the leading lenders to the Kenyan agricultural sector.

Further underpinning its importance, Standard Chartered Bank Kenya Limited hosts the regional Shared Service Centre hub supporting the Bank's technology operations in Uganda, Tanzania, Zambia and Botswana and South Africa on a real time basis.

**Standard Chartered – leading the way in Asia, Africa and the Middle East**

Standard Chartered is a leading international banking group. It has operated for over 150 years in some of the world's most dynamic markets and earns more than 90 per cent of its profits in Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

With 1,700 offices in 70 markets, the Group offers exciting and challenging international career opportunities for nearly 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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