

# press release

## Standard Chartered's Priority proposition

**26 August 2016, Colombo, Sri Lanka (For release on Monday 29 August 2016)** – Standard Chartered reintroduces its Priority Banking proposition with some very attractive features included in this its fastest growing segment. In the coming months, the bank will bring a range of offers and deals and some unique experiences to its Priority Banking clients. The bank's approach is centred on developing a deep understanding of client needs, behaviours and preferences and delivering consistently superior solutions to cater to these specifically. To be eligible for Priority Banking status the client must have a banking relationship of LKR 5 million or equivalent in another currency in a savings or fixed deposit account or must draw a nett monthly salary of LKR 400,000 minimum.

Sanjay Wijemanne, Head, Retail Banking, Standard Chartered commenting on the Priority Banking proposition said: "We have seen a growth momentum in the past 3 years and we are encouraged by this response from our clients. We have exciting plans ahead, which I am confident will not disappoint our clients. With the best rewards program currently in the market – the 360° degrees rewards program, coupled with the Visa Infinite card and its unique global benefits and eligibility for Hilton HHonours Gold status, and the Harrods Black Card, our teams of experienced Relationship Managers and Service Support are poised to actualise and address our clients' banking requirements."

The ease and flexibility of a Standard Chartered Priority Banking Account offers a complete solution, and shares some characteristics of wealth management services, whilst offering a greater breadth and depth of personalized service. Standard Chartered's Priority Banking clients also enjoy preferential foreign exchange rates and

rewards schemes as well as fees waived for particular transactions such as overseas ATM withdrawals and international fund transfers, subject to regulatory requirements.

The proposition enhances entrée to a gamut of services for Priority Banking clients across the world, including access to over 200 priority centres and the ability to withdraw money from Standard Chartered ATMs anywhere within its footprint without charges. The Visa Infinite credit card offers access to round the clock international concierge services, international offers, global client assistance, 1.9 million ATM locations worldwide and 700 airport VIP lounges across the world. Another extremely attractive aspect of Standard Chartered's Priority Banking proposition and one offered exclusively to the Bank's Priority clients is the facility to mortgage an existing property and borrow up to 70% of the market value up to LKR 75 million. The money can be used by the Priority Banking client toward any purpose, be it the purchase of another property, the purchase of a vehicle, or to start a business. The loan is offered on a very low rate of 12.75% fixed for five years. The bank has signed on high-end development projects such as Shangri-La for the further convenience of its Priority Banking clients.

Standard Chartered welcomes queries, and these maybe made online via the website, [www.sc.com/lk](http://www.sc.com/lk), or by calling the hotlines on 0112480777 or 0112480480.

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**Photo Caption:**

**Note to Editors:**

## **Standard Chartered**

We are a leading international banking group, with around 86,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. 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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