

# press release

## **Standard Chartered launches three service guarantees**

**2 January 2013, Hanoi, Vietnam** – In commitment to offer the most convenience to customers, Standard Chartered Bank (Vietnam) Ltd. has launched three service guarantee including 8 minutes service pledge, 30 minutes bank account opening and 24 hours personal loan. These initiatives are proof for the Bank's commitment to offer customers best quality service.

Accordingly, the Bank's tellers will pledge service within 8 minutes after customer gets waiting number. The Bank also commits to open an account less than 30 minutes. Customers just simply bring ID card, fill in account opening form and deposit money into their new account. If time taken to open an account is more than 30 minutes, the Bank will immediately credit VND100,000 into customer's account. Alongside, within 24 hour after receiving completed documents as evidenced by SMS, the Bank will scan and review all papers and communicate to customers about the final decision on their loan applications. This 24 hour personal loan commitment is applied for all personal consumption purposes.

Mr. Amit Arora, Head of Consumer Banking of Standard Chartered Bank (Vietnam) Ltd. said: "At Standard Chartered we know that our customer is expecting high quality and time saving services. Since launching the first service guarantee in 2011 we have served 80,000 customers within 8 minute in our branch network. We are very happy that these three service guarantees have made the most convenience to satisfy customers' demands. These service guarantees are other proof of our brand promise to be "Here for good" in our daily business practice where we constantly challenge ourselves to offer best quality service to customers."

Standard Chartered Bank commits to bring the world's best banking services and products to Vietnam. The Bank is recognized nationally and internationally with "World's Best Consumer Internet Bank" award and the "Best Consumer Internet Bank in Vietnam" by the industry's premier Digital Awards handed out by Global Finance Magazine, the Visa Leadership in Issuing Innovation and "Trust and Use" award for Best Visa Platinum Debit Card.

For further information, please contact our Call Centre at (84 4) 3696 0000/ (84 8) 3911 0000.

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**Notes to Editors****Standard Chartered Bank (Vietnam) Limited**

In Vietnam, Standard Chartered's history can be traced back to 1904 when the Bank opened its first branch in Saigon (now Ho Chi Minh City).

Following the official approval from the State Bank of Vietnam, effective 1 August 2009, Standard Chartered commenced operations in its locally incorporated entity – Standard Chartered Bank (Vietnam) Limited. Local Incorporation was an important milestone in Standard Chartered's development in Vietnam.

Standard Chartered now has three branches and employs over 850 staff. The Bank provides a full of suite banking products and services for corporates, financial institutions, small and medium enterprises and individuals.

Standard Chartered brings its international expertise and experience in other growing markets to Vietnam, where it actively contributes to the development of the banking and finance sector in the country. The Bank also plays an active role in the Vietnamese community and has demonstrated this through many social and charitable activities.

For more information, please visit: [www.sc.com/vn](http://www.sc.com/vn) and [www.facebook.com/standardcharteredVN](http://www.facebook.com/standardcharteredVN)

**Standard Chartered**

We are a leading international banking group, with more than 90,000 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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