

2 September 2024

HSBC: INTERNATIONAL RETAIL BANK OF THE YEAR FOR THE 4TH CONSECUTIVE YEAR

*** Asian Banking and Finance also names HSBC Best Marketing & Brand Initiative of the Year for the second time in a row ***

Hongkong and Shanghai Banking Corporation Limited (HSBC) Bangladesh has been awarded as the International Retail Bank of the Year for the fourth consecutive year, as well as the Best Marketing and Brand Initiative of the year for the second time in a row. The awards ceremony held recently at Marina Bay Sands in Singapore recognised the strengths of the Bank's service standards in retail banking and its commitment to opening up a world of opportunity for resident and non-resident Bangladeshis through its international connectivity.

The prestigious Asian Banking & Finance Awards programme aims to honour top banks and financial companies in the Asia Pacific region that are reshaping retail banking landscapes through innovative products and services, and implemented effective strategies.

Commenting on these achievements, **Md Mahbub ur Rahman**, Chief Executive Officer, HSBC Bangladesh stated, "Winning the accolades from ABF successively, reaffirm our strengths to meet the evolving international banking requirements and our consistent commitment to support our retail customers. I want to thank HSBC's Retail team for taking that extra mile and continuously striving to improve our customers services."

Tanmi Haque, Head of Wealth and Personal Banking at HSBC Bangladesh, remarked on the recent streak of victories, emphasising the significance of customer centricity in HSBC's operations. She highlighted, "HSBC is committed to innovating services and enhancing its brand through continuous marketing efforts. This is an endorsement from our customers and it is an honour to be recognised for excellent customer services."

HSBC's customised banking proposition, 'HSBC Select' offers a range of saving products and exclusive lifestyle privileges. With the help of its dedicated coverage and unparalleled global network, the bank provides seamless services for international education payments and foreign remittance services for non-residential Bangladeshis. HSBC Select entails a pool of dedicated relationship managers who ensure the customer's financial needs are met and their financial future secured with the bank's personalised services.

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Note to editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 60 countries and territories. With assets of US\$2,975bn at 30 June 2024, HSBC is one of the world's largest banking and financial services organisations.

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