

Press Release

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Bank Rakyat Indonesia awarded as Best Deposit Product in The Asian Banker Indonesia Country Awards Programme 2016

- **BRI expanded its deposit business and promoted financial inclusion through branchless banking**
- **Initiated reliable and pro-active programs to boost customer acquisition and retention**
- **Project resulted to positive business performance**

Jakarta, Indonesia July 27th 2016— Bank Rakyat Indonesia (BRI) received the award for **Best Deposit Product** for 2016 during The Asian Banker Indonesia Country Awards Programme. The awarding ceremony was held in conjunction with the prestigious Indonesia International Banking Convention 2016, the foremost annual meeting for decision makers in the financial services industry in Indonesia, held at The Ritz-Carlton Jakarta, Mega Kuningan, Indonesia on July 27th 2016.

BRI expanded its deposit business and promoted financial inclusion through branchless banking

BRI continued to grow its retail deposits in 2015 to promote financial inclusion in Indonesia. To reach the untapped markets and extend its provincial coverage, the bank improved its self-service banking channels such as ATMs, mobile and internet banking, and its electronic data capture (EDC) machines. The bank also expanded its ATM network with 2,000 additional machines, while 56,554 EDC machines were deployed in the same year. BRI further developed its BRILink project, a network of selected microfinance borrowers with good track record who act as banking agents and provide deposit and transaction banking services in communities.

Initiated reliable and pro-active programs to boost customer acquisition and retention

The bank implemented several marketing activities to strengthen its customer hold and to promote BRI's savings products, BritAma and Simpedes, and other e-banking services. These programs include Pesta Untung Beliung, Pesta Rakyat Simpedes, BRI Peduli Pasar Rakyat, Panen Bulanan Simpedes, and Grebeg Pasar.

Project resulted to positive business performance

BRI's retail deposits grew to IDR256.7 trillion (\$19.5 billion), which is equivalent to 34% of the total bank deposits. Moreover, the bank has successfully captured more than 50 million customers in Indonesia by broadening the reach of its services.

The Asian Banker Indonesia Country Awards Programme, refereed by prominent global bankers, IT consultants and academics, is the most prestigious of its kind in Indonesia. Recipient of these awards are honoured in a gala event that recognises their efforts in bringing superior products and services to their customers. A stringent and long evaluation process determines the awardees.

About The Asian Banker

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