

**TAB International Pte Ltd**

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Press Release

FOR IMMEDIATE RELEASE

**Citibank (India) wins Best Retail Banking Brand Initiative Award for 2012**

- Citi 200 Years campaign exploded through print, digital and events
- Innovative use of Indian Premier League to boost awareness of the campaign - and mobile banking services a cornerstone of the bank's outstanding micro business growth
- Resulted in a 22% increase in consumer brand preference and The bank has created micro-banking by obtaining and disbursing loans to the microfinance community

**Seoul, South Korea, 22<sup>nd</sup> March 2013** – Citibank (India) has won the Best Retail Banking Brand Initiative Award, for 2012. The bank received the award at The International Excellence in Retail Financial Services 2013 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Westin Chosun, Seoul in South Korea on March 21st 2013.

Citibank India launched the Citi 200 Years campaign to create an iconic brand in celebration of Citi's 200 year heritage, with a focus on trustworthiness (reputation), prestige (heritage) and innovation. The campaign was executed through every possible spectrum of advertising, from print to digital (including social media), as well as via events for financial industry and in collaboration with the Indian Premier League cricket tournament. All internal business was integrated with the Citi 200 Years campaign, running for clients across various businesses such as cards, savings accounts and mortgages.

The bank's innovative branding initiative commitment resulted in a 22% increase in consumer brand preference and an awareness of 65% percent (with a reach of 95%). It also delivered a 78% increase in the average age perception of Citibank. Sales experienced a 40% increase in corporate referrals and sign-ups, with a 13.5% uplift in cards purchase sales

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises their efforts in bringing superior products and services to their customers.

The awards programme, administered by The Asian Banker administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

## **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong and Shanghai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

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## **Evaluation Criteria for Excellence in Retail Financial Services Programme**

The Excellence in Retail Financial Services Programme was instituted in 2001 to recognise the pursuit of excellence amongst retail financial institutions in the region. The programme is also a repository of evolving best practices from which players can benchmark their own products and processes over the long term.

The Excellence in Retail Financial Services programme is predicated by the belief statement below.

Core Belief:

“We believe that a well-run retail bank is one that demonstrates a long term, sustainable, profitable franchise with the customer as its core proposition.”

As per the belief, an outstanding player in the retail financial services industry should demonstrate the following attributes:

- 1. Outstanding annual performance of the retail banking unit**
- 2. Sustainability as a franchise over a long period of time and across economic cycles**
- 3. A well-defined franchise in the chosen marketplace**
- 4. Transparency and accountability of business model**
- 5. Clear sales and execution skills at the product level**
- 6. Rigorous risk management capabilities**
- 7. Superior business and operational processes and technology**
- 8. Strong penetration and efficiency of distribution channels**
- 9. Focus on developing human resources to support the bank's strategy**
- 10. Ethical banking**

In addition, we have developed stringent evaluation criteria for each product or process. The decision-making process we use for these prestigious awards is made as transparent as possible so that banks in the region can understand where they stand as sustainable retail franchises, as well as use the process to re-examine their own products and processes.

Further information on the programme can be found at The Asian Banker website, Awards Programme, at [www.theasianbanker.com](http://www.theasianbanker.com).

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