

**TAB International Pte Ltd**

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Press Release

FOR IMMEDIATE RELEASE

**Bank Rakyat Indonesia wins Best Microfinance Bank Award for 2012**

- The bank's microfinance business is the second largest in the world at \$10.4b
- TerasBRI outlet and mobile banking services a cornerstone of the bank's outstanding micro business growth
- The bank has created micro-banking by obtaining and disbursing loans to the microfinance community

**Seoul, South Korea, 22<sup>nd</sup> March 2013** – Bank Rakyat Indonesia has won the Best Employee Engagement 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.

Bank Rakyat Indonesia introduced TerasBRI in 2009, sub-microfinance outlets which offer full banking services. The bank also launched TerasBRI Mobile which provides mobile banking services for customers on-the-go. TerasBRI has been successful in supporting the bank's micro business growth, as there are now 800,000 customer accounts in loans and deposits as of September 2012. The bank is also responsible for the creation of micro-banking in the country by obtaining and disbursing loans to the microfinance community.

The bank's commitment to the microfinance sector has seen its micro finance business emerge as the second largest in the world at \$10.4 billion. The bank has also shown outstanding growth in its micro loan business, as evidenced by the creation 1,100 TerasBRI outlets in two years encompassing 2009-2010. This microfinance model has helped the bank maintain a ROE (Tier I) of 36% and ROA (before tax) of 4.87%, making it one of the most profitable banks in the world.

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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