

Press Release

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## **Bank BRI (Indonesia) receives Micro Finance Product of the Year award for 2016**

- **BRI equipped its micro loan officers with electronic data capture devices to serve customers on site**
- **BRI Bank migrated to an agent model to reach more clients and serve with more flexibility even beyond office hours**
- **BRI managed to grow in a difficult market environment, with its microfinance business registering above-industry growth**

Hong Kong, March 16th 2016—For the second consecutive year, **Bank BRI** (Indonesia) was awarded the **Micro Finance Product of the Year** award for 2016 at The Asian Banker's International Excellence in Retail Financial Services 2016 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 March 16th 2016 at the W Hotel, Hong Kong.

### **BRI equipped its micro loan officers with electronic data capture devices to serve customers on site**

Since the loan officers are equipped with electronic data capture devices, customers no longer need to go to the branches. This saved time for both the borrowers and the loan officers. Banking transactions became convenient and efficient as all procedures can be conducted on the spot.

### **BRI Bank migrated to an agent model to reach more clients and serve with more flexibility even beyond office hours**

BRI Bank introduced the agent system in 2013, eventually going full scale in 2014. The bank recruited agents in order to serve customers efficiently. The agents served customers even when BRI is closed, nights and weekends, essentially making all the outlets online.

### **BRI managed to grow in a difficult market environment, with its microfinance business registering above-industry growth**

BRI stood out in a challenging market and sluggish economy as its microfinance borrowers increased from 7.3 million in 2014 to 7.9 million in 2015. Microfinance operations posted the highest growth year-on-year compared to the bank's other businesses, contributing more than half of the bank's profit. Moreover, BRI still maintained a manageable NPL rate.

About 200 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia, and Africa attended the Excellence in Retail Financial Services Convention, which recognises banks' efforts in bringing superior products and services to their customers. The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants, and academics, is the most prestigious of its kind.

A stringent evaluation process across three months based on a balanced and transparent scorecard determines the winners of The Asian Banker International Excellence in Retail Financial Services Awards, and the positions of various retail banks in the region.

### **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The company is headquartered in Singapore, with offices in Manila, Malaysia, Hong Kong, Beijing, and Dubai, 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.

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