

Press Release

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## **Bank of Ayudhya (Krungsri) receives the Mortgage Product of the Year and Best Data Analytics Awards for 2017**

- **Krungsri's Home Loan for Top Developers led to its mortgage business' impressive growth of 23%**
- **The bank has implemented a new working model and information management support for this product, reducing turnaround times**
- **Krungsri has utilised big data technology that enabled real-time campaign rollouts**

**Bangkok, Thailand, 28<sup>th</sup> September 2017— Bank of Ayudhya (Krungsri)** received the **Mortgage Product of the Year and Best Data Analytics Awards** for 2017 at The Asian Banker's Future of Finance in Thailand Awards Programme 2017. The awards ceremony was held in conjunction with the region's most prestigious retail banking event, the Future of Finance in Thailand Convention, held at the St. Regis Bangkok Hotel on September 28, 2017.

### **Krungsri's Home Loan for Top Developers has led its mortgage business' impressive growth of 23%**

Through its "Home Loan for Top Developers", launched in November 2015, the bank was able to leverage on the market reach of top developers, especially those in the key provinces. In Thailand, home developers' contribute more than half of mortgage loans volume. For this reason, the bank has designed this product as a partnership with top developers, which led its annual average mortgage volume to grow 73% in 2016.

### **The bank has implemented a new working model and information management support for this product, reducing turnaround times**

Krungsri has designed a synergised business model to support its Home Loan for Top Developers, wherein the bank provides pre- and post-finance solutions for partner top developers resulting in more sales for the latter. To ensure quality service, the bank has doubled the number of its mortgage specialists last year. Similarly, the bank has developed a new information system that enables its partners to monitor and make decision faster. With improved turnaround times, the bank's overall new mortgage loans grew by 20% to \$1.8 billion (THB60 billion) in 2016 from \$1.5 billion (THB50 billion) in 2015.

### **Krungsri has utilised big data technology that enabled real-time campaign rollouts**

Last year, the bank has launched its "Big Data and Real-time Decision Management" program enabled by data analytics, which speeds up the rollout of credit card campaigns, from pulling leads, waterfall, to uploading. Real-time rollout of campaigns has allowed the bank to send a campaign at the right time, which varies from customer to customer.

About 200 senior bankers from award-winning banks in 25 countries in Asia Pacific, Middle East 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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