



The auspicious moment of unveiling of the new logo developed by GREY Advertising Bangladesh Ltd.

Mutual reliance appears on the horizon

UCB Chairman MA Hashem was thankful at the launch of the bank's new logo



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United Commercial Bank Chairman MA Hashem conveyed his heartfelt gratitude to everyone who took part in the inauguration ceremony of the bank's new logo.

"In our glorified journey of 32 years, your trust and faith have converted the bank into a large family."

He believes the new logo will unveil a new horizon of mutual reliance, cooperation and motivation.

"I hope we will turn out to be a development partner of each other and will be able to build a prosperous economy together."

At the end of the ceremony, he thanked eminent guests, Board of Directors, members of the management, journalists and all the well-wishers of the bank for always being a part of the bank's successful venture.

UCB at a Glance

Establishment: In 1983

Listing: With DSE in 1986 and CSE in 1995

Total branches: 148

ATM booth: 135

Board of Directors: 20

Paid-up capital: Tk 1,004 crore

Total deposit: Tk 21,485 crore

Loans and Advances: Tk 18,965 crore

Total asset (As of December 31, 2014):
Tk 26,610 crore

Earnings per share

(As of December 31, 2014): Tk 4.39



Prominent artists Mustafa Manwar and Rafiqun Nabi present the new logo to MA Hashem, chairman of UCB, and Muhammed Ali, managing director.



Directors of UCB attend the launch of the logo at Bangabandhu International Conference Centre.



Iconic Runa Laila mesmerises the audience with her soulful song.



An international troupe of Scarlett Entertainment presents an inspiring shadow dance show.

New logo highlights future steps of UCB

Says Managing Director Muhammed Ali at the launch of the bank's new logo



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United Commercial Bank is one of the largest private commercial banks that frequently pursues diversified initiatives to provide the customers with simple, fast and timely solutions to their banking needs, said Muhammed Ali, managing director of the bank.

The current wave of globalisation is driven by policies that have opened economies domestically and internationally, Ali said at the launch of the bank's new logo in Dhaka on September 17.

International Monetary Fund has identified trade and transactions, capital and investment movements, migration and movement of people, and the dissemination of knowledge as the basic aspects of globalisation, he said.

Success is highly embedded with the notion of change, which forces one to examine the surroundings, he said.

Over the last 32 years, UCB has always been with its customers and their ever-changing demands, and the launch of the new logo is a result of that, he said.

"Through this new logo, we walk into a new world hand in hand with our partners in mutual understanding and benefit that symbolise safety, empowerment and guidance."

The new logo is simple, smart, colourful and friendly and also loyal to its heritage; yet it stands up to date with the times, he said.

"We recast our logo not just for the UCB of today, but for the UCB of the future. The new logo is the reflection of our values, philosophy and relationships," Ali said.

SME businesses, export and import businesses and a credit line of \$95 million from the Asian Development Bank and International Finance Corporation have helped the bank achieve success in its journey, he said.

The achievement of raising the bank's capital to Tk 500 crore by issuing subordinated bond and the upgraded credit rating by external credit rating agency have also helped the bank, he said.

The awards as well as recognition as Best Emerging Markets Bank in Asia Pacific and Best CEO of the Year have also boosted the bank's performance, Ali said.

As 'change' is the only constant, UCB embraces this and strives for a better future for the people and the nation.

"We can illuminate the path to a brighter future only when we are together," Ali said.