

# BANKING MADE EASIER



MA Sabur

## UCB brings 'imperial' product

STAFF CORRESPONDENT

UNITED Commercial Bank, a leading private commercial bank in Bangladesh, will work relentlessly to make banking easier for customers, Chairman of the lender MA Sabur said.

"We want to improve the quality of the services giving highest value to the time of our customers," he said.

ers," he said.

He made the remarks while speaking at the launch of UCB Imperial, a product designed for privileged customers, at the Radisson Blu hotel in Dhaka on April 21. Sabur said time is very important for a businessman.

"Keeping this in mind, we have introduced the 'imperial' product, which will help customers get some special services that will save their

time and make banking easier."

The chairman of the bank also said they have introduced one-stop services for their 'imperial' customers. "UCB has built up a relationship of trust and confidence with its customers. We want to take this relationship to further heights."

He said the bank will continue to bring comfortable banking services for its customers.

UCB began its journey in mid 1983 and has since been able to establish itself as one of the leading first generation banks in the country.

With a vast network of 158 branches, the bank has already made a distinct mark in the realm of private sector banking through personalised services, innovative practices, dynamic approach and efficient management.

## Efforts on for innovation

STAFF CORRESPONDENT

A dynamic organisation always seeks to explore innovative approaches, and United Commercial Bank, being a leading private commercial bank, also frequently pursues diversified and futuristic initiatives towards excellence, the bank's managing director, Muhammed Ali, said.

He was speaking at the bank's 'imperial evening' event to launch its new line of products for faster banking, at Radisson Blu Hotel in Dhaka on April 21.

Modern day banking is getting more intricate, to fulfil the customers' needs for simple, fast and timely solutions along with the demand of globalisation, Ali said.

"At UCB, we are committed to making banking hassle-free and comfortable, and so we have designed our priority banking service -- Imperial -- in such a way that all your banking and investment needs will

be fulfilled with convenient banking experience and a comprehensive suite of products and services."

People deserve to be recognised for the success they have achieved, he said.

"Imperial is designed for you. It is a symbol of your success, your values and your status. At Imperial, you will always be treated with the respect you have earned," he told the bank's priority customers.

The priority clients of UCB Imperial will receive personal banking attention and high quality banking service as well as access to a world of private banking benefits, Ali said.

He invited the customers to join the bank in its move towards a brave new world, with unity, progress, care and financial excellence through its Imperial service.

He also thanked everyone present on the occasion, and wished that the bank and its clients reach new heights of mutual excellence through Imperial.



Muhammed Ali

# A GLITTERING NIGHT

STAFF CORRESPONDENT

THE night began with the audience swaying to the tunes of legendary singer Ayub Bachchu, who mesmerised guests with his acumen on the guitar.

He captivated the hearts of the guests with his performance, accompanied by fluttering beats on the flute and notes strung on the violin on the stage. It was a night well spent.

One of the main attractions in the 'imperial evening' was sand art. Noted Indian sand artist Kaushik presented an unparalleled artistic evening with a combination of sand and light. Kaushik is highly recommended by art connoisseurs worldwide.

The most striking affair of the evening was perhaps the presentation by magician Jewel Aich. An awe-struck audience held their breaths as they watched his tricks on the stage.

Later, he took up the flute and presented the audience with the tunes from the national anthem.

Arnob and Friends came next. His rendition of 'tomar jonno nilche tarar ektukhani alo' got all music enthusiasts cheering with joy. He also presented a Tagore song.

The Blues Brothers kept the zeal going with their performance as well.



Singer Ayub Bachchu performs at the programme at Radisson Blu hotel in Dhaka on April 21.

It was a night to celebrate the launch of a new product by United Commercial Bank Ltd. Customers are very busy these days and this product was designed for this growing group of clients.

The private commercial bank has launched 'UCB Imperial' for its privileged customers and will provide a tailored banking experience to its

clients through returns, rewards and relationships.

The bank will offer round-the-clock services to better fit in with people's lives.

The bank made the announcement at a colourful event at Radisson Blu Hotel in Dhaka on April 21.

The event kicked off with the unveiling of its logo, which was fol-

lowed by the introduction of the range of services under 'UCB Imperial'.

UCB Chairman MA Sabur, Managing Director Muhammed Ali and other high officials of the bank were present. Selected customers of the bank were invited and bestowed with the 'imperial' honour.

Under the new service, the bank

will give the assurance of managing the customers' wealth in the best possible way.

UCB Imperial will be the preferred way of banking and reserved for the privileged few, officials said.

"To meet your specific needs, we have designed products that offer banking, borrowing, protection and investment, and exclusive new products, along with a high level of services by professional relationship managers," said an official of the bank.

For example, the bank's relationship officers will visit the Imperial customers' place of choice to provide service, instead of the customers having to come to the bank.

A dedicated relationship management team comprised of skilled and trained relationship managers backed by experienced product experts in the areas of investment, foreign exchange, insurance and lending will always be at the customers' service when they are an Imperial.

The relationship managers will be a dedicated guide, consultant and liaison of the clients as they enjoy a life-long Imperial banking experience.

UCB Managing Director Muhammed Ali said, "We want to provide our Imperial subscribers with

the highest honour and facility. We want to make their successful business life easier."

Customers who were present at the function welcomed the initiative.

Arifur Rahman, a customer, said some banks took similar schemes, but UCB's initiative seems bigger. "I am personally very happy."

Imperial customers will have exclusively designed high-yield accounts. The account consolidates all of the customers' deposits and investments with UCB Imperial so that they earn higher interest and enjoy greater fund flexibility.

The service provides the clients and their families and businesses with the privileged access to the bank's exclusive range of products.

The benefits include cozy Imperial lounges, 24-hour priority banking services, privileged parking facilities, preferential rates on retail loan products, waiver of account related charges, and waiver of credit card related charges.

Among the benefits, the Imperial clients and their families will have premiere access to elite lifestyle events, products and property launches and VIP previews at partner outlets as well as exclusive discounts, benefits, customised offers and year-long privileges.

