

# We have embraced technology-driven INNOVATIONS

**M. SHAMSUL AREFIN**, Managing Director, NCC Bank

**The Daily Star (TDS):** What is the current state and trend of bank deposits in the country?

**M. Shamsul Arefin (MSA):** Bangladesh's financial sector is undergoing a significant transformation, driven by regulatory reforms, digital innovations, and evolving customer expectations. Today's banking is not only about financial intermediation; it's about being a trusted partner in people's lives and helping them achieve their aspirations.

The banking sector has shown notable resilience in recent times.

Total deposits in Bangladesh rose by 2.11% in Q1 2025, reaching Tk 19.24 trillion, marking a 9.51% year-on-year increase. This upward trend reflects a gradual recovery in consumer confidence towards banks, aided by easing inflationary pressures and a robust inflow of remittances. However, it remains crucial for the industry to stay vigilant to ensure this positive momentum is sustained in the coming months.

**TDS:** What major deposit schemes does your bank currently offer, particularly

those tailored to specific customer segments?

**MSA:** NCC, as a pioneer bank in the country, is no exception to this growth trend. Our deposit mobilisation efforts have gained significant traction, surpassing last year's achievements. In particular, our retail customers' deposit growth in 2024 has been three times higher compared to 2023—a testament to our customers' growing trust and confidence in us.

We are focusing on strengthening our fundamentals through quality asset growth, optimising operational efficiency through technology, and embracing sustainable banking practices. Our profitability remains stable, and we are witnessing encouraging traction in the retail, SME, and corporate banking segments.

To cater to our diverse customers' needs and promote a savings culture, NCC Bank offers a wide range of attractive deposit schemes, including the Deposit Plus Scheme, Special Savings Scheme, NCC Freelancer, Double Benefit Scheme, Kotipoti Scheme, Millionaire Scheme, Parama Super Saver, Parama Uddokta, and Parama Monthly Savings Scheme. These products have been carefully designed to serve various customer segments—professionals, freelancers, aspiring entrepreneurs, and long-term savers nationwide, including women.

**TDS:** What innovations has your bank introduced in terms of technology, payments, and security to benefit



**To cater to our diverse customers' needs and promote a savings culture, NCC Bank offers a wide range of attractive deposit schemes, including the Deposit Plus Scheme, Special Savings Scheme, NCC Freelancer, Double Benefit Scheme, Kotipoti Scheme, Millionaire Scheme, Parama Super Saver, Parama Uddokta, and Parama Monthly Savings Scheme. These products have been carefully designed to serve various customer segments—professionals, freelancers, aspiring entrepreneurs, and long-term savers nationwide, including women.**

depositors?

**MSA:** Digital transformation is no longer optional—it's imperative. We are upgrading our systems, launching new digital products, and reshaping customer journeys through AI-driven data analytics and automation.

We have embraced technology-driven innovations to enhance customer experience, security, and accessibility. Our "NCC Always" internet banking platform ensures 24/7 access to essential services such as fund transfers, bill payments, and mobile top-ups through web and app channels, with state-of-the-art security features.

Additionally, our NFC-enabled, chip-based, multi-currency debit card offers seamless and secure tap and pay transactions, both domestically and internationally. Complemented by our widespread ATM network, we provide customers with easy access to cash withdrawals, balance enquiries, and other self-service banking facilities.

These innovations reaffirm our commitment to delivering modern, secure, and user-friendly banking solutions to our customers across the country.

In addition, we are preparing to introduce new deposit schemes—specifically for senior citizens, university students, and lower-income groups. These products support financial inclusion by bringing more segments of society into the formal banking system.

Furthermore, as part of our broader

vision, we plan to launch "Banking to Community" services through financial kiosks, enabling customers to open accounts, perform transactions, and access a range of services closer to their locality.

**TDS:** What are your bank's future plans for developing new deposit schemes and enhancing operational modes for depositors?

**MSA:** Through targeted products and outreach via branches, sub-branches, and digital channels, we aim to empower rural communities, women entrepreneurs, freelancers, low-income groups, and remittance beneficiaries. Financial inclusion is one of our core business philosophies.

We believe in proactive risk management, governance excellence, and maintaining transparency at all levels. We have a clear roadmap focused on sustainable growth, enhancing customer experience, and contributing to the broader economic development of Bangladesh.

Our vision is to evolve into a future-ready bank with strong digital capabilities, a robust compliance culture, and innovative solutions tailored for the next generation.

Despite global uncertainties and local challenges, Bangladesh's banking sector holds immense potential. With adaptability, innovation, and dedication, we are confident in our ability to help shape a brighter financial future for both our customers and the nation.

## CUSTOMISED care for her needs

SAUDIA AFRIN

For millions of Bangladeshi women, having a bank account was once a distant dream. Today, dedicated deposit schemes are not just empowering their financial choices, but also transforming entire communities. While saving is essential for everyone regardless of gender, women-focused banking products now offer tailored propositions to address specific financial needs around saving and money management.

Key features of women-friendly deposit accounts in Bangladesh include lower initial deposit requirements, higher interest rates, no or low maintenance fees, access to loan facilities, insurance or pension plans, and even dedicated counters at select

branches. These thoughtful inclusions aim to reduce entry barriers for women and build long-term banking relationships.

Typically, these accounts require only a small opening balance often between BDT 100 and 500. Some banks go further by offering slightly higher interest rates than standard savings accounts. Other common incentives include access to

and helping them meet their aspirations," said M. Shamsul Arefin, Managing Director of NCC Bank.

In that spirit, NCC Bank has launched products like Parama Super Saver, Parama Uddokta, and Parama Monthly Savings Scheme, each designed to serve different customer segments including aspiring women entrepreneurs and long-term savers.

**It's not just urban women who are benefiting. Banks are increasingly extending these services to semi-urban and rural women, many of whom face social and physical barriers to accessing traditional banking. By doing so, banks are promoting more inclusive financial participation across the country, addressing financial stability of women.**

collateral-free loans under SME or microfinance schemes, or lower interest on personal and business loans. These benefits help encourage women to channel their savings through formal financial systems.

This shift reflects a broader vision among banks to move beyond traditional intermediation and toward financial empowerment.

"Today's banking is not only about

financial intermediation; it's about being a trusted partner in people's lives

Other banks are also innovating to personalise financial solutions. Mashrur Arefin, Managing Director & CEO of City Bank, said, "Instead of trying to fit everyone into generic products, we plan to design deposit schemes that address the real goals and constraints of specific segments."

City Bank's City Alo is a strong example of this approach. It not only provides women-focused deposit accounts, but also financial literacy, preferential interest rates, and access to entrepreneurial development resources.

Echoing similar ideas, Ali Reza Iftekhar, Managing Director of EBL, shared that the bank is now shifting its deposit strategy toward goal-based savings.

"This approach will allow customers to define and track specific financial targets—be it education, travel, or homeownership."

SEE PAGE J8



**Trust Money**

**Trust Bank PLC.**  
A Bank for Financial Inclusion

**Ease of life REGISTER NOW @ Trust Money**

**Major Features**

- Fund Transfer
- Credit Card Bill Payment
- Account Information
- Utility Bill Payment
- Mobile Top-up (All Telco)
- And many more...!

Available on the App Store    GET IT ON Google Play

09612316201    app.support@tblbd.com

16201

www.tblbd.com    TrustBankLtdBD