

## Serving a Diverse Customer Base with TAILORED SOLUTIONS

**AHSAN ZAMAN CHOWDHURY**, Managing Director & CEO, Trust Bank

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

**Ahsan Zaman Chowdhury (AZC):** As of April 2025, statistics from Bangladesh Bank show that bank deposits in Bangladesh reached BDT 18.20 lakh crore, reflecting 8.21% year-on-year growth, driven mainly by time deposits. Despite attractive deposit rates between 9% to 13%, high inflation and a lack of public confidence have limited stronger growth in some banks.

In recent times, people in our country have become more conscious about the safety and security of their deposits. Many customers now prioritise trusted banks with strong governance and stability over high interest rates. As a result, we have observed that some banks experienced a decline in total deposits, while well-governed and trusted banks have seen growth. At Trust Bank, this positive trend is reflected in ours.

**TDS:** What major deposit schemes does your bank currently offer, particularly those tailored to specific customer segments?

**AZC:** Trust Bank offers a variety of deposit schemes tailored to meet the needs of different customer segments. Students can begin their savings journey with the Trust Student Account and Trust Student DPS account, while senior citizens aged 60 and above can benefit from the Trust Seniors Account, Trust Seniors FDR, and monthly benefit scheme Trust Seniors ECHO. Women can enjoy exclusive features and attractive rates through the Trust Sristi Account, designed specifically for their financial needs. Adult customers have access to regular monthly deposit plans such as the Trust Smart Savers Scheme, Lakhpati Scheme, Trust Millionaire Scheme, and Trust Kotipati Scheme.

Customers at Trust Bank have the flexibility to choose between Conventional and Islamic modes of deposit, ensuring their financial preferences and beliefs are fully respected. Whether opting for traditional interest-based products or Shariah-compliant profit-sharing schemes, all deposit options offer attractive returns. This dual approach allows Trust Bank to serve a diverse customer base with tailored solutions that align with individual values and financial goals.

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

**AZC:** Our bank has adopted cutting-edge technologies to ensure a seamless and secure banking experience for our customers. We've launched

instant app-based services, including contactless payments, virtual cards, and real-time transactions. Notably, we've successfully implemented innovative digital onboarding solutions, such as the frictionless issuance of Sena Credit Cards, instant debit cards, and auto-generated virtual cards. Looking ahead, we are working on HCE-based payment solutions integrated into a single app. These advancements are

providers in Bangladesh. We are also in the process of offering Bancassurance products as a corporate agent to sell insurance products through our distribution channels. Recently, we signed an agreement with the National Pension Authority (NPA) to assist individuals in enrolling in various Universal Pension Schemes and facilitate the collection of monthly subscription instalments through

ongoing challenges. At the heart of this responsibility lies the need for robust regulatory oversight. It is essential that Bangladesh Bank, being the highest regulator, operates independently and efficiently, enforcing prudential regulations relating to capital adequacy, asset quality, and liquidity. Timely and transparent disclosure of banks' financial performance and risk profiles further supports accountability within the sector.

Another crucial area is the protection of depositors' interests. The government must expand and publicise the Deposit Insurance Scheme to boost depositor confidence, particularly among small savers. Periodic reviews and adjustments of the existing coverage limit are needed to reflect inflation and the evolving financial landscape. At the same time, governance and accountability across all banks should be improved through merit-based appointments of board members and executives, stricter enforcement against wilful defaulters and fraud, and greater transparency in bank ownership and related-party lending.

Tackling the high volume of non-performing loans (NPLs) is another priority. The establishment of fast-track courts for loan recovery can help reduce risk. Moreover, Alternative Dispute Resolution (ADR) can play both timely and significant roles in addressing NPLs.

**“Whether opting for traditional interest-based products or Shariah-compliant profit-sharing schemes, all deposit options offer attractive returns. This dual approach allows Trust Bank to serve a diverse customer base with tailored solutions.”**

backed by a state-of-the-art switching system, with security embedded at every layer to deliver a smooth and safe banking experience.

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

**AZC:** Trust Bank is committed to understanding the evolving needs of our customers by actively seeking feedback from both our valued clients and branch officials.

As part of our commitment to innovation and customer-centric service, we are developing a Micro Savings Scheme in partnership with top Mobile Financial Service (MFS)

our nationwide banking network. In parallel, we are working on launching a Premium Banking service tailored for high-net-worth individuals, offering personalised financial solutions and exclusive privileges.

**TDS:** What role do you believe the government should play in strengthening public trust and ensuring the safety of deposits in the banking sector?

**AZC:** The government plays a critical role in strengthening public trust and ensuring the safety of deposits in the banking sector—particularly in a developing country like Bangladesh, where financial literacy remains limited and institutional transparency faces



### The digital era of deposits

SARAH BINTAY SHAKHAWAT

Long gone are the days when making a deposit meant queuing up at a branch, filling forms, and waiting for manual verification. Today, deposits have moved to the digital realm accessible with a few taps on mobile apps, available 24/7, and tailored to customer needs. Bangladesh's banking sector is undergoing a silent revolution where deposit innovations are redefining how people save, invest, and grow their money.

In Q1 2025, total deposits in Bangladesh stood at BDT 19.24 trillion, reflecting a 9.51% year-on-year growth. This growth is not just a result of economic resilience but also of the digital innovations in deposit products that are attracting more customers with ease of access, personalised schemes, and improved security.

#### Digital Deposit Schemes

NCC Bank is among the banks leading this change. Along with traditional deposit plans like Deposit Plus, Kotipoti, and Parama Super Saver, it is investing heavily in digital delivery. “Digital

transformation is no longer optional; it's imperative,” said M. Shamsul Arefin, Managing Director of NCC Bank. “We are reshaping

**From digital FDRs and AI-driven savings plans to micro-deposit apps and fingerprint authentication, banks in Bangladesh are rewriting the rules of deposit banking.**

customer journeys through AI-driven data analytics, automation, and platforms like our ‘NCC Always’ internet banking, which provides 24/7 access to savings accounts, deposits, and fund transfers.”

The bank is also introducing digital schemes for senior citizens, students, and low-income groups, ensuring greater financial inclusion. “Our deposit growth in 2024 was three times higher than

2023, a reflection of our customers' trust in convenient and transparent digital solutions,” Mr. Arefin added.

#### Digital-Only Deposits

Midland Bank PLC is taking deposit innovation a step further with fully online products. Through its ‘midland online’ platform, customers can open Digital FDRs or Family Support Schemes and receive an additional 0.25% profit for using online channels.

“Innovation is central to how we build trust and empower customers,” said Md. Ahsan-uz Zaman, Managing Director & CEO of Midland Bank. “From card-less cash withdrawals to automated tax certificate submissions, our depositors enjoy features that make banking seamless. We're also incentivising digital deposits with cashback and rewards.”

The bank's virtual cash management platform also simplifies corporate deposit flows, reducing the need for cheques or physical branch visits.

**Micro-Savings and Nano Banking**  
A large portion of Bangladesh's population remains unbanked, and

SEE PAGE J12



**NRB Bank**  
Not Just Another Bank

**DOUBLE YOUR MONEY**  
IN **5.6** YEARS



24 HOURS CALL CENTER | **16568**  
+88 0966456000  
www.nrbbankbd.com  
www.facebook.com/nrbbankbd