



# SUPERBRANDS

## SPECIAL 2025

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## A BANKING SUPERBRAND

### Eastern Bank PLC



**EBL's impact extends beyond banking to nation-building. It has financed critical sectors like garments, energy, agriculture, and technology in supporting Bangladesh's economic backbone.**

Eastern Bank PLC (EBL) began its journey in 1992 with a clear ambition: to build an enduring institution based on trust, innovation, and impact. In just over three decades, it has transformed into one of Bangladesh's most valuable financial institutions—recognised for its resilience, progressive outlook, and customer-centric approach. Today, EBL is not just a bank; it is a brand that embodies stability, credibility, and forward-thinking, which is why it has been honoured as a Superbrand for the third time.

#### A FOUNDATION OF TRUST AND GOVERNANCE

From the very beginning, EBL distinguished itself by prioritising quality over speed and integrity over shortcuts. Guided by robust corporate governance and ethical banking practices, the bank earned trust one relationship at a time. Its steady, values-driven growth has made EBL a symbol of reliability in a competitive industry often driven by scale alone.

This unwavering commitment has been reflected in prestigious recognitions: the first Bangladeshi bank rated by Moody's, a AAA credit rating from CRAB for three consecutive years, and multiple "Best Bank in Bangladesh" titles from The Banker. These accolades speak not just to performance, but to consistency, transparency, and trustworthiness, which are hallmarks of any true Superbrand.

#### EXCELLENCE ACROSS THE SPECTRUM

EBL's rise as the most awarded bank in Bangladesh underscores its multidimensional strength:

**1. Corporate Banking:** EBL has become a powerhouse in trade finance, contributing nearly 5% of the country's annual trade transactions. Its structured finance team has arranged over USD 2.1 billion for 100 large industries, in partnership with leading global

institutions. With international offices in Hong Kong and Guangzhou, EBL connects Bangladesh to the world.

**2. Retail Banking:** EBL has redefined customer experience, being named Best Retail Bank in Bangladesh for six consecutive years by The Asian Banker. Its Priority Banking offers personalized solutions and premium privileges, while Payroll Banking serves 1,800 companies with tailored employee benefits. In card services, EBL leads with the most diverse range of co-branded and innovative offerings, including the world's first Mastercard Biometric Metal Elite Credit Card.

**3. SME and Inclusion:** By offering mortgage-free financing to small and medium enterprises, EBL has empowered entrepreneurs—the backbone of Bangladesh's economy. Through Agent Banking, Women Banking, and Student Banking, EBL has expanded access to financial services for underserved communities, bridging the gap between urban and rural economies.

#### INNOVATION AND DIGITAL LEADERSHIP

Innovation is at the core of EBL's identity. Its award-winning Skybanking app and EBLConnect platform are handling nearly 30% of the country's online corporate transactions, which have made digital

banking seamless and secure. The Nest, EBL's in-house innovation lab, fosters creativity and future-ready solutions, while its Head Office is known as the Home of Happiness, stands as a reflection of its people-first culture.

#### COMMITMENT TO SUSTAINABILITY

EBL is not just driving financial growth; it is also driving sustainable development. As the first bank in Bangladesh to adopt carbon accounting, EBL has aligned over 40% of its lending portfolio with green finance. In 2025, it launched the EBL Climate Change Action Awards with European partners to promote innovation in climate solutions in cementing its leadership in responsible banking.

#### DRIVING NATIONAL PROGRESS

EBL's impact extends beyond banking to nation-building. It has financed critical sectors like garments, energy, agriculture, and technology in supporting Bangladesh's economic backbone. By facilitating government revenue collection through automated challan systems for VAT and tax, it plays a strategic role in strengthening national infrastructure.

#### A SUPERBRAND FOR A REASON

A Superbrand is defined not just by market presence, but by values, vision, and impact. EBL exemplifies this with its integrity in

governance and financial stewardship, innovation in products, services, and technology and Impact on national development, sustainability, and financial inclusion

As Managing Director and CEO, Ali Reza Iftekhar aptly put it: "Being named a Superbrand for the third time is more than just recognition—it reflects the trust our customers place in us and the passion our people bring to everything we do. At EBL, we stand for integrity, innovation, and impact."

For 33 years, Eastern Bank PLC has proven that true leadership is about more than size; it is about trust, consistency, and purpose. By shaping the future of banking while contributing to the progress of Bangladesh, EBL has rightfully earned its place as a Superbrand. It is not only a leader in the financial sector but also a symbol of resilience, progress, and national pride.

