

# BANK OF PUNJAB LTD.

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ANNUAL  
REPORT  
1998-99

Withdrawals

A

S

X

Z

On-Line Banking

B

AB



Managing Change. Biding Time.

Balancing fluctuations. Exploiting opportunity.

Rooted in traditional values, yet ever-ready to adapt to change.

Embracing new methodologies.

To evolve into a world-class banking institution.

The Bank of Punjab Ltd.



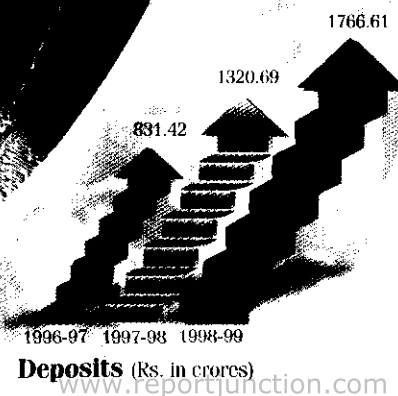
# Ever since its inception 4 years ago,

Bank of Punjab has had one credo - strive to excel. In every sphere of banking and finance. Spearheading new trends. Adapting new technologies. Nurturing a growing customer base. Bank of Punjab today has matured into a consummate bank with a distinctive identity - uniquely its own.

From the very beginning, the Bank's aim has been to grow strategically. Addressing both, the urban metropolis as well as extending reach and a diverse array of offerings, to semi urban towns and the vast rural hinterland. To acquire a composite clientele.

The last year too has been no exception. As proposed, several new branches were opened across the country and we have, yet again recorded consistent growth. Deposits aggregate Rs.1,766 crores, while the number of branches now total 50. The Bank continues to hold its leadership position as a retail bank amongst its peer banks.

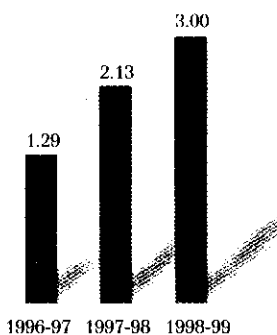
Our customer base currently stands close to 300,000 and it is our conscious endeavour to constantly add to it. By continuing to proffer personalised, friendly services and introducing yet more innovative schemes and packages, to help our customers grow their deposits multi-fold.



1996-97 1997-98 1998-99


Deposits (Rs. in crores)

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No. of Customers (in lacs)

In a world of shrinking boundaries, globalisation is the key. Bank of Punjab has been steadily gearing up its facilities to address this emerging challenge.

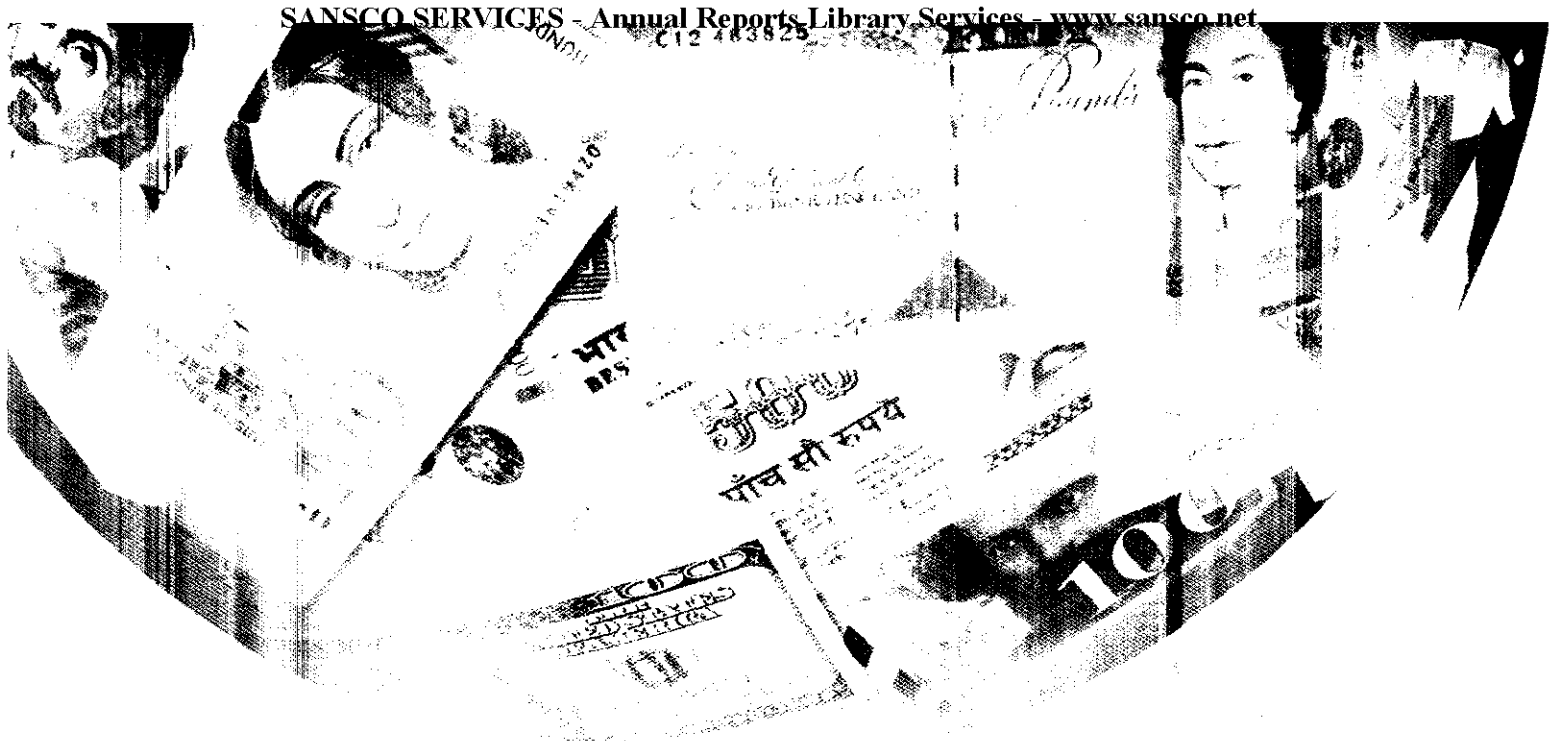


The world of finance is characterised by the "ripple effect". What transpires anywhere in the world, impinges on the industry and its transactions instantaneously all over the globe.

At Bank of Punjab, we are well aware of the need for a global perspective and an understanding of international business realities. Towards this end we have instituted a Training Centre at Gurgaon, near Delhi. Equipped with hostel facilities, the Centre will enable executives from Bank of Punjab to imbibe and learn about best practices in banking and global trends in international banking and finance. From trained and experienced world-class faculty.

Meanwhile, at Bank of Punjab, we are instituting systems to simplify global transactions and provide comprehensive facilities to corporate and international trading houses. Ever-alert to new business opportunities and emerging markets, the Bank is constantly tracing global developments, analysing trends and implementing practices to create a unique niche for itself in the world arena of international finance. To lay the foundations of a truly global banking institution.

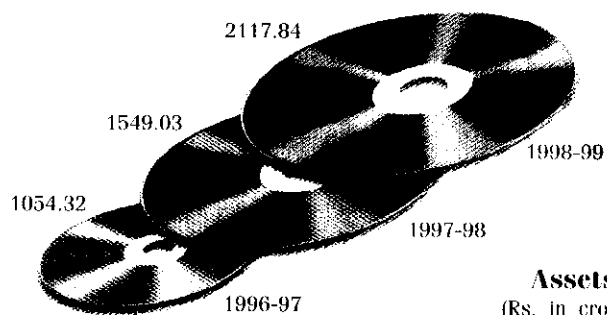




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At Bank of Punjab, we pride ourselves on a diversity of value-enhanced offerings.

Enabling us to deliver customised service. So each customer can opt for the scheme best suited to his individual requirement.



**Assets**  
(Rs. in crores)

# W

## e believe that each customer is an

individual. With specific needs. Consciously, therefore, we have resourced a host of innovative schemes and packages to provide a variety of options to our customers. With the in-built flexibility to customise them still further, in case the need arises.

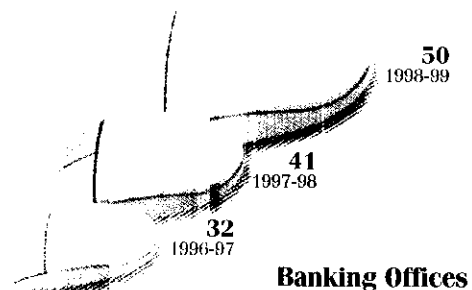
Giving us our competitive edge today, are a vast repertoire of services including tele-banking, fax banking, stand alone ATM's, flexi fixed deposit schemes, auto loans, utility bill payment etc. Alongwith a range of funds management products, including cash management and SWIFT amongst others.

We aim to keep introducing more and more value-added options to enable customer growth. Because, it is our firm conviction that in our customer's growth, inextricably lies ours.

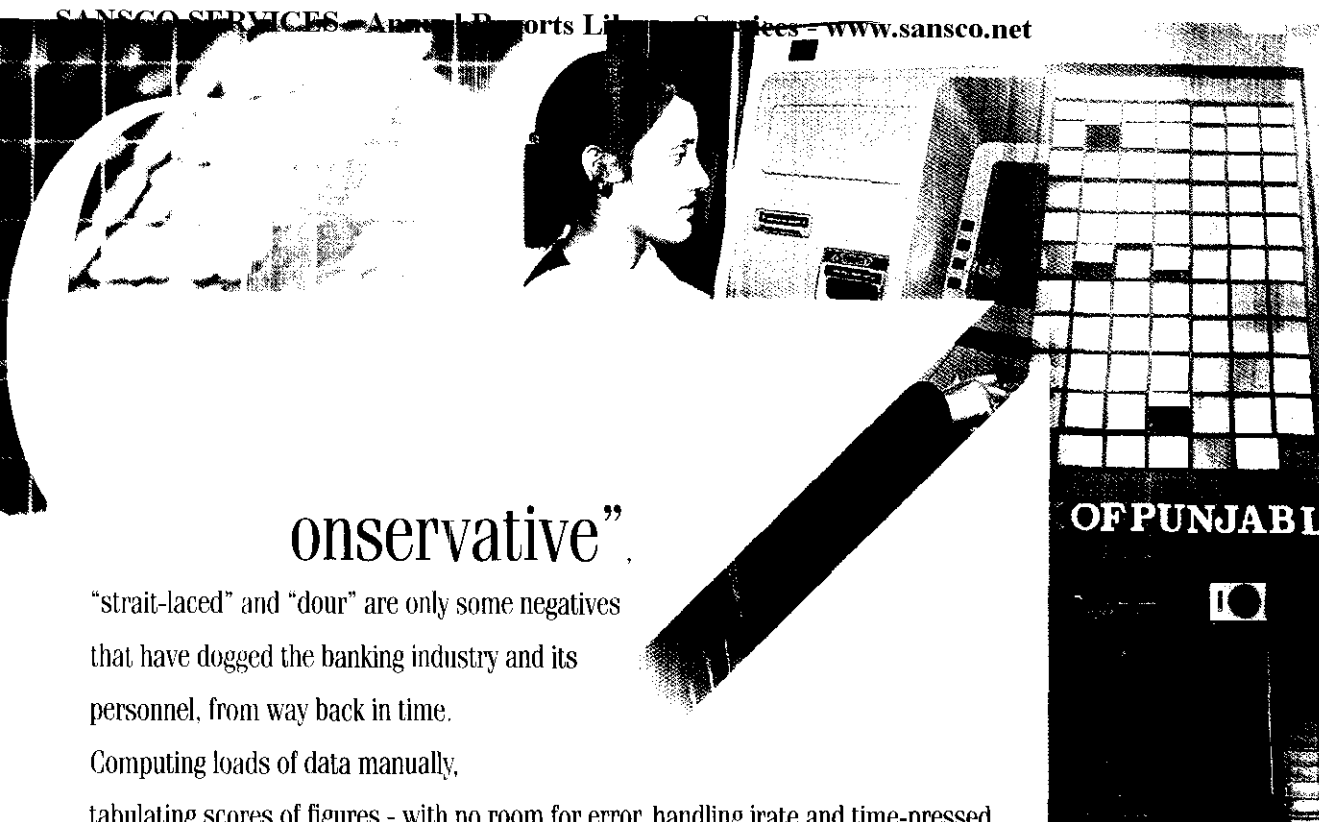
On the anvil are Debit Cards, an extended network of ATM's, value added services through call centres and kiosks, all designed to take the customer into the next millennium.



Using technology to  
leverage growth.  
Re-defining the parameters  
of a customer-Bank  
relationship







## onservative”

“strait-laced” and “dour” are only some negatives that have dogged the banking industry and its personnel, from way back in time.

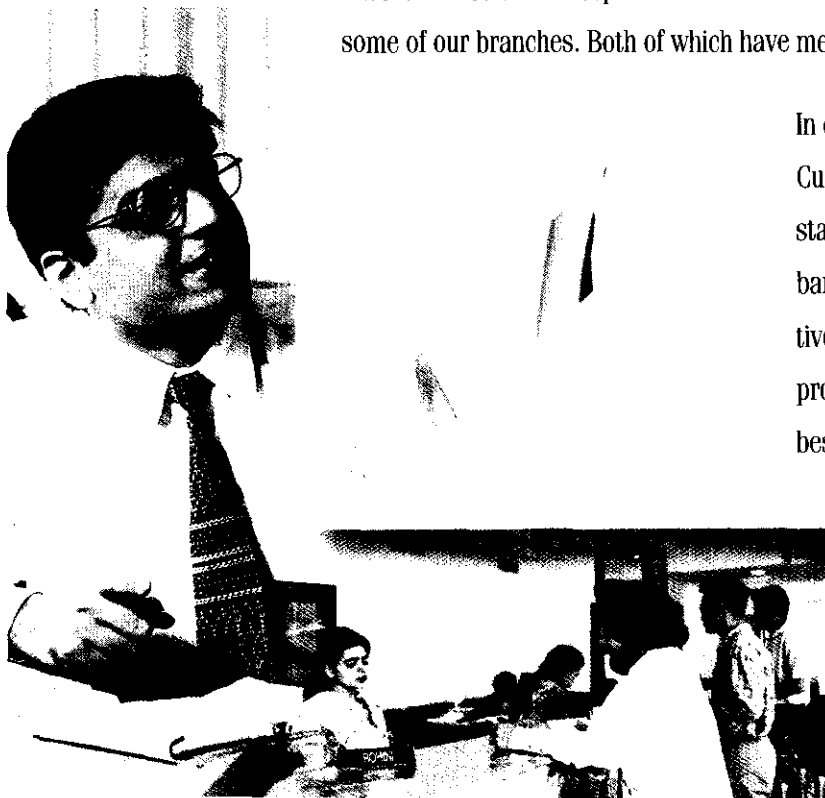
Computing loads of data manually, tabulating scores of figures - with no room for error, handling irate and time-pressed customers - is appreciably an arduous, taxing exercise.

At Bank of Punjab we have consciously striven to change this image. And welcome our customers with warm, caring smiles that foster a spirit of trust, dependability and friendship.

Able supporting this transformation is our investment in an infrastructure that is state-of-the-art, to say the least.

Each branch is fully equipped with the latest computing systems, to facilitate on-line provision of requisite services and handling of customer queries - 24 hours, round the clock. Similarly, to allow more and more customers to avail of the Bank's services, we have launched the concepts of off branch banking and extended banking hours at some of our branches. Both of which have met with stupendous success.

In continuation of this effort, Remote Customer Terminals have also been installed at select customer premises and the bank is today setting precedents in Interactive Banking. And leveraging the internet to provide global services - on par with the best in the world.



# **Dr. Inderjit Singh**

## **A tribute to the legend.**

