



# PRIME NEWS

## INSIDE

WE ARE NOW AT  
GARDEN CITY MALL

WELCOME TO PRIME BANK  
CUSTOMER CARE CENTRE

PRIME BANK HOSTS  
ANNUAL RETREAT



# Prime Bank

PUTTING YOU FIRST



# Prime Bank

P U T T I N G   Y O U   F I R S T

## The **FUTURE** Starts **TODAY**

### With Our Visa Golf Card



Supporting the

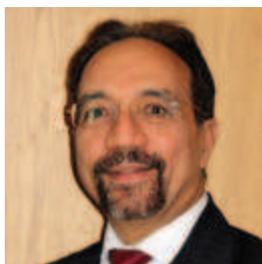


**KENYA  
GOLF  
UNION**

&



[www.primebank.co.ke](http://www.primebank.co.ke)



I am pleased to present to you the 23rd issue of *Prime News Magazine*. As always, *Prime News* serves as an additional communication channel between Prime Bank, our esteemed customers and partners.

We started the year with enthusiasm as all sectors of the economy showed signs of positive growth. The world experienced sharp decrease in oil prices and we enjoyed comparatively stable exchange rate which stood at 92 as at the end of the year 2014.

As we approached half year, the Kenya Shilling continued to weaken as a result of a stronger United States Dollar in the global markets and reduced foreign inflows from the tourism sector among other factors.

As we approach end of the year, we continue to experience lots of volatility in both interest rates and exchange rates which have significantly affected growth in several sectors of the economy hence making 2015 a challenging year.

Despite the challenging environment, we continue to show resilience based on our financials as at 30th September 2015.

In this issue, we look at the major developments that have happened within Prime Bank and how we have made strides in growing the business while also focusing on events on the social scene. In the course of the year, we focused on expanding our branch network within Nairobi to 13 with the opening of the Garden City Mall Branch on Thika Superhighway. As part of our expansion program, we are planning to open two more branches within the capital next year.

We also embarked on renovating and relocating our existing

branches to bigger and spacious premises for the convenience of our customers. It is our hope that our customers in Hurlingham are now enjoying the ample parking space and a spacious banking hall.

We have broadened our Automated Teller Machines (ATMs) network with new installations at Sarit Centre, Adlife Plaza, Hurlingham and at our new branch at Garden City.

In the course of the year, we carried out promotion for our retail customers in an effort to popularize our mobile money transfer services through the PrimeMobi platform. I am pleased to report that six clients were lucky winners of the latest model of iPhone smartphones.

As part of our capacity building program, European Investment Bank organized a workshop to provide technical assistance to Prime Bank staff on Credit and Trade Finance. Our staff who participated in the workshop greatly benefitted from a two-day workshop with seasoned trade finance gurus from EIB.

In October, as it has always been our tradition, we gathered in Mombasa for our annual retreat in appreciation to our customers and partners for their continued support. Please read the article in this issue.

Enjoy the read and please, feel free to share your feedback through [marketing@primebank.co.ke](mailto:marketing@primebank.co.ke) for your thoughts and comments, but also be sure to check out our website. You'll be glad you did.

Wishing you a Joyous Holiday Season and Best Wishes for a Happy and Prosperous New Year. 🇰🇪

**Bharat Jani**  
Managing Director

**PRIME NEWS UPDATES**

- 2 Prime Bank Third Quarter 2015
- 3 Workshop On SMEs Financing
- 4 Prime MOBI Promotion
- 5 Expansion of ATM Network



*We Are Now at Garden City Mall*

- 8 Welcome to Prime Bank Customer Care Centre
- 10 Kamukunji Cocktail
- 11 Nakuru Cocktail
- 12 Think Business Banking Awards
- 13 New Appointments
- 14 Two Nights under the Stars as Prime Bank Hosts Annual Retreat
- 16 Liquidity Management In Financial Markets
- 17 Prime Merchant Insurance Agency
- 18 Enterprise Risk Management
- 19 Financial Crime Risk Management

**EVENTS CORNER**

- 20  *Freedom For Girls 2015*
- 22-23 CSR Briefs
- 24 Prime Bank Sponsors Prime Visa Golf Card Tournaments
- 26 Koroga Event
- 27-28 Events Corner
- 29 Noticeboard

CONTENTS

# FINANCIAL PERFORMANCE THIRD QUARTER

## Prime Bank Maintains Growth Momentum

By Victor Mukele

**P** rime Bank reported a 14% growth in profit after tax for the first nine months ending September 2015 compared to the previous year.

Commenting on the 3rd quarter results, Managing Director Mr. Bharat Jani said the improved performance is attributed to the increased interest income on advances and increased client base.

Mr. Jani added that going forward, the bank expects customer deposits to maintain an upward trend leveraging on increased customer numbers.

“We are encouraged by the Bank’s growth and profitability and expect to close the year on a high note,” said Mr. Jani.



### Highlights of the Financial Results:

- The bank has reported KSh 1.522bn profit after tax, reflecting a 14 % growth from KSh1.337bn realized during the same period last year.
- Customers’ deposits inched up KSh50bn.
- Advances have crossed KSh 40bn mark.
- Core capital rests well above KSh 7bn.



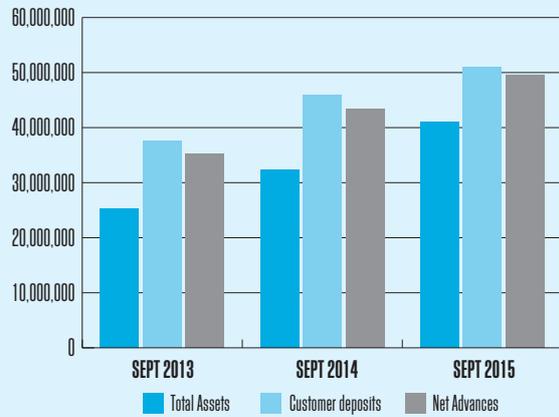
**RISE IN NET PROFIT**



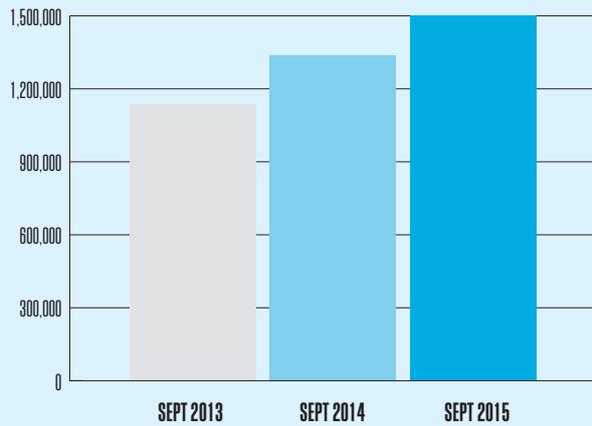
**RISE IN TOTAL ASSETS**

**PERFORMANCE**

2015 PERFORMANCE



NET PROFITS



NET ASSETS





Prime Bank Managing Director Mr. Bharat Jani (standing) addressing participants during the opening on a 3 day workshop on Financing SME which was held at the Bank Head office on Riverside Drive.

# Workshop on SMEs Financing

In 2013, Prime Bank partnered with European Investment Bank (EIB) to finance SME sector. In September 2015, European Investment Bank organized a workshop to provide technical assistance to Prime Bank staff on Credit and Trade Finance.

The workshop centered on advanced credit SME, corporate analyst, facility structuring and trade for lenders. The workshop included presentations by Mr. Tom Lawton an expert in strategic credit analysis for financial institutions.

The participants of the 3 day workshop were drawn from branches, credit, and forex departments of the bank. 

Seated from left, Parklands Branch Manager Ms. Pallvi Gudka, facilitator of the workshop Mr. Tom Lawton, Managing Director Mr. Bharat Jani, Head of Human Resource Ms. Josephine Macharia with the participants of the workshop.



Seated from left: Mr. Kamal Singh, Mr. Tom Lawton, Mr. Jagannathan (GM) and Ms. Josephine Macharia.



# PRIMEMOBI PROMOTION



1. Ms. Lilian Mulwa was the first winner in the promotion and was presented with the iPhone at Prime Bank headquarters at Riverside Drive.
2. The second "Stand a Chance to Win an iPhone" was Mr. Syed Sheraz Ali (centre), Prime Bank General Manager Mr. A.R Jagannathan (right) presented him with the phone. Looking on is Westlands Branch Manager Mr. Vicky Jotangia.
3. Manager Eldoret Branch Mr. Ajith Paniker presents the iPhone to Mr. Samuel Ngugi Ibutiti.
4. Lucie Anne Holmes (centre) receives an iPhone 6 from Karen Branch Manager Ms. Esther Kimani.
5. MD Mr. Bharat Jani handing over the iPhone to the third winner Mr. Salim Mohamed Busaidy looking on is Industrial Area Branch Manager Mr. Zahid Khan (right) with GM Mr. Jagannathan.

## PRIME MOBI PROMOTION

Prime Bank launched the mobile banking promotion dubbed "Stand a Chance to Win and iPhone 6" that saw lucky customers win 5 iPhone 6 smartphones.

The promotion which ran from May to August provided an opportunity for customers who enrolled for the bank's mobile banking platform – Primemobi during the promotion period to win the smartphones.

# Expansion of ATM Network

By Marketing Team

Prime Bank has broadened its Automated Teller Machines (ATMs) network to ensure its customers and Visa card holders from other banks enjoy convenient 24-hour access to their funds.

The Bank has installed new ATMs at Sarit Centre, Adlife Plaza Hurlingham and at the new branch at Garden City, bringing the total number to 10.

The Bank's ATM network offer services to Visa card holders' services including:

- Cash withdrawals of up to KSh 40,000 per day (for Prime Bank card holders)
- M-PESA withdrawal at any Prime Bank ATMs countrywide
- Checking account balance and receiving mini statement

The installation of the new ATMs has broadened the accessibility of the service to the existing machines at:

- Head Office - Riverside Drive
- Diamond Plaza - Parklands
- Yaya Centre - Hurlingham
- Krishna Plaza - Westlands
- Westside Mall - Nakuru
- Eldo Centre - Eldoret
- 80 West Place - Thika

The Bank is also in partnership with Interswitch, an interbank ATM aggregator to allow a greater connectivity for cardholders to get access to the ATM services across the country.

Plans are under way to install five more ATMs across the country.



Above: The ATM machine at Adlife Plaza. Left: The newly-installed cash machine at Sarit Centre.



**10** The Bank has installed new ATMs at Sarit Centre, Adlife Plaza and at the new branch at Garden City Mall, bringing the total number to 10.



**5** Plans are under way to install five more ATMs across the country.



Prime Bank management team led by the Chairman Dr. Rasik Kantaria (fourth from left) during the opening of the Garden City Branch. From left, Mr. Gouri Shankar Sharma, Mr. Vijay Kantaria, Mr. Ranganathan, Mr. Jagannathan, Ms. Shobna Kantaria, Mr. Mustafa Ahmed, Mr. Bharat Jani, Mr. Amar Kantaria and Mr. Michael Laxmi.

# We are Now at Garden City Mall

By Marketing Team

**P**rimé Bank opened its 18th Branch at Garden City Mall on the Thika Super Highway. With the opening of the branch, Prime Bank has now expanded its branch network within Nairobi to 13.

Speaking during the opening ceremony, Managing Director Mr. Bharat Jani said the opening of the Garden City Branch is part of an ongoing expansion programme that will see the Bank bring services closer to its customers.

Mr. Jani added that Garden City Mall is a destination mall and a strategic

location for the Bank's presence.

"We are also planning to open two more branches within the capital city to bring services closer to our clients while offering convenience of location, ambience, ample parking and security." Said Mr. Jani.

The Bank's expansion programme has seen the renovation of its branches with some moving to spacious premises.

Hurlingham Branch recently relocated to the prestigious Adlife Plaza in the heart of Hurlingham business centre.



Garden City branch.



Adlife Plaza branch.

“WE ARE ALSO PLANNING TO OPEN TWO MORE BRANCHES WITHIN THE CAPITAL CITY TO BRING SERVICES CLOSER TO OUR CLIENTS WHILE OFFERING CONVENIENCE OF LOCATION, AMBIENCE, AMPLE PARKING AND SECURITY.”

Prayer session during the opening of Adlife Plaza Branch.



**13** Number of branches within Nairobi

**23** Number of years Prime Bank has been in operation

Since its inception 23 years ago, the Bank has maintained a consistent and healthy growth while extending various innovative banking services.

Prime Bank will continue to focus on enhancing its customer service by leveraging on superior range of products and increased branch network. 



Executive Director Mr. Amar Kantaria (left) and Managing Director Mr. Bharat Jani (second from right) and Garden City Branch Manager Mr. Mustafa Ahmed (centre) with staff of Garden City Branch.



# Welcome to Prime Bank Customer Care Centre

By Carole Nafula, Customer Service



The Banking industry is a dynamic sector that requires constant change and adoption of best practices in the field. Today's customers' needs may not reflect their needs tomorrow.

It is against this backdrop that we always strive to remain unique and true to our slogan: putting you first.

At Prime Bank, we believe that good customer service provides an experience that meets customer expectations. It produces satisfied custom-

ers. This involves developing bonds with customers, leading to long-term relationships. The Bank's mission is to provide quality and acceptable personalized financial services to our customers while observing compliance, growth and shareholder value.

This means that customer service is the backbone of our commitment to customers.

In order to serve its customers best, the Bank has identified what customers expect from the bank and adopted a "customer focus" approach in the way it expedites and delivers services to its customers.

The Bank has revamped the cus-

tommer service function at head office and Branch level.

## Follow up of queries

The email [customercare@primebank.co.ke](mailto:customercare@primebank.co.ke) is the flagship customer helpline address. Customers can directly write to the bank through the above address. The Head Office customer service team receives and responds to issues raised by customers within a period of 48 hrs.

## Helpline number

To enhance effective communication with customers, the helpline number 4203222, is operational. Queries or concerns received through the helpline number are followed up to resolution and closed within 48hrs.

## Staff training

Continuous training on products, services & processes is geared towards



**THE BANK'S MISSION IS TO PROVIDE QUALITY AND ACCEPTABLE PERSONALIZED FINANCIAL SERVICES TO OUR CUSTOMERS WHILE OBSERVING COMPLIANCE, GROWTH AND SHAREHOLDER VALUE**

empowering the team and giving rise to staff well versed with product knowledge and service to effectively sell and cross sell bank products while adopting a customer centric approach at all times. This is done through:

- Ensuring all the staff are courteous and well informed about the bank's products and services, through regular training sessions.
- Dealing with complaints promptly and fairly.
- Offering informed guidance on products that are offered by the bank.

We conduct E -Training sessions on a weekly basis to have a team well equipped and well versed with product knowledge and internal processes to effectively sell and cross sell bank products. The E-Training roll out, every Wednesday acts as a continuous refresher on soft skills enhancement. Topics covered include:-

- Telephone Management Skills.
- Positive & Negative Body Language
- 7 C's of written communication.
- The role of excellent customer service in customer retention.
- Principles of good customer service.
- Key qualities of great customer service.
- Tips to maintain a professional image. 

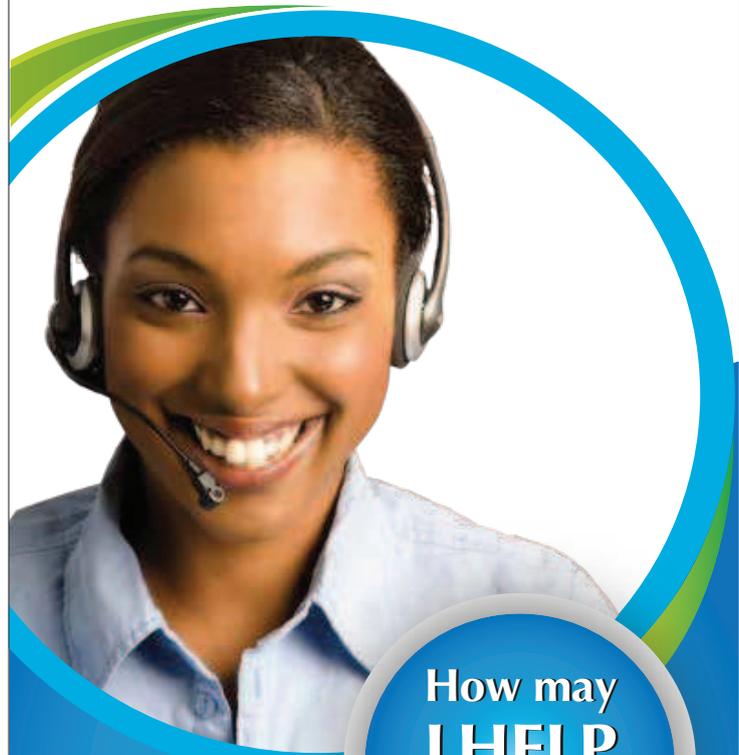


**Prime Bank**

P U T T I N G Y O U F I R S T



**CUSTOMER**  
Care Center



**How may I HELP you?**

customercare@primebank.co.ke

www.primebank.co.ke

# KAMUKUNJI COCKTAIL

## PRIME BANK HOSTS CUSTOMERS FOR COCKTAIL AND DINNER

Prime Bank hosted Kamukunji Branch clients for a cocktail and dinner on 20th March 2015 at the Hotel Royal Orchid Azure, Nairobi.

The clients were treated to a sumptuous dinner and had an opportunity to relax and network with the management and staff of the bank.

Speaking at the dinner, Managing Director Mr. Bharat Jani commended Kamukunji staff led by the Chief Manager Mr. Ramesh Kotian their commitment and enthusiasm towards their clients.

The Kamukunji branch has grown tremendously due to the clients support and as a result, the premises has been expanded for convenience and comfort of customers.

The cocktail and dinner event is an excellent occasion for the bank to express gratitude and thank each client for their continued support. 🍷

Executive Director Mr. Amar Kantaria with a client during the Kamukunji cocktail and dinner.



Managing Director Mr. Bharat Jani (right) and Kamukunji Branch Manager Mr. Ramesh Kotian (centre) welcome Mr. Rufus Hunja at the cocktail and dinner event.



Kamukunji Branch staff welcome a client to the event.

Mr. Bharat Jani addressing clients at the event.



# NAKURU COCKTAIL

## **NAKURU BRANCH COCKTAIL**

Prime Bank Nakuru Branch on 24th July 2015, hosted a cocktail dinner for its customers at the Hotel Waterbuck in Nakuru. The event brought together the bank's customers in Nakuru who also had the opportunity to network and interact with Prime Bank staff. In attendance were Managing Director Mr. Bharat Jani, Regional Manager Mr. Suresh Sheth, and Nakuru Branch Manager Mr. Divyang Patel.



Managing Director Mr. Bharat Jani (centre), Regional Manager Mr. Suresh Sheth chatting with a client.



Nakuru customers during the dinner.





## Think Business Banking Awards

By Victor Mukele

The Banking Awards 2015 took place on Friday 8th May at the Safari Park Hotel under the theme, “Innovating Banking for Greater Financial Inclusion”.

Prime Bank scooped the second runner-up trophy for the bank with the lowest charges. The trophy affirms Prime Bank’s commitment to providing quality banking solutions for our customers with the lowest charges in the market.

The objective of the award ceremony is to encourage prudence and stability



in the banking sector by recognizing, awarding and celebrating exemplary performance in the sector.

The main focus on this year’s award ceremony was on what banks can do to enhance financial access to a larger section of the population.

The awards are won on merits, including financial soundness, opinion

From left, Senior Manager Human Resources Mrs. Josephine Macharia, Head of marketing Mr. Michael Laxmi, and Head of Card Centre Mrs. Jackline Oyuga during the event.

polls, market research and professional assessments by Deloitte. There are multiple award categories in different domains giving opportunity of recognition to the best performing institutions. 



**Mr. Surender Bhatia**

**Assistant General Manager**

Mr. Bhatia has over 30 years cumulative experience in banking operations in India and Uganda and holds a Master of Arts Degree from University of Rajasthan India. He oversees operations of the Bank's Riverside Drive Branch.



**Mr. Bala Vedha Rajkumar**

**Chief Manager Treasury**

Mr. Rajkumar joined Prime Bank in September having previously worked for ICICI Bank in India. He is a highly astute banker with a strong background in Forex, Money Markets, Derivatives, and Trade Finance. He has 18 years experience including 4 years in Middle East and African Markets and over 6 years of dealing experience in India. Mr. Rajkumar holds a Master of Business Administration Degree in International Business.



APPOINTMENTS



**Ms. Juddy Maiyo**

**Manager Risk**

Ms. Juddy Maiyo joined the Bank in June 2015 as Risk & Compliance Manager. Ms. Maiyo has 9 years of banking experience having previously worked for CFC Stanbic Bank and Bank of Africa in various roles.

She is a certified Public Accountant (CPA Kenya) and holds a Master of Business Administration from the University of Nairobi.



**Mr. Mustafa Ahmed**

**Branch Manager**

Mr. Ahmed is in charge of the newly opened Garden City Branch.

Mr. Ahmed has over 19 years cumulative experience in banking operations having previously worked for Habib Bank A.G Zurich and First National Finance Bank in various managerial roles.



**Mrs. Faith Mwendia**

**Head of Relationship Banking**

Mrs. Mwendia joined the Bank in August having previously worked for NIC Bank Group and CBA Group in various managerial roles. She has over 10 years experience in banking and strategic management.

Mrs. Mwendia is currently pursuing an Executive Master of Business Administration, and holds a Bachelor of Commerce (First Class Honours) degree from the University of Nairobi.



**Mr. Mehmood Rafiq**

**Manager Operations**

Mr. Mehmood joined the Bank as manager operations in June having previously worked for First American Bank and Diamond Trust Bank. He is in charge of operations at Parklands Branch.

# Two Nights under the Stars as Prime Bank Hosts Annual Retreat



Director, Business Development Mr. Vijay Kantaria, Director Terry Davidson and his wife Gayle with Thika Branch Manager Mrs. Julia Maina.

By Victor Mukele

Prime Bank hosted the 13th Annual Retreat and Gala Night at the Leisure Lodge Resort in Ukunda, Diani.

This year's three day event brought together over 250 clients from the Bank's branches.

Friday Night begun with a cocktail session under the stars along the sandy beaches of the Mnazi Cove.

Guests enjoyed the opportunity to network with business peers, while enjoying an evening of fun, delicious food and entertainment by The Motherland Band and the Acrobatic Show. The G 10 Disco

headlined a spectacular Beach Party dubbed "Karamu Ya Waswahili" with a fusion of golden oldies and new age hits.

On Saturday, golfers took to the course where a team of four players each played nine holes, while others took to water polo at the Bahari and Baobab pools.

In the afternoon most guests enjoyed strolls along the beach while others engaged in a beach volley ball match and a tug of war.

The Gala Night was characterized by music and glamour as guests were treated to an impressive performance by a popular dance group called the Galaxy Cabaret Troupe backed by



Leisure Lodge Executive Director Mr. John Mutua welcomes Managing Director Mr. Bharat Jani to give his remarks during the Gala Night.



Chairman Dr. Rasik Kantaria presents a prize to Mr. Njuguna Kimani, one of the winners in the Prime Bank leisure lodge Golf Tournament.



Prime Bank staff Grace Kagure, welcoming Mr. Fuad Mohamed and his family to the Gala Night.



Hakuna Matata Band. In his closing remarks to the clients, Managing Director Mr. Bharat Jani said the Annual Dinner and Gala Night was a clear indication of the value the Bank places on long term friendships.

The Mehfil session was done by Indian Musician Upma Joshi and Shilu who stole the show with their heart warming renditions of Indian film music.

# Liquidity Management In Financial Markets



By Bala Vedha  
Rajkumar, Head  
of Treasury

In our previous issue, the basic concept of liquidity and what affects it were explained. We now move on to describe the tools that Central Banks use to manage the liquidity in order to maintain equilibrium in an economy.

The tap of liquidity is within the Central Bank system. If the liquidity in the system is running dry, Central Bank can open up the tap a little or more depending on the need for money in the market.

In order to achieve this, the Central Bank has some tools it uses to inject or mop up the money.

**So, what are the tools used by Central Banks to control liquidity?**

**1. Reserve Requirements** – Commercial banks are required to maintain a certain percentage of their deposit portfolios as non-interest bearing reserves at the Central Bank.

Commercial banks will accordingly borrow or lend to other Commercial banks depending on their own excess liquidity position in order to fulfil this requirement. Central Banks use this tool to leverage the liquidity in the financial system.



**IF THE LIQUIDITY IN THE SYSTEM IS RUNNING DRY, CENTRAL BANK CAN OPEN UP THE TAP A LITTLE OR MORE DEPENDING ON THE NEED FOR MONEY IN THE MARKET.**

**2. Open Market Operations** – The Central Bank observes or provides the liquidity by buying or selling securities in the secondary market to achieve the desired level of liquidity in the financial system. The law of supply and demand takes effect to determine the cost of credit (interest rates) in the money market. This process influences availability of money, therefore also controlling the liquidity in the economy.

### 3. Discount Window Operations

– The Central Bank acts as lender of last resort. It may provide secured short-term loans to commercial banks on overnight basis at punitive rates, hence if liquidity is unavailable to any commercial bank, that institution may seek funding from Central Bank only as a last resort.

The discount rate is set by the Central Bank to reflect the monetary policy objectives.

Commercial banks consequently use the above resources to manage their own liquidity positions.

The circle thus goes on and Central Bank will in turn step up or lower the speed of its liquidity in order to maintain the balance on inflation, interest rates, and exchange rates in line with its monetary policy. 

# Prime Merchant Insurance Agency



By Patrick Gacharah,  
Principal Officer,  
Prime Merchant  
Insurance Agency



In our previous edition we mentioned that we have partnered with selected underwriters. In this edition we would like to give an insight into one of those underwriters who are unique to the insurance industry as well as banking industry by extension - Trade Insurance Agency (ATI).

ATI was formed in 2001 when seven African countries came together to determine how best to attract more Foreign Direct Investment (FDI) into the continent. Their study showed political risks to be the biggest deterrent to investments.

ATI is a multilateral organization registered with the UN offering insurance, co-insurance, reinsurance and other instruments of risk transfer and management. It has both a business and a development mandate aimed at reaching profitability while improving the business climate in each of its member countries.

ATI is owned by nine African Governments - Kenya, Uganda, Tanzania, Burundi, Malawi, DRC Congo, Malawi, and Madagascar. Private investors include SACE, Africa Re and African Development Bank and regulated by the World Bank.

ATI offers very unique products that are available through underwriters and insurance intermediary such as bancassurance and brokers.

They include but not limited to the following

## Political Risks

The cover is a protection against any unfair action or inaction by a government that would negatively affect one's business or investment such as expropriation of assets, currency transfer or conversion restrictions, business interruption or damage, trade embargos, Breach of contract, forced abandonment, Contract frustration, nationalization, just to mention a few.

## Trade Credit Insurance (Commercial Risks)

Non-payment or delayed payment by a private, sovereign or sub-sovereign buyer

The risk constitutes of a buyer/debtor who refuses or is unable to pay due to bankruptcy

A buyer/debtor who cannot pay due to deteriorating financial circumstances

A buyer/debtor who extends the payment beyond the agreed credit

period

The policy "covers suppliers (manufacturers, trading companies and providers of services) against the risks of non-payment of their account receivables with local and foreign customers (buyers)."

There are three types of Trade Credit Insurance

1. One seller and one buyer Transaction (Single-Obligor CRI)
2. One seller and many buyers Transaction (Whole-Turnover CRI)
3. Insurance for Lenders (Lenders All Risk)

## Political Violence, Terrorism & Sabotage Insurance

Protects investors against financial losses in the event of a political or terrorist-motivated event and they include but not limited to the following

- Financial loss
- Damage or Business Interruption

Note that a combination of all products for comprehensive coverage as well as co-insurance or reinsurance on specific products can also be offered. 



## AN ENTERPRISE-WIDE RISK MANAGEMENT PROGRAM SHOULD BE DYNAMIC AND PROACTIVE

proactive, meaning it constantly assesses evolving risks when new business lines or activities are added or when existing activities and processes are altered. The process should include an assessment of how those changes may affect the level and nature of risk exposures, and whether mitigating controls are effective in limiting exposures to targeted levels.

This understanding must be constantly evolving, to keep up with not only the organization's own products and business strategies, but also regulatory changes.

In conclusion, it is important for organization to make sure they do not ignore or accidentally overlook lower-profile activities that still might bear substantial risks.

Such activities can include day to day processes, information security, and back-office functions. These activities have the potential to create disruptions that could reduce the value of the organization. Often, the solutions to these problems are basics such as training, developing internal controls, and establishing the appropriate culture across the organization.

Therefore, organizations should look at the discipline of enterprise risk management as a way to ensure that they effectively deal with uncertainty and the associated risk and opportunity.

In our next edition, we will look at the various risks faced by financial institutions. 

# Enterprise Risk Management



By *Juddy Maiyo*, Risk Manager

The financial services industry continues to evolve to meet the challenges posed by emerging technologies in business processes, new financial instruments, the growing scale and scope of financial institutions, and changing regulatory frameworks. The Central Bank of Kenya has been working with financial institutions to improve the effectiveness and relevance of regulation and supervision in this changing environment. It emphasizes the need for appropriate and strong internal controls and over the years, enterprise risk management has received increased scrutiny.

Enterprise risk management is a fairly broad topic. It is largely defined

as a process that enables management to effectively deal with uncertainty and associated risk and opportunity, enhancing the capacity to build stakeholder value. Borrowing from ERM literature, we would say that ERM includes;

- Aligning the entity's risk appetite and strategies,
- Enhancing the rigor of the entity's risk-response decisions,
- Reducing the frequency and severity of operational surprises and losses,
- Identifying and managing multiple and cross-enterprise risks,
- Proactively seizing on the opportunities presented to the entity, and
- Improving the effectiveness of the entity's capital deployment.

An enterprise-wide risk management program should be dynamic and

# Financial Crime Risk Management



By *Thomas Somba,*  
*Manager Security*

In today's dynamic and complex economies, financial crimes continue to pose a major challenge for the sector. For today's consumers, merchants, and financial institutions, financial crimes have become inevitable. It's no longer a matter of "if" but "when" you will be affected.

Today's criminals are more sophisticated and organized, and are continuously refining their methods to keep pace with emerging channels of delivery, customer behaviors, and technological advancements

While it is impossible to anticipate or prevent every attack, one way to stay a step ahead of these criminals is to have a thorough understanding of the different types of fraud, the attacks and how fraud is evolving.

Financial crimes may involve, cheque fraud, card fraud (debit and

credit), mortgage fraud, corporate fraud, securities fraud – including insider trading, bank fraud, payment(point of sale) fraud, health care fraud theft; scams or confidence tricks; tax evasion; bribery; embezzlement; identity theft; laundering, forgery and counterfeiting – including the production of counterfeit money and consumer goods.

## Card Fraud

In this issue, we will discuss card fraud, in an effort to alert our customers and readers not to fall victims of this form of fraud.

Card Fraud occurs when the information contained on your credit or debit card is stolen and used to obtain funds from your account without your authorization. Card reading devices are used to obtain the electronic data from the magnetic stripe on your card. Hidden cameras or false Personal Identification Number (PIN) pads are used to obtain your personal access code.

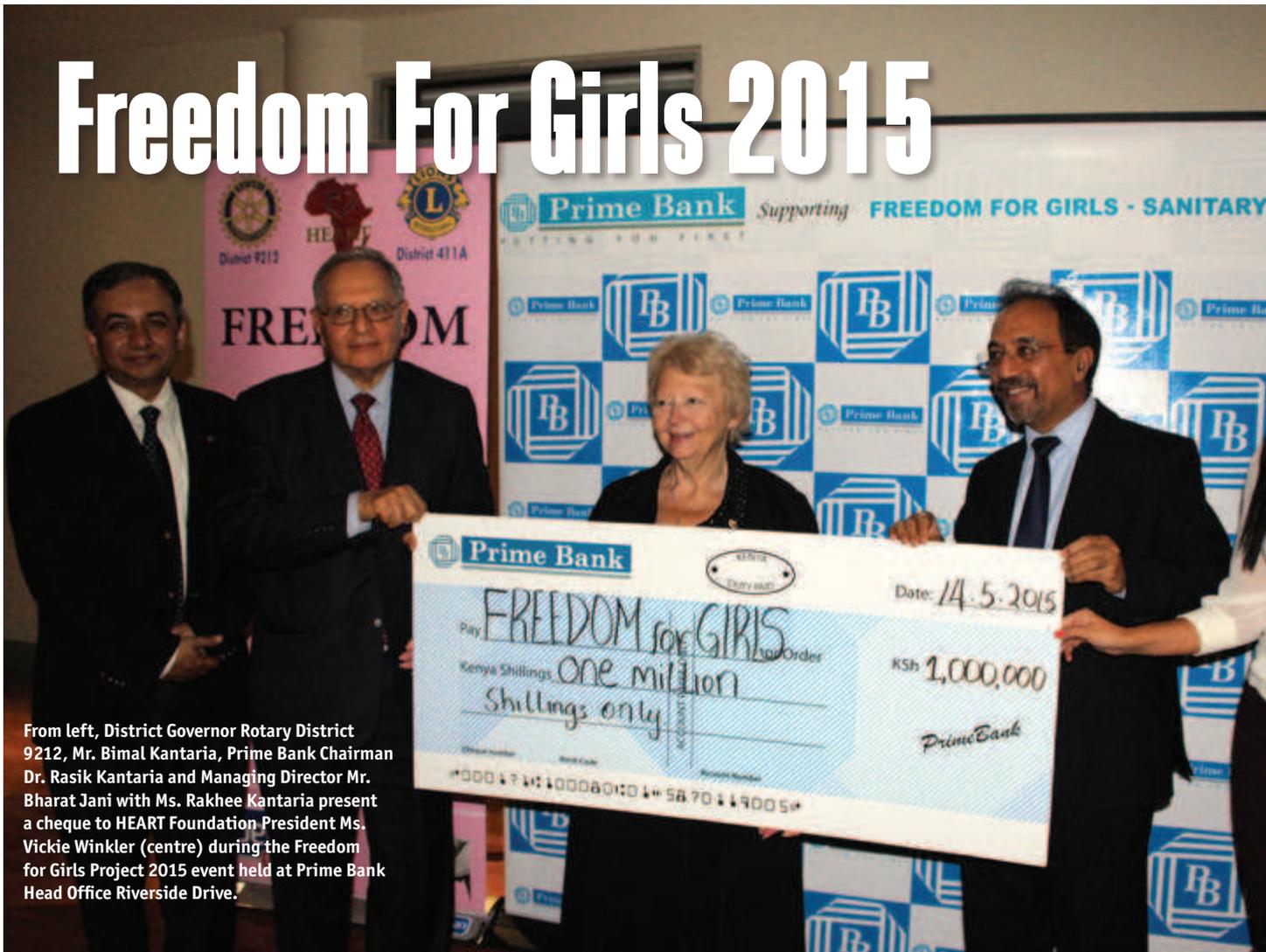
## TIPS TO AVOID CARD FRAUD

- Memorize your PIN and password. Avoid noting these on your phone or keeping the details in wallets or purses.
- Do not give out your PIN, password, and card or account number to anyone, including relatives and friends.
- Enter your PIN only when prompted to do so. Always cover the keypad with your palm while keying in your PIN.
- If a machine retains your card, do not leave the site without notifying your bank. Never accept help from a stranger; call our card center or your branch.
- Do not provide your financial information to anyone who is not recognized by us.
- When transacting online, always ensure that you log on via a secure Internet connection. Check whether the Website you have accessed is also secure (look for a padlock image and HTTPS extension in the URL/Web address).
- If your account information has been obtained by a cyber-criminal, immediately notify us.
- It is advisable not to negotiate online or in person, with cyber-criminals. Immediately report the incident. In many cases, the information that has been obtained cannot be used to perform transactions on a customers' account.
- Try to use your card where PIN is required.
- Should you notice any irregular or suspicious activity, contact us immediately.

In our commitment to reduce card fraud, we request our card holders to remain vigilant, and to continue to *Kaa Chonjo!* With their PINS and Passwords and embrace the above tips when purchasing goods and services:

In our next edition, we will address cheque fraud. 

# Freedom For Girls 2015



From left, District Governor Rotary District 9212, Mr. Bimal Kantaria, Prime Bank Chairman Dr. Rasik Kantaria and Managing Director Mr. Bharat Jani with Ms. Rakhee Kantaria present a cheque to HEART Foundation President Ms. Vickie Winkler (centre) during the Freedom for Girls Project 2015 event held at Prime Bank Head Office Riverside Drive.

By Victor Mukele

Prime Bank sponsored over 2000 orphaned and vulnerable girls with a full year's supply of sanitary towels, undergarments and health education.

In one of its flagship Corporate Social Responsibility (CSR) projects – Freedom for Girls, the bank donated KSh 1 million towards ensuring girls do not miss school during their monthly cycle.

Freedom for Girls (FFG) is a sanitary towel project that was initiated and formed in the year 2006 by Ro-

tary District 9212, Lions Multiple District 411A and Health Education Africa Resource Team (HEART) as the implementing partner.

The objective of the project is to ensure vulnerable adolescent girls are provided with a year's supply of sanitary towels (12 packets), 4 pairs of undergarments, hygiene and HIV prevention education.

Speaking during the event held at the head office, the chief guest, Ambassador of Israel to Kenya, Uganda, Tanzania, Malawi and Seychelles, H.E. Amb. Yahel Vilan commended the HEART Foundation and Prime

Bank for the noble cause to the less privileged.

“This being my first event to attend in Nairobi, I feel honored and at the same time humbled to be part of this initiative that seeks to reach out to the vulnerable and less fortunate girls in Kenya” he added.

Managing Director Mr. Bharat Jani said the main goal of the donation is to support the education and empowerment of girls.

Mr. Jani added that under the stewardship of its philanthropic chairman Dr. Rasik Kantaria, the bank is focused on reducing cases



Dr. Rasik Kantaria with Ms. Rakhee Kantaria presenting sanitary towels to one of the beneficiaries of this year's Freedom for Girls Project.

Prime Bank's Chairman Dr. Rasik Kantaria (centre) with Director Mr. Terry Davidson (left) and HEART Foundation President Ms. Vickie Winkler during the Freedom for Girls Project event.

of absenteeism in schools during monthly cycle.

“Our chairman, Dr. Kantaria has provided sound footing on leadership and guidance as the driving force to maintain our vision and the Bank’s corporate value of caring for the community,” he added.

Founder, President, and Executive Director of HEART Foundation, Ms. Vickie Winkler said many girls lose 4 to 5 days of school every month during menstruation; this is approximately 39 days of learning each year.

“Presently, over 139,150 packages have been distributed since 2008 in



**THE OBJECTIVE OF THE PROJECT IS TO ENSURE VULNERABLE ADOLESCENT GIRLS ARE PROVIDED WITH A YEAR'S SUPPLY OF SANITARY TOWELS, UNDERGARMENTS, HYGIENE AND HIV PREVENTION EDUCATION**

various districts of Kenya partnership with Rotary, Lions and HEART. This translates to Ksh. 62,617,500

which is an equivalent of \$695,750”, added Ms. Winkler. Prime Bank has sponsored Freedom for Girls Project for the last 5 years with over 10,000 girls benefiting with a year’s supply of sanitary towels undergarments and health education.

The event was attended by Kacheliba MP Hon. Mark Lomunokoi, Bank Directors Mr. Terry Davidson and Mr. Jinaro Kibet, District Governor Rotary District 9212, Mr. Bimal Kantaria, Lion’s District Governor Davinder Eari, Nyumbani Executive Director Sister Mary Owens, among others.



**RHINOTHON 2015**

In April 2015, Prime Bank sponsored the Pattni Brotherhood Riders – Team 27 in the Rhinathon Cycling event. In addition, Prime Bank staff Farzana Yusuf (left) and Bijal Shah (centre) took part in the ladies team representing the Brotherhood. Ms. Pragna Vaya (right), Manager, Biashara Branch, took charge ensuring our team was well supported.

Rhinathon is annual cycling event with the main goal of raising funds for the Rhino Ark Foundation in support for the preservation of Rhino population at the Aberdare National Park.



**OSHWAL GAMES 2015: UNITY THROUGH SPORTS**

The 24th edition of the Oshwal Games were held in Thika over the Easter weekend with over 500 participants taking part in 11 sporting disciplines. The Games were hosted and organized under Visa Oshwal Community, Thika and Prime Bank was the Gold Sponsor of the event. Thika Branch Manager Ms. Julia Maina presented trophies to some of the winners at the event.



**BETTERING THE FIELD OF MEDICINE**

The Kenya Society of Endoscopic Specialties (KESES) hosted the 3rd African Conference of International Society for Gynecological Endoscopy on 23th – 26th August. The conference was attended by leading Hysteroscopists and Laparoscopists from across the world. The conference provided an excellent avenue

for medical practitioners and students, nurses, theatre staff and consultants an opportunity to share skills and knowledge with the world leading practitioners. Prime Bank, through the Chairman Dr. Rasik Kantaria donated Ksh200,000 to the conference. First Lady of the Republic of Kenya, Margaret Kenyatta presided over the official opening of the conference.



**HEALTH SCIENCES BUILDING PROJECT AT ADVENTIST UNIVERSITY:**

As part of the Bank's effort to improve education in the country, Prime Bank donated Ksh500,000 to Adventist University of Africa towards the construction of the Health Sciences Building.



**NAIROBI HOSPICE GOLF DAY**

The Nairobi Hospice held their Golf Tournament at the Karen Country Club in May 2015 to raise funds to offer palliative care to its patients. In support of their work to care for patients and their families, Prime Bank sponsored the event. Deputy General Manager Dr. Swaraj Bose presented the cheque to Alice Bacia of Nairobi Hospice.



**STAREHE GIRLS' CENTRE 9TH ANNUAL FUNDRAISING**

On 15th November, 2014, Starehe Girls' Centre held their 10th Anniversary Celebrations and the annual Fundraising dinner. Prime Bank donated Ksh100,000 to go towards the sponsorship of students in the school. Mr. Bharat Jani presented the cheque to Ms. Elizabeth Kimkung on behalf of the school.

**INTERNATIONAL YOGA DAY 2015**

On 21st June, Kenya joined the rest of the world in marking the first ever United Nations International Yoga Day, organized by the Hindu Swayamsevak Sangh. The event aimed to provide a platform to Kenyans to celebrate, practice and promote Yoga – the 5000- year –old physical, mental and spiritual practice of holistic approach to health and well-being and also create awareness about Yoga International Day. Prime Bank, through its Chairman Dr. Rasik Kantaria sponsored the event with a donation of Ksh300,000.



# Prime Bank Sponsors Prime Visa Golf Card Tournaments

By Victor Mukele

**P** rime Bank launched Prime Visa Golf card – the first ever golf card in Kenya – at the beginning of the year. In a move to popularize the card amongst golfers in the country, the bank embarked on sponsoring golf tournaments at golf clubs in Nairobi.

The tournament dubbed Prime Visa Golf Card Day has been held in four golf clubs namely: Muthaiga, Royal Nairobi, Karen Country Club, and Vet Lab Golf Club.

On March 28th, Muthaiga Golf Club played host to Prime Bank and handicap six David Farrar won the tournament by posting a total of 40 stableford points.

Mr. Farrar took home Prime Bank Visa Golf Card loaded with Sh30,000 for emerging the champion in the daylong event.

Men's runner up was Kaburu Mwiricha, who posted 38 points on count back against Ashish Shah playing off handicap 14 who settled for men's third place.

Handicap seven Kyo Kwan Hong was the overall winner of the second leg of the Prime Bank Visa Golf Card tournament hosted at Royal Nairobi Golf Club on April 25th.

Mr. Hong fired a total of 40 stableford points to lift the tournament's top prize while handicap 23 Ramesh Chudasama

settled for men's winner position. Men's runners up were handicap 20, Constantine Barasa who carded 39 points. Barasa beat men's third winner Oscar Koitaba on count back.

Lady Winner was Mary Cox who carded 35 points while junior winner with 32 points was Master Ikinu Wambugu.

Handicap 16 Tim Chege fired 40 points to emerge overall winner of the third leg of Prime Bank Visa Golf Card tournament held at Karen Golf and Country Club on 6th June. Chege braved the incessant rains that pounded the fine golf course to rake in 20 points in the first nine and similar points in the second to beat other 120 golfers who contested the event.

During the fourth leg of the series at the Vet Lab Golf Club on August 29th, handicap 28 Naveen Jha carded a sterling 43 stableford points to win the coveted prize. 🏆



**IN A MOVE TO POPULARIZE THE CARD AMONGST GOLFERS IN THE COUNTRY, THE BANK EMBARKED ON SPONSORING GOLF TOURNAMENTS AT GOLF CLUBS IN NAIROBI**



Mr. David Farrar receives his prize of Prime Visa Golf Card from Director, Business Development Mr. Vijay Kantaria. Mr. Farrar won the first leg of Prime Visa Golf Tournament held at Muthaiga Golf Club. The card is pre-loaded with KSh 30,000.



Mr. Tim Chege ( right) receives his prize of the pre-loaded Prime Visa Golf card from Mrs. Jackline Oyuga, Head of Card Centre after he emerged the winner of the third leg of Prime Visa Golf card Tournament at Karen Golf and Country Club.

Mr. Kyo Kwan Hong (left) was the overall winner of the second leg of the Prime Bank Visa Golf Card tournament held at Royal Nairobi Golf Club. Director, Business Development Mr. Vijay Kantaria presented Mr. Hong with the winning prize of a pre-loaded Prime Visa Golf Card.



Fourth leg winner Mr. Naveen Jha (left) receives his prize from Mr. Vijay Kantaria.

### PRIME BANK ANNUAL KOROGA NIGHT

The 2nd edition of Prime Bank Koroga Night took place on 30th July at the Spice Roots, Simba Union Nairobi.

This year's event coincided with the departures of Mr. Ganesh Krishnamurthy and Ms. Zabin Mohamed who left the bank after a successful career.

The Koroga Night event provided the bank's staff an opportunity to convey their best wishes and bid farewell to Mr. Ganesh and Ms. Mohamed.

Speaking during the event, Managing Director Mr. Bharat Jani paid a glowing tribute to both Mr. Krishnamurthy and Ms. Mohamed for their important contribution to Treasury and Operations respectively.

The koroga also provided an excellent opportunity to extend the teamwork with management and employees alike outside office boundaries and understand one another on a more personal level.

Those in attendance had a memorable evening as they were treated to a sumptuous chicken curry and fish tawa meal prepared by Ms. Alka Shahi (Chief Manager, Credit) and Mr. Pratap Vaya (Treasury) while Mr. Gouri Shankar Sharma (Chief Manager, IT) prepared the mushroom koroga and corn manchurian. 🍴



From right, Mrs. Priya Vaghani (Administration), Mr. Jagannathan (GM), Dr. Swaraj Bose (Deputy GM), Mr. Uma Shankar (Chief Manager Kenindia). At the back are Mr. Santosh Joseph (Senior Manager IT) and Mr. Satish Khiroya (General Manager, Prime Merchant Agencies).



From right, Mr. Ganesh Krishnamurthy, Mr. Bharat Jani (Managing Director), Ms. Zabin Mohamed, Mr. Amar Kantaria (Executive Director) and Mr. Jagannathan (General Manager) during the 2nd edition of Prime Bank Koroga Night.

**NAKURU BRANCH TOUR**

Managing Director Mr. Bharat Jani paid a visit to Nakuru Branch on 25th July where he commended the branch led by the Manager Mr. Divyang Patel for the commitment and zeal. Mr. Jani was accompanied by Regional Manager Mr. Suresh Sheth and Head of Marketing Mr. Michael Laxmi.



**K.G.U CHAIRMAN'S PRIZE 2015**

The Annual Kenya Golf Union Chairman's Prize Golf Event was held on 16th May at the Sigona Golf Club. This year's event was in honour of the out-going KGU Chairman Mr. Peter Warui who served the Union for the year 2014/15. Prime Bank was part of the sponsors of the event and Mr. Warui (left) presented an appreciation plaque to the Bank's Head of Marketing Mr. Michael Laxmi (centre).



**PRIME BANK VISA GOLF CARD TOURNEY**

Prime Bank sponsored the Prime Visa Golf Card Tournament at the Vet Lab Sports Club on 29th August. The clubs captain Mr. Elisha Ogonji presented an appreciation plaque to Director of Business Development Mr. Vijay Kantaria.



**MANAGERS MEETING**

This year the managers' meeting was held on June 6th to take stock on the performance of the branches, brainstorm and strategize for the 2nd half of the year. The Executive Director Mr. Amar Kantaria and Managing Director Mr. Bharat Jani emphasized the need to focus on business growth and the strategies to achieve the same.

# PRIME | UPDATES EVENTS CORNER

## **PRIME BANK SPONSORS PARKLANDS SPORTS CLUB MINI MARATHON**

Prime Bank sponsored the Parklands Sports Club Mini Marathon which was held on 6th September 2015.

The event attracted over 400 elite runners, members of the club and general athletics fraternity with over 50 staff participating in the 6, 10 and 15 kilometers races.

The Mini marathon under the theme 'Running for Our Health and Fitness' has over the years gained recognition since its inception in 2004 with its main aim being to mentor upcoming athletes and promote careers of established runners.

Ms. Pallvi Gudka, Parklands Branch Manager won the ladies 6 kilometers race and Mr. Thomas Mutua from Riverside Branch won the men 10 kilometers race.

The marathon was flagged off by the Chairman Dr. Rasik Kantaria and Managing Director Mr. Bharat Jani. 🏃



**Chairman Dr. Rasik Kantaria and Managing Director Mr. Bharat Jani flagging off the marathon.**

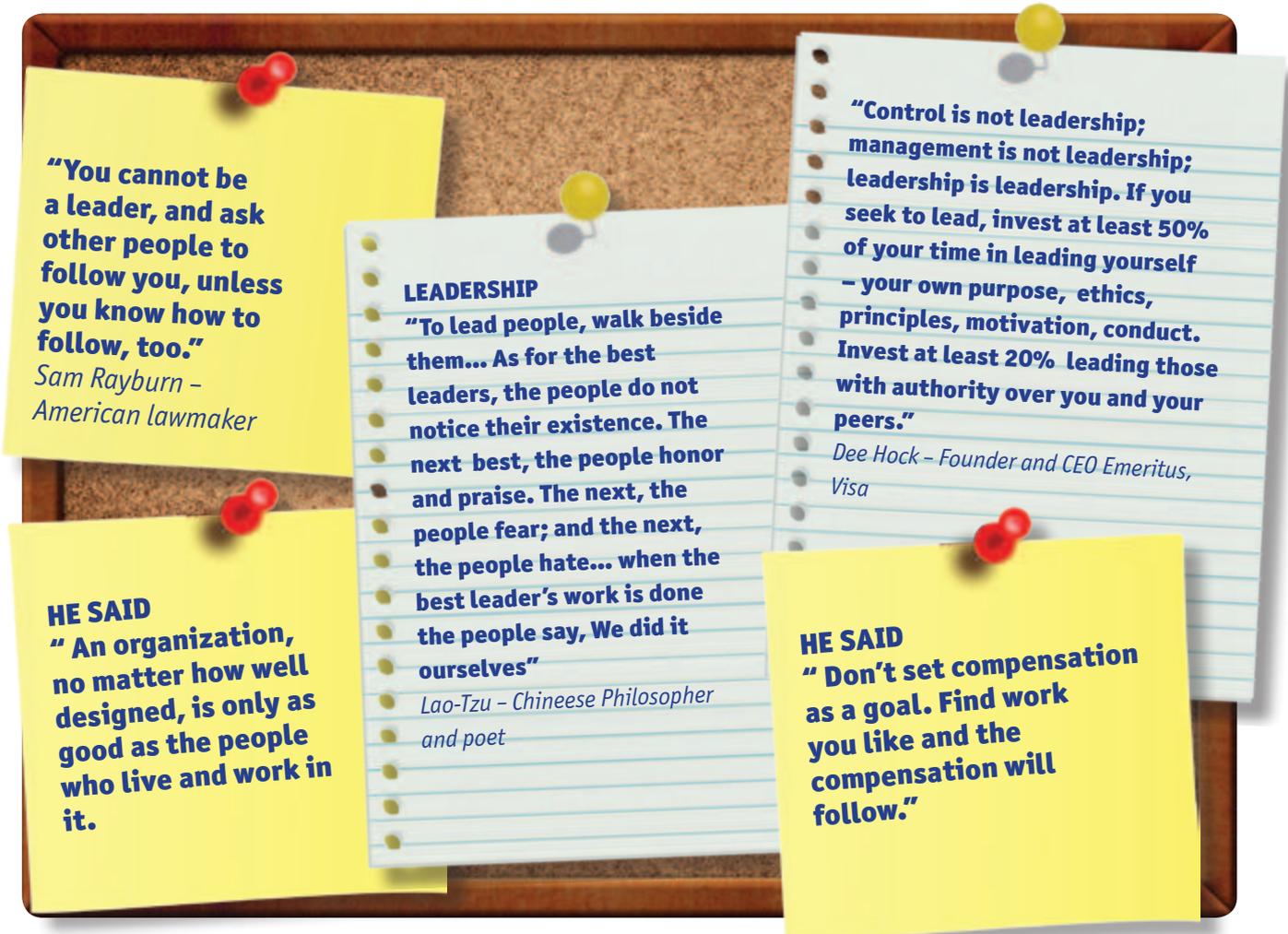


**Head of Information and Technology Mr. Gouri Shankar presents a prize to Ms. Pallvi Gudka who won the staff ladies' 6 kilometers race.**



**Thomas Mutua receives his prize from Mr. Gouri Shankar for winning the staff men's 10 kilometers race.**

# NOTICEBOARD



## Extended Business Hours



### Capital Centre

**Weekdays:** 9.30 a.m. – 5.00 p.m.  
**Saturday:** 10.30 a.m. – 3.00 p.m.  
**Sunday:** 10.30 a.m. – 1.00 p.m.  
**Telephone:** +254 20 552 1901  
**Mobile:** 0728 604 399/0733 600 530

### Kamukunji Branch

**Weekdays:** 9.00 a.m. – 4.00 p.m.  
**Saturday:** 9.00 a.m. – 2.00 p.m.

**Telephone:** +254 20 806 8522/3  
**Mobile:** 0729 110 891

### Parklands Branch

**Weekdays:** 9.30 a.m. – 7.00 p.m.  
**Saturday:** 9.30 a.m. – 4.00 p.m.  
**Sunday:** 10.30 a.m. – 2.00 p.m.  
**Telephone:** +254 20 375 3791/374 9733  
**Mobile:** 0724 253 287/0733 611 446

### Garden City Mall Branch

**Weekdays:** 09.30 a.m. – 04.30 p.m.  
**Saturday:** 09.30 a.m. – 02.00 p.m.  
**Sunday:** 11.00 a.m. – 02.00 p.m.  
**Telephone:** +254 20 4343526  
+254 20 4343527  
**Mobile:** 0702 997 590

### Nyali, Mombasa

**Weekdays:** 09.00 a.m. – 05.00 p.m.  
**Saturday:** 10.30 a.m. – 03.00 p.m.  
**Sunday:** 10.30 a.m. – 01.00 p.m.  
**Telephone:** +254 41 470 678  
+254 41 470 679  
**Mobile:** 0789 393 815

### Eldoret

**Weekdays:** 09.30 a.m. – 05.00 p.m.  
**Saturday:** 10.30 a.m. – 03.00 p.m.  
**Sunday:** 10.00 a.m. – 01.00 p.m.  
**Telephone:** +254 53 203 2476  
+254 53 203 2488  
+254 53 203 2532  
**Mobile:** 0703 791 988/0717



# BANKING ON GROUP STRENGTH

## INTEGRATED TECHNOLOGY



## RAPID GROWTH



## OUR BRANCH NETWORK



### Our Vision

To be the financial service provider of first choice.

### Our Mission

To provide quality and acceptable personalized financial services to our customers while observing compliance, growth and shareholder value.

### Comments and feedback to:

**Email:** [customercare@primebank.co.ke](mailto:customercare@primebank.co.ke)

**Call:** +254 20 420 3294/122/178



**Prime Bank**

PUTTING YOU FIRST