

## In this issue...

- PRIME BANK OPENS ITS 11TH BRANCH AT NYALI .....1
- ANNUAL RETREAT 2008 .....2
- SIGONA GOLF COMPETITION .....2
- THE SCOOP ON CUSTOMER SERVICE.....3
- FEED THE CHILDREN.....3
- HEART COCKTAIL .....4
- JAIPUR FOOT EVENT .....4
- ON LIGHTER NOTE ...4

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Prime Bank

# PrimeNews

*Keeping Customers And Staff Informed On Products, Events And Activities*



## PRIME BANK OPENS ITS 11<sup>TH</sup> BRANCH: NYALI BRANCH

Prime Bank, with eight branches in Nairobi, one in Kisumu, and one already established in Mombasa, has now permeated the Nyali area, introducing its 11th branch at Mkomani Shopping Centre. This being the Bank's second division in Mombasa, will remain open seven days a week and will offer extended banking hours to its esteemed customers.

Early this year, Prime Bank opened a branch in Nairobi's Capital Centre on Mombasa Road and appears to be gearing towards further expansion. The most recent development in their products and services is the introduction of custodial services and a new personal account with high value features and low costs in comparison to the market rates.

Prime Bank is one of the fastest growing commercial banks in the medium-sized bank market segment. Its total assets have tripled in the last six years. The bank's capital base has also increased significantly. The

General Manager of Prime Bank, Mr. Bharat Jani attributes this growth to the economic progress that was taking place and the sound policy on which the bank operates. He states, "We believe that customer service is actually customer satisfaction and until we know that they have achieved that feeling, we do not let go."

Opening its latest branch at Nyali is an attempt on Prime Bank's efforts to provide better customer service in an area that is drawing considerable progress towards a more lucrative and productive vicinity.



Prime Bank  
Wishes all its Customers  
Merry Christmas &  
A Happy New Year 2009





## Annual Retreat 2008 to Mombasa's Leisure Lodge

The 6th annual retreat has a history dating back to 2003 and has been held consecutively every year. This year's event was held on 19th to 21st September, 2008 with the presence of over 150 guests. Pomp and celebration marked the start of the event, with each guest being personally welcomed by Mr. John Mutua the Chief Executive of Leisure Lodge Resort, as drum beats and ululations filled the air from high-energy charged traditional dancers. The heat of the day left most of the guests lounging around the pools and seaside, with a few eager ones venturing to a round of golf at

the 18 hole golf course which boasts of magnificent manicured fairways and greens beautifully surrounded by trees and man-made lakes.

The cool evening cocktail which proceeded the Gala night dinner was undoubtedly a quenching relief for everyone. Dinner was served under the glittering stars as guests wallowed in the melody of the famous "Roots Band", a trade mark of tourist resorts in Mombasa. The rest of the weekend was spent enjoying the sun and sand.



## New Appointments

As Prime Bank prepares for the close of 2008 we take the opportunity to bid farewell to Mr. V. K. Shetty who has retired and wish him success in his future endeavors. Prime Bank warmly welcomes the new executive team who comprise of:

**Mr. Amar Kantaria** as the *Executive Director*

**Mr. Bharat Jani** as the *Chief Executive Officer*

**Mr. A. R. Jagannathan** as the *General Manager*

## Sigona Golf Competition : 8th November 2008

What's your handicap? This is a common question amongst golfers. Intriguingly, golf has become a popular platform for businessmen to assemble and engage in social, economic and business activity. On the 8<sup>th</sup> of November, Prime Bank sponsored a Golf Competition at Sigona Golf Club.

The event started in the early hours of the morning and lead into the late afternoon. The weather was not conducive for a good day of golf, nonetheless, despite the challenge, the golfers showed tremendous zest and support for the tournament.

The competition had been planned 6 weeks prior to the date and was executed by the Marketing Department. As a keepsake,



Inderaj and Zareena presented each golfer with a little "golf handypouch" which contained two branded golf balls, a small branded towel, some tees and some markers. The menu was simple; an assortment of finger sandwiches and soups followed by an appetizing buffet in the

evening. Unfortunately, at certain golf clubs, the rules and regulations of sponsoring such tournaments limit the number of guests the sponsors may invite. Consequentially, Prime Bank did not have the leeway to invite many of its esteemed clientele.

On a happier and more interesting note, Amar Kantaria, Michael Laxmi, & Charles Maloba showed great company spirit by participating in the tournament. Three cheers for them!! And.....Michael almost won!!! Just Kidding!!! Sponsors are not allowed to win prizes but the following individuals did win:

Winner Member	: Mr. Mela Dhanjal	40 points
Guest Winner	: Mr. Pami Sokhi	39 points
Runner Up Member	: Mr. Ayaz Visram	39 points
Runner Up Guest	: Mr. C. Jobanputra	33 points
Third Prize	: Mr. Vinay Shah	39 points
First Nine	: Mr. Ngige Mondo	23 points
Second Nine	: Mr. Kirit R. Patel	22 points

**Congratulations Golfers!!!!**

On an end note, Prime Bank does plan on sponsoring another such golfing event or two in the Year 2009. Please keep your eyes and ears open and perhaps the Marketing Department could well solicit your help and company spirit.



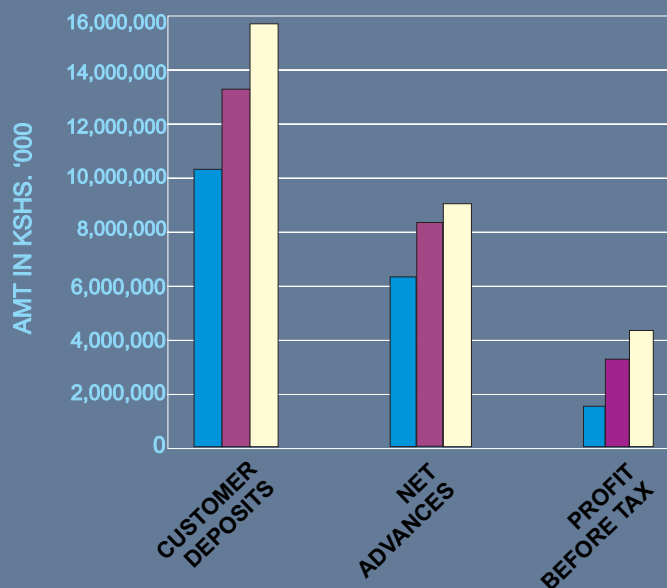
# prime bank financials



The bank's pre-tax profit for the nine months through Sept 2008 rose by 58% to Kshs. 428,461mn up from Kshs. 270,253mn recorded in Sept 2007.

	DEC'07	JUN'08	SEPT '08
<b>CUSTOMER DEPOSITS</b>	10,357,691	13,652,583	15,776,223
<b>NET ADVANCES</b>	6,298,203	8,390,625	8,827,415
<b>PROFIT BEFORE TAX</b>	142,989	282,717	428,461

FIGURES IN KSHS. '000



## corporate social responsibility

### Scoop on Customer Service

The Marketing Department at Prime Bank conducted a very successful training presentation on Customer Service on the 6th of September. The turn out of the Prime Bank team for this presentation was phenomenally high. At the end of the presentation, the team was required to take a test on how much material from the presentation they were able to retain. Delightedly, all the staff scored exceptionally well and left the training room well enlightened.

The Customer Service presentation, conducted by Michael Laxmi, Inderaj Rehal, and Zareena Currimbhoy, displayed an unconventional approach

into the psyche of the customer. Although the three were engaged in circumlocution, the videos, photos, and discussions stirred enough interest and laughter to help the group to bond with each other. The presentation material included dictums such as "The Customer is Always Right" and "Customer is King" along with spiels on how to greet even the toughest of customers by first "wearing your smile".

All in all, the reviews of the presentation from the staff were pretty good, leaving the Marketing Team feeling quite elated over their performance and hard work.



### Feed the Children

Feed the Children is a popular, social, and collaborative organization founded by Larry and Frances Jones. The organization approached Prime Bank to advertise in their quarterly newsletter.

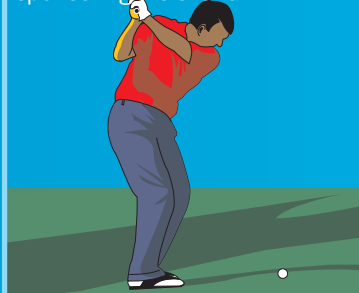
Prime Bank placed a wanted advertisement on the inside cover page of their third quarter's newsletter expressing pride in contributing to a great cause.

The organization, in affiliation with the World Food Program and the Ministry of Education, currently feeds and educates 122,000 children in 173 schools every day. Furthermore, the FTC organization also supports children with various disabilities, children who are abandoned and children affected or infected by HIV/AIDS.

Prime Bank is truly delighted to be of support to this noble cause.



The Rotary Club of Muthaiga organized a Charity Golf Tournament at the Royal Nairobi Golf Club on Friday 29<sup>th</sup> August 2008 to raise funds for various community service projects. Prime Bank assisted in this worthy cause by taking part in sponsoring the event.



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## Heart Cocktail 5th November 2008

Prime Bank Ltd had the honor of sponsoring HEART's "Freedom for Girls" Project and hosting an event on the 5th of October facilitating HEART to institute international awareness of the particular project. HEART, Health Education Africa Resource Team, was founded by Ms. Vickie Winkler and has seen tremendous growth and support since its inception.

HEART's "Freedom for Girls" project is a girl assistance program that provides girls in impoverished villages in Kenya and around East Africa with undergarments, sanitary towels, and hygiene education. Many girls remain absent from school for up to 5 days a month during their monthly cycle. This program provides the girls with an education and the opportunity to maintain their attendance in school with confidence.

HEART is supported by the Rotary and Lion's Clubs who help to procure the sanitary towels for the Rotary 9200 countries (Ethiopia, Eritrea, Kenya, Tanzania, and Uganda) at a reduced price of USD \$5 for a one year supply for each girl. HEART requires supplies of undergarments and sanitary towels for up to 10,000 girls.

Soroptimist International, a worldwide women's organization, took interest in this

particular project and collected 12,000 pairs of undergarments for the girls in the villages. Michael Jordan matched this number providing HEART with 24,000 pairs of undergarments in 2007. In 2008, Prime Bank has the honor of sponsoring HEART with sufficient funds to acquire 28,000 bags of Sanitary Towels, each bag containing 6 pads, and 15,600 panties for these girls. Each package contains a one year supply of Sanitary Towels and 4 panties. A total of 2400 packages will be distributed at this occasion.

"Freedom for Girls" is one of the many on-going projects directed by HEART. The foundation is internationally recognized and has won several distinctions and awards.



## Jaipur Foot Event on 16th November 2008 at the Jalaram Centre

On the bright Sunday morning of 16th November 2008, preparations at the Jalaram centre were complete to host the Jaipur foot event. Dignitaries who included the Indian High Commissioner and Committee Members of Jalaram Mandal prompt to the schedule, were seated at the high table and joined by over 200 guests in readiness for the day's event to witness the donations to the handicapped and review the achievements thus gained. Mr. Rasik Kantaria was invited by host of the occasion to address the guest. Donations included 136 wheelchairs 78 Jaipur Limbs and food to 20 homes.

Jaipur Foot was started in 1990 by Rotary Club of Nairobi South. It is a non - government, non political, non religious and non sectarian society with the sole purpose of helping the physically challenged particularly the financially weak among us and in particular the resource less. Over 15,000 patients have been fitted with artificial limbs in Kenya. Patients also

come from East and Central Africa. Disabilities arise from amputation caused by motor accidents, illnesses such as diabetes, gunshots wounds.

In 2001, a Jaipur Foot Trust was formed with Mr Rasik Kantaria as its Chairman. Jalaram Centre where the function was held is involved in raising funds for some of the patients and acts as a donor to Jaipur Foot projects. Mr Rasik Kantaria is member of the Jalaram Committee.

The Jaipur Foot has been subject to continuous up gradation; materials used today are mainly lighter, high quality polymers which replaced the aluminum and wooden sockets. The Jaipur limb is so efficient that after the limb is fitted a person can walk like a normal person without a stick or support and even run, or ride a bicycle. Patients are able to return to normal lifestyles and work in the field, factories or offices without any special attention.



Above: Mr. Rasik Kantaria chairman of Jaipur Foot Trust addressing the gathering at a fund raising function.

## Did you know?

*The first banks of the world were probably religious temples of the ancient world and established in the third millennium B.C.*

*Deposits initially started with grain and then cattle, agricultural products and finally forms of metal, such as gold, in compressed plates.*

*The first banknotes (or paper money) originated from China during the Song Dynasty.*

**Your most unhappy customers are your greatest source of learning.**

- Bill Gates

**Four steps to achievement:**  
Plan purposefully  
Prepare prayerfully  
Proceed positively  
Pursue persistently.

~ William A. Ward

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## EXTENDED BANKING HOURS AT DESIGNATED BRANCHES

### PARKLANDS

WEEKDAYS: 09:30am - 05:00pm  
SATURDAY: 10:30am - 03:00pm  
SUNDAY: 10:30am - 01:00pm

### RIVERSIDE DRIVE

WEEKDAYS: 09:00am - 04:00pm  
SATURDAY: 09:00am - 12:00noon  
SUNDAY: Closed

### HURLINGHAM

WEEKDAYS: 09:30am - 05:00pm  
SATURDAY: 09:30am - 12:00noon  
SUNDAY: Closed

### NYALI, MOMBASA

WEEKDAYS: 09:30am - 05:00pm  
SATURDAY: 10:30am - 03:00pm  
SUNDAY: 10:30am - 01:00pm

**EMAIL YOUR COMMENTS AND FEEDBACK TO :**  
**marketing@primebank.co.ke** or Call Customer Care on **020 4203000**