



## Press Release 8<sup>th</sup> October 2008

### **DCB Andheri branch moves to its spacious new, state-of-the-art home at Andheri West, Mumbai.**

**The high street location will increase business, has customer friendly facilities, and provides convenient access.**

**Mumbai, 8th October, 2008.** Development Credit Bank Ltd., India's emerging private sector bank inaugurated its state-of-the-art branch at Andheri (West), the commercial hub of the suburbs in Mumbai. The newly relocated branch, which is right on the high street, affords it great all round visibility. The bright and spacious interior accommodates more customers, and is fitted with a host of thoughtful customer friendly touches. The Automatic Queue System, clear visible internal signage ensures comfort and convenience, the large plasma screen provides information about new products, and a very comfortable customer service area, are just some of the new features.

While inaugurating the branch, Mr. Gautam Vir, Managing Director & CEO, DCB said, "DCB has relocated its branch in Andheri for the convenience of customers, greater visibility, and access to a larger number of customers in the footfall of the branch. We have a very compelling customer proposition in the form of customer service delivery, and financial products. DCB will address the financial needs and provide personalised banking solutions. The upgrade and move to a new high street location aptly demonstrates DCB's commitment to customer experience.

The branch also offers Freedom 1-2-3- fixed deposit offering 10.50% p.a. from 375 days to 3 years. A great rate at a yield of 10.92%, it is amongst the highest in the market in this tenure. Senior citizen customers get an additional benefit of 0.5% interest on the interest rate.

Over the last few months DCB aggressively expanded the product portfolio in response to customer needs and feedback. Products such as DCB Privilege Banking for Savings and Current Accounts, DCB Smart Trade, DCB Advantage Credit Card, and DCB Trio account, have been very popular with customers. Customers also enjoy a host of benefits such as an international debit card, DCB Customer Care phone banking, and internet banking.

### **About DCB**

DCB is a private sector bank having access to over 30,000 ATMs and 80 state-of-the-art

branches spread over ten states and two union territories. The Bank has recently launched several value added initiatives and intends to become one of the country's preferred and profitable private sector banks, providing a comprehensive suite of "best in class" products for specific market segments in chosen geographies. DCB has initiated a liability and select asset product led strategy, through a mix of owned and outsourced products and multi-channel capabilities.

**[For further information, kindly contact:](#)**

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