



PRIME NEWS

INSIDE

PRIME BANK MORTGAGE
PARTNERSHIP WITH
TILISI DEVELOPMENT PLC

BANK BAGS
CUSTOMER
SATISFACTION AWARD

CUSTOMER
SERVICE WEEK
2021



PRIME BANK LAUNCHES
PRIMEKOPA



Prime Bank

PUTTING YOU FIRST

PrimeKopa

Mobile Lending Service

Get instant mobile loans of up to **Ksh. 150,000** with repayment periods of up to **90 days**



*Terms & Conditions Apply



Prime Bank

PUTTING YOU FIRST

customer@primebank.co.ke | www.primebank.co.ke

Resilience Amid the Pandemic



As we usher in the New Year, I welcome you to the 31st issue of Prime News Magazine. As always, through the Prime News, we continuously seek to inform, involve, and nurture long term partnerships with our customers and shareholders. The global outbreak of COVID-19 dealt a major blow to Kenya's growth trajectory which recorded negative growth of 0.3% in 2020, the lowest in 12 years.

The banking sector has also experienced a decline in demand for credit giving rise to non-performing loans. As we begin the New Year, we expect strong economic recovery as the Government's vaccination programme gains momentum coupled with the recent lifting of the curfew.

Throughout Covid-19 period, Prime Bank continued to remain resilient to chart its path of digital transformation and expansion. This edition highlights the Bank's major developments that shaped the better part of the year 2021, as well as news that shaped the banking industry during this period.

In this issue, please read about the upgrade of our mobile banking platform, PrimeMobi, to enhance your access to credit. We have introduced PrimeKopa, a mobile lending service on PrimeMobi. PrimeKopa is designed to provide you easy access to finance at the click of a button. PrimeKopa provides customers instant mobile loans of up to KShs. 150,000 with flexible repayment periods up to 90 days.

In the course of this year, our local expansion program remained key to our strategic plan. This paved way for the opening of a branch in Kitale town, Trans Nzoia. In line with the Bank's Digital Transformation Plan, through this issue, we


are pleased to inform you of the launch of Prime Bank's social media pages on Facebook, Instagram and LinkedIn with the aim of creating awareness of the brand as well as boosting our social media presence to reach a larger target market.

We also partnered with Nissan Kenya to allow our customers purchase a wide range of Nissan vehicles with 100% financing from the Bank and with Tilisi, an upcoming state of the art real estate development in Limuru to enable our customers own beautiful homes with up to 80% financing from the Bank.

In this issue, we also feature our partnership with Radisson Blu, Nairobi Arboretum, Kenya Forest Service (KFS) and Nairobi Arboretum Community Forest Association to construct of a Sh12 million ablution block and a paved walking track. The rehabilitation project has improved the accessibility and amenities in the Park and caters for the growing number of visitors.

We have partnered with Strathmore Business School to offer our SME customers a training program on how to run family owned businesses. We hosted a webinar under the theme 'Family Business Constitution A Pillar for Performance and Succession' with over 250 customers attending the session.

In this issue, we have also highlighted the awards won by us this year — Best Bank in Customer Satisfaction – in Tier II category, 2nd Runner up – Best Bank in Customer Satisfaction and the Straight-Through Processing (STP) Excellence Award by Citigroup in recognition of our outstanding performance in remittance in US Dollar.

Enjoy reading this issue and feel free to share your feedback through marketing@primebank.co.ke for your thoughts and comments. Best Wishes for a Happy and Prosperous New Year. Stay Safe. 

Bharat Jani
Managing Director

PRIME NEWS UPDATES

- P2** Prime Bank To Offer Mobile Loans
- P4** Prime Bank Mortgage Partnership With Tilisi Development PLC
- P6** Prime Bank in Vehicle Asset Financing Deal with Crown Motors Group
- P8** Prime Bank Expands Its Network In The North Rift Region
- P9** Bank Launches Social Media Pages
- P10** Annual General Meeting Confirms Lucrative dividends to Shareholders
- P11** Family Business Constitution a Pillar for Performance and Succession

P12



Bank Bags Best Bank In Customer

- Satisfaction Award
- P13** Bank Awarded Performance Excellence Award on USD Payments
- P14** Prime Bank Donates To Mathari National Teaching And Referral Hospital
- P15** Bursaries for Deserving Students
- P16** Why We Should Invest in Debt Market Through Fixed-Income Securities

EVENTS CORNER

- P18** Prime Bank and Radisson Blu in Partnership to Upgrade Arboretum
- P20** Bank Marks Customer Service Week 2021
- P22** Bank Celebrates Diwali Festival
- P24** Sharing Christmas with Nyumbani Children's Home
- P25** Staff Undergo Occupational Safety and Health Training
- P26** Bloom and Glam as Staff End the Year in Style

NEW PRODUCT LAUNCH



Prime Bank staff Ms. Joyce Mukhule(left) and Ms. Kalpana Vekaria display the PrimeKopa app on PrimeMobi during the launch of the mobile lending platform.

PRIME BANK TO OFFER MOBILE LOANS

P rime Bank has ventured into the digital micro lending space with the launch of a comprehensive digital lending platform dubbed PrimeKopa, in a move to enhance its customers' access to credit through mobile loans.

PrimeKopa is designed to provide customers easy access to instant mobile loans at a click of a button through the bank's mobile app PrimeMobi.

Customers can now get mobile loans from KShs. 5,000 to KShs. 150,000 with flexible repayment periods of 30, 60, and 90 days.

Commenting on the launch, Managing Director Mr. Bharat Jani said the Bank has


been constantly enhancing its customers' digital experience through improving and adding more products and services on the lender's digital banking platform PrimeMobi.

"PrimeKopa seeks to provide customers access to mobile loans with flexibility in terms of repayment in a seamless, paperless, and digital manner. We believe PrimeKopa will offer customers a differentiated digital banking experience," said Mr. Jani

PrimeKopa guarantees customers instant disbursement of funds subject to approval, user friendly features allowing partial and early payment of loans with no paper work or need to visit a branch.

During the height of the Covid-19 pandemic, the Bank embarked on upgrading its digital banking platform, PrimeMobi to offer users additional features.

The bank also integrated the E-Citizen payments on the PrimeMobi to enable customers make payments through PesaLink for services rendered by Government agencies such as National Transport and Safety Authority (NTSA), Department of Immigration, Ministry of Lands, State Law Office among others.

"We continue to heavily invest in diversified delivery channels to ensure our customers access banking services both conveniently and efficiently," added Mr. Jani. 



PRIMEKOPA FEATURES



Borrowing amounts

- From KShs. 5,000 to KShs. 150,000

Term

- 30, 60 and 90 days.

Pricing applicable on amount of loan granted

- Processing fee - 5%
- Interest rate - 11% per annum
- Insurance - 0.5%

Services

- Check loan amount eligibility
- Request loan
- Instant loan disbursement
- Flexible repayment terms (partial payment allowed)
- Gradual increase in loan amount eligibility based on demonstrated prompt loan repayments
- Check loan balance
- Check loan statement

Eligibility

- Active account with Prime Bank for at least 3 months



HOW TO APPLY FOR A PRIMEKOPA LOAN

- Go to Play Store (Android) or App Store (iOS) and update PrimeMobi.
- Login to PrimeMobi app.
- Click on PrimeKopa on the home screen.
- Check loan amount you are eligible for.
- Request for a loan.



PRIME BANK MORTGAGE PARTNERSHIP WITH TILISI DEVELOPMENT PLC

By Marketing Team

P rime Bank will now provide funding through a financial partnership with Tilisi Development PLC.

Tilisi, located off the Nairobi-Nakuru highway near Rironi in Kiambu County, is a 400 acre controlled development with various projects at different stages, with some already completed.

Commenting on the partnership, Prime Bank's Director of Business Development Mr. Vijay Kantaria said.

"Through our Prime Mali Mortgage Account, owning a home has become an attainable goal for our existing and new clients through providing a financial package of up to 80 percent financing with no early repayment penalties with a one-time processing fee of one per cent



"AFFORDABLE HOUSING IS PART OF THE KENYA GOVERNMENT BIG FOUR AGENDA AND AT PRIME BANK, WE BELIEVE OWNING A HOME IS NOT A PRIVILEGE, BUT A RIGHT." — PRIME BANK'S DIRECTOR OF BUSINESS DEVELOPMENT MR. VIJAY KANTARIA

Tilisi Developments Co-CEOs Mr. Kavir Shah and Ms. Ramee Nanji, welcoming Kiambu Governor HE Dr. James Nyoro (second right) during the open day.



Visitors viewing the 3 and 4 bedroom villas show homes during the Tilisi living open day held on 20th and 21st march.

Prime Bank staff, seated right Mr. Evanson Ndungu and Mr. Peter Maithya (standing) taking a customer through the Bank's partnership with Tilisi to enable them own a house at the development.



and a competitive interest rate," he said.

"Affordable housing is part of the Kenya Government Big Four Agenda and at Prime Bank, we believe owning a home is not a privilege, but a right," he added.

Under the residential section of the development, buyers have two options to purchase a house from, Tilisi views and Maisha Housing.

The Tilisi Views offers three-bedroom units going for KShs. 21.5 Million while the five bedroom villas at KShs. 67 Million.

The Maisha Housing has special offers

on two-bedroom apartments going for KShs. 4.4 Million and three-bedroom at 5.9 Million.

Tilisi Development Co-CEO Mr. Kavir Shah said the whole development will be supported by shops, schools, hospitals, parks, a 6.8km jogging track, a medical centre among other amenities.

"Tilisi Development PLC is creating a residential development near Limuru consisting of three, four and five bedroom villas and one, two and three bedroom apartments that are being constructed to

meet the highest standards and finishes", added Mr. Shah.

Located just 30 kms from Nairobi CBD, Tilisi is a 400 acre master-planned and mixed use development.

With over \$40m budgeted to build world class infrastructure, Tilisi is selling fully serviced land parcels for developers of logistics, residential, commercial, educational, medical, retail, hospitality and recreational uses to develop.

Currently, Tilisi is 50% sold and under development. 



Assistant General Manager Mr. Maulesh Acharya (second right) and Crown Motors Group National Sales Manager Ms. Maliha Sheikh (second left) sign the partnership to offer Prime Bank customers up to 100 per cent vehicle asset financing for the purchase of Nissan models. Looking on are the Bank's Marketing Manager Ms. Connie Kirika (right), Head of SME Ms. Sarah Kiptoo (centre), and Crown Motors Group Finance Manager Mr. Ernest Kinuthia (left).

PRIME BANK IN VEHICLE ASSET FINANCING DEAL WITH CROWN MOTORS GROUP

By Victor Mukele

P rime Bank has partnered with Crown Motors Group to offer Vehicle Asset Financing for the purchase of their range of its Nissan vehicles available for the Kenyan market.

The partnership will see Prime Bank customers benefit from up to 100% financing from Prime Bank for the purchase of Nissan models including the Nissan Patrol, Xtrail, and the Pick



Ms. Maliha Sheikh taking Mr. Maulesh Acharya through some of the features of the Nissan X-trail, one of the models available in the deal.

Teams from Prime Bank and Crown Motors Group during the launch of the deal.

up range.

For the purchase of the models, customers will enjoy “Zero” processing fees with up to 48 months repayment period and interest starting from 12.5% per annum. Furthermore, customers will also enjoy a 30 days repayment holiday from the Bank.


Prime Bank’s Head of SME segment, Ms. Sarah Kiptoo noted that the partnership will ensure growth of the Bank’s Asset Finance portfolio by availing an opportunity to its customers across all

sectors, with a wider choice of vehicles to purchase from, based on their lifestyles and business needs.

“With our robust Asset Finance offering for both businesses and individuals, this partnership guarantees both our customers and non-customers the best deal with an extended repayment period at competitive interest rates for the top of range vehicles in the market,” she added.

Crown Motors Group’s National Sales Manager Ms. Maliha Sheikh said, “Over

and above the financial offering from Prime Bank, all Nissan vehicles come with a 2 year or 50,000 km free service plan and a 3 year/100,000 km warranty to ensure customer peace of mind whilst enjoying their cars long after their purchase”.

“We anticipate that this partnership will facilitate customers in growing their businesses with high quality, reliable and affordable price point vehicles that are built for tough conditions in the Sub-Saharan African market”, she added. 



Kitale branch staff together with their counterparts from Kisumu and Eldoret branch during the official opening of Kitale branch. They were joined by customers of the branch.



Prime Bank Expands Its Network To Kitale

P rime Bank has expanded its local network by venturing into the North Rift region with the opening of a Branch in Kitale town in Trans Nzoia County. The new outlet is located in the robust Mount Elgon Road at the Khetia Supermarket Gigamart.

As part of the lender's local expansion plan, the move aims to increase the Bank's customer base in the farming


and agribusiness sectors by tapping into the country's breadbasket.

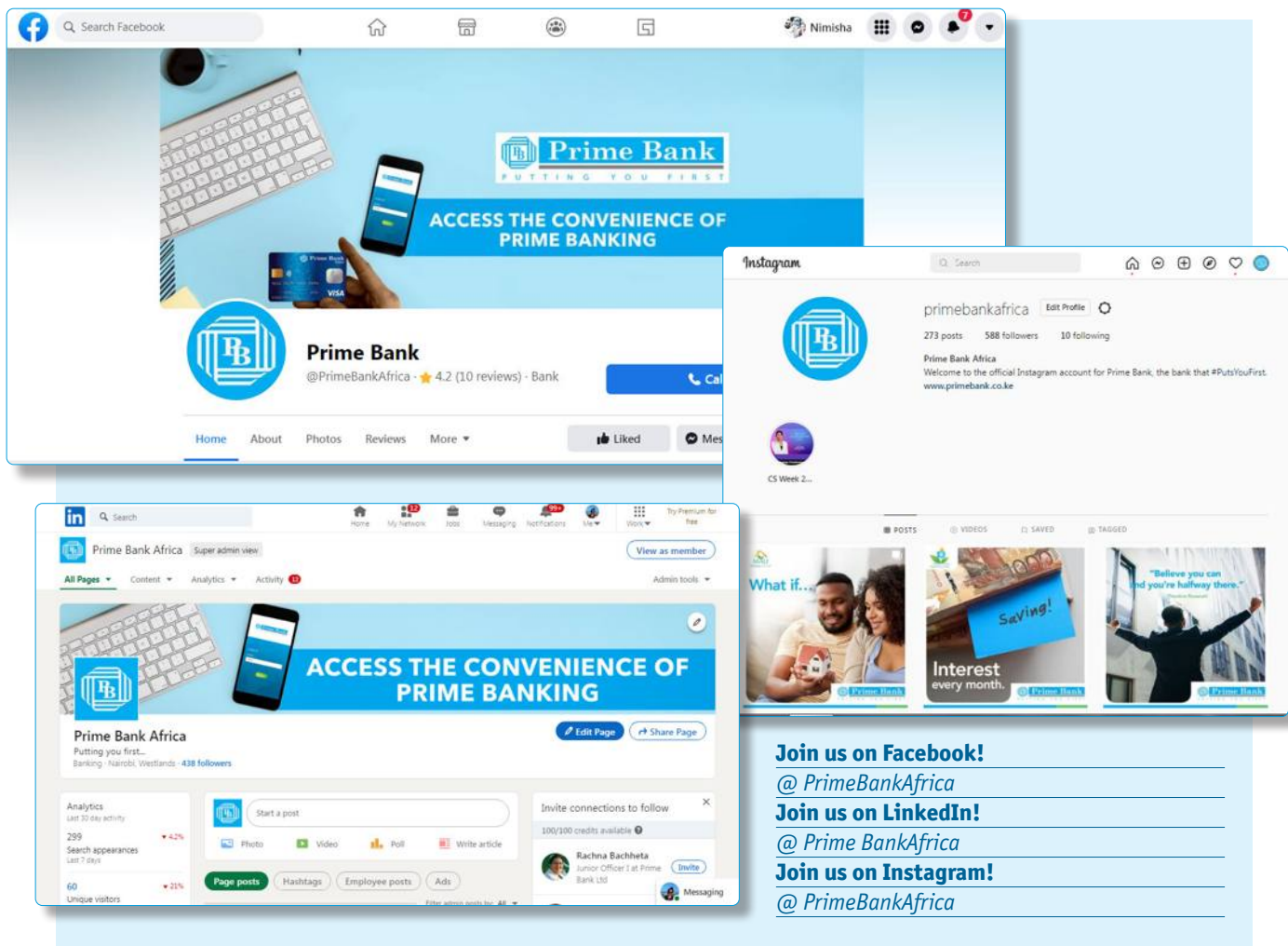
Prime Bank Managing Director Mr. Bharat Jani said the Bank had embarked on an elaborate program to support farming and agribusiness sectors through tailor-made products and services complemented with a well-covered network of branches.

"The opening of the Branch in Kitale is a clear indication that our program

to support farming and agri-businesses sectors in value chain is on course since agriculture accounts for over 50 per cent of the Kenyan economy," added Mr. Jani. The Bank's Director of Business Development Mr. Vijay Kantaria said despite the current Covid - 19 pandemic, the Bank remains resilient and on course in its expansion plan.

"The new branch takes us closer to our farmer and all agribusiness customers in the Kitale area, complemented by the ongoing digitization of our services to put the Bank in every customer's hand," added Mr. Kantaria.

The new branch will complement the already existing branch in Eldoret town, Uasin Gishu County. 



Bank Launches Social Media Presence

In line with the Bank's Digital Transformation Plan, Prime Bank this year launched its social media pages on Facebook, Instagram and LinkedIn with the aim of creating awareness of the brand as well as boosting our social media presence to reach a larger target market.

This move also aims to further provide our customers with an easier point of interface with their Bank.

Commenting on the launch, Director Business Development Mr. Vijay Kantaria said the move is a demonstration of the Bank's versatile nature to change with

the times to ensure customers have alternative platforms to get information about our products and services.

"We continue to invest in digital platforms and solutions that will immensely transform our customer experience," he said.

"Please visit our pages. Once there, click "Like" or "Follow". We look forward to interacting with you and sharing information about the Bank with you! We encourage you to comment and share on our posts too. Feel free to ask us questions or share the content with your friends and family," he added.

**OVER 8,000
FOLLOWERS**

**"WE CONTINUE TO INVEST
IN DIGITAL PLATFORMS
AND SOLUTIONS THAT WILL
IMMENSELY TRANSFORM OUR
CUSTOMER EXPERIENCE,"**

— DIRECTOR BUSINESS DEVELOPMENT
MR. VIJAY KANTARIA



Board members and shareholders of Prime Bank Ltd follow proceedings during a past Annual General Meeting.

Annual General Meeting Confirms Lucrative dividends to Shareholders

By Marketing Team

Pime Bank's 28th Annual General Meeting was held on 25th August where the Bank confirmed payment of a final dividend of KShs. 81 per each ordinary share of KShs. 1,000 to shareholders.

Bank shareholders present during the meeting approved the re-election

of Mr. Skander Oueslati and Mr. Biniam Yohannes as Board members.

The meeting was attended by Chairman Dr. Rasik Kantaria, Vice Chairman Mr. S.K. Shah, Directors Mr. Terry Davidson, Mr. Farid Mohamed, Mr. David Hutchison, Mr. Skander Oeslati, Mr. Biniam Yohannes, and Managing Director Mr. Bharat Jani, Company secretary Mr. Arun Shah and shareholders. 



SH81

**THE BANK CURRENTLY
OPERATES FIVE BANK ON
WHEELS TRUCKS ACROSS THE
COUNTRY SERVING OVER 30
BUSINESS OUTLETS.**



INVITE

YOU ARE CORDIALLY INVITED TO A WEBINAR SESSION ON
**Family Business Constitution:
A Pillar for Performance and Succession**
Come prepared to participate, learn and share.

Mr. Bharat Jani
Managing Director
Prime Bank Limited
(Opening Remarks)

Wangechi Muriuki
Country Director - Kenya
Invest in Africa
(SME Ecosystem
Facilitator)

Dr. Edward Mungai
Deputy Vice-Chancellor
Planning and Development
Strathmore University
(Family Business Expert
- Keynote Speaker)

Date: Thursday, 11th February 2021
Time: 3.00 pm - 5.00 pm (EAT)

Register for this session on <https://bit.ly/btp-ep6>

For more information, contact:
• Eunice: emuthoni@strathmore.edu / +254 (0) 722 376 684
• Mumbi: mkinyua@strathmore.edu / +254 (0) 708 351 684

Strathmore UNIVERSITY
BUSINESS SCHOOL
Executive Education

Prime Bank
PUTTING YOU FIRST

INVEST IN AFRICA

Mastercard
Foundation

Family Business Constitution a Pillar for Performance and Succession

By Marketing Team

To many, family businesses con-
note small or midsized com-
panies with a local focus and a
familiar set of problems, such as
squabbles over succession.

According to The Association of
Family Business Enterprises, an organi-
zation created in 2015 to strengthen
the success of family businesses over
generations, family businesses account
for about 75-90% of business organiza-
tions and employees in Kenya; they are
the backbone of the country's economy
accounting for 60-80% of the GDP.

Family businesses have the capacity
to become world class entities; how-
ever, obstacles faced along the way can
overwhelm the businesses to the point
of closure.

In Kenya, family businesses often
do not continue past the lifespan of

the founder. To strengthen the success
of family businesses over generations,
the Bank has embarked on ensuring
growth, harmony, and sustainability for
the family business through training to
its clientele.

As such, Prime Bank partnered with
Strathmore Business School to offer its
SME customers training on how to run
family owned businesses.

In February, Prime Bank hosted
a webinar under the theme 'Family
Business Constitution A Pillar for
Performance and Succession' with over
250 customers attending the session.

The speakers during the event
included, Mr. Bharat Jani – MD, Prime
Bank, Dr. Edward Mungai – DVC,
Planning & Development, Strathmore
University, and Ms. Wangechi Muriuki
– Country Manager, Invest in Africa.

In his remarks, Mr. Jani noted that
family owned business can grow into

large and successful corporates through
proper structures and governance.


"Prime Bank is one of the successful
family owned businesses. After a 25 year
journey of growth and development, the
Bank has now diversified its ownership
structure, with broader shareholding
structure to include international insti-
tutional investors," he added.

Dr. Edward Mungai, who was the key
note speaker opined that a family busi-
ness constitution is one way to address
this complexity.

"A family business constitution is
an agreement document which speci-
fies the relationship between the busi-
ness and the family, sets out the roles,
compositions and powers of the family
members, the shareholders and the
Company. This needs to be regularly
reviewed and updated at least once
every three years." He noted.

"The document in detail highlights
the principles, values and vision of the
family. Clarification is also made on the
Company's strategy, growth and financ-
ing policies to support the family objec-
tives. Succession is incorporated and
terms for integrating family members in
the firm either through training, profes-
sional experience, or formal positions is
clearly indicated." Added Dr. Mungai.

Dr. Mungai noted that when conflicts
arise in a family business set up, they
are often more complex and difficult to
resolve than in a non-family business.

"A good agreement relies heavily on
the family's input because each fami-
ly has a unique culture and interests.
Creating a constitution the family col-
lectively identifies individual needs
through joint meetings of the founder,
family members and individual meet-
ings with family members who are above
18 years old." added Dr. Mungai. 



From left Marketing Manager Ms. Connie Kirika, Managing Director Mr. Bharat Jani, Customer Service Manager Ms. Rosemary Kiboro, Head of IT Mr. Gouri Shankar Sharma, Chief Operations Officer Mr. Jagannathan, and Director, Business Development Mr. Vijay Kantaria.

BANK BAGS BEST BANK IN CUSTOMER SATISFACTION AWARD

We are honored to have been feted with this accolade and dedicate it to you, our valued customer

By Marketing Team

Primé Bank was awarded The Best Bank in Customer Satisfaction – in Tier II category & 2nd Runner up – Best Bank in Customer Satisfaction (all the three tiers combined) during the 16th edition of the Think Business Banking Awards 2021 in May.

The Bank also scooped the third best bank in Customer Responsiveness and Satisfactory Digital Experience in tier II category during the Kenya Bankers Association (KBA) Customer Satisfaction Survey (2020) which was launched during January 2021.

Speaking while receiving the two awards on behalf of the Bank, Managing Director Mr. Bharat Jani said the two awards affirm the Bank's commitment to putting its customers first and the strive for excellence in providing quality banking solutions in line with its vision of being the financial service provider of first choice.

"We are honored to have been feted with this accolade and dedicate it to you, our valued customer, as we say Asante Sana for your continued loyalty and patronage," he added. 📞



THE BANK ALSO SCOOPED THE THIRD BEST BANK IN CUSTOMER RESPONSIVENESS AND SATISFACTORY DIGITAL EXPERIENCE IN TIER II CATEGORY



Assistant General Manager (Forex) Mr. Lakshminayaran Iyer, handing over certificate from Citi Group to Managing Director Mr. Bharat Jani and Chief Operations Officer Mr. Jagannathan. They were joined by staff from the International Division.

Prime Bank was recently awarded the Straight-Through Processing (STP) Excellence Award by Citigroup in recognition of its outstanding performance in the payments space in US Dollar.

Every year, Citigroup, a leading global bank headquartered in New York and present in more than 160 countries, rewards a select number of banks and financial institutions that showcase the highest rates of efficiency in terms of foreign currency payments.

Essentially, STP refers to transactions being processed diligently and without human intervention – which results in a more cost-effective and timely process. Prime Bank successfully achieved an STP rate of 100% (USD) for treasury payments and 99.33% for commercial payments.

Speaking while handing over the certificate to Managing Director Mr. Bharat Jani and Chief Operating Officer Mr. Jagannathan, Assistant General Manager and Head of International Division Mr. Lakshminarayanan Iyer said the International Division strives to ensure all foreign payments for its customers


BANK AWARDED PERFORMANCE EXCELLENCE AWARD ON USD PAYMENTS



Senior staff from the International Division posing with the award together with Mr. Jagannathan.

are processed on the same day within agreed cut-off times.

“We are honored to have been awarded this prestigious award which

is a true reflection of the dedication and synergy displayed by our staff to ensure customers get the best,” added Mr. Bharat Jani. 

CORPORATE SOCIAL RESPONSIBILITY



Staff from Mathari National Teaching and Referral Hospital and Prime Bank pose for a photo during the handing over ceremony of 250 Chairs and seven television sets. The donations worth KShs. 350,000, is part of the Bank's corporate social program of mobilizing efforts to support the healing process of mental health patients at the facility.

Prime Bank Donates To Mathari National Teaching And Referral Hospital

P rime Bank donated seven TVs and 250 plastic chairs worth KShs. 350,000 to the Mathari National Teaching and Referral Hospital.

Speaking during the handing over of the donations, the hospital's acting Chief Executive Dr. Victoria Wamukhoma said Prime Bank's donation was timely since the facility is currently undergoing refurbishment.

Dr. Wamukhoma said the TVs will provide the much needed alternative entertainment and information to patients in the wards while the 250 chairs will help solve the scarcity of seats in waiting areas currently experienced.

"The average stay of a patient in the facility is 58 days. However quite a

number of them have stayed for over 28 years with minimal or no contact with the outside world with only fellow patients to interact with. The TVs will go a long way in providing alternative entertainment for the patients in their journey to recovery especially during this Covid-19 environment where we have restricted visitation," she added.


While handing over the donations, Prime Bank's Head of Marketing Ms. Connie Kirika said as part of its corporate social program of mobilizing efforts to support the healing process of mental health patients, the Bank sought to partner with Mathari to help enhance a comfortable stay for patients in the facility. "We recently visited the facility and we felt there was a need to



From left, Prime Bank's Chief Manager Human Resources Ms. Josephine Macharia Marketing Manager Ms. Connie Kirika hand over chairs and television sets to Acting C.E.O Dr Victoria Wamukhoma (second right) and the Head of Nursing, Paul Mwove.

ensure comfort for the patients, staff and visitors. Most of the patients here are isolated from their friends and family for long periods of time and we believe entertainment will play a crucial role in the recovery process to create a relaxing mood for them to help cope with their current conditions." She added.

The TV sets will be mounted in wards for the entertainment of the patients while the plastic chairs will be placed in waiting bays of the wards for visitors.

Mathari is the only public health facility that caters for patients suffering from mental disorders in Kenya. 



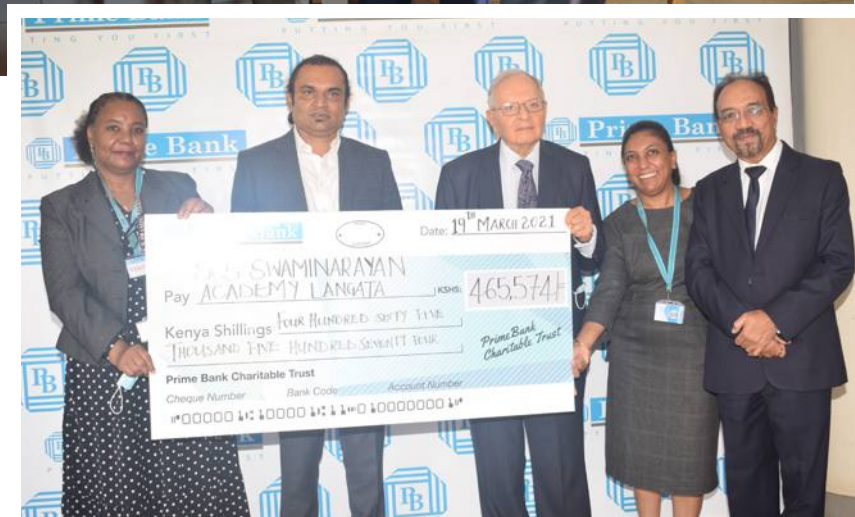
Prime Bank Eldoret Branch Manager Mr. Yashvir Patel presents a dummy cheque of KShs. 300,000 on behalf of the Bank to Gulab Lochab Academy Principal Mr. Anthony Devasia who was accompanied by Mr. Billy Akivida, Mr. Narendra Patel, and Ms. Elizabeth Sinyei from the school. The Bank donated the amount as bursary to needy students in the school.

Bursaries for Deserving Students

This year, needy students from SCS Swaminarayan Academy Langata and Gulab Lochab Academy Eldoret are the beneficiaries of Prime Bank Bursary Program.

The two schools received a total of KShs. 765,574 from the Bank as this year's bursary to needy students.

Speaking during the handing over ceremony of a cheque of KShs. 465,574 to SCS Swaminarayan Academy Langata,



From left, The Director of SCS Swaminarayan Academy Langata, Ms. Hawa Mjidi with the Board Chairman Dr. Kurji Ashani receives a dummy cheque of KShs. 465,574/= from Prime Bank Chairman Dr. Rasik Kantaria with Bank staff Ms. Deepa Patel and Managing Director Mr. Bharat Jani. The donation is part of the Bank's scholarship program which will benefit needy and bright students in the institution.

Prime Bank Chairman Dr. Rasik Kantaria said the Bank will continue to support deserving students to attain education through its Corporate Social Initiatives policy on education.

"As a corporate citizen, we remain committed in maintaining the Bank's responsibility towards the society through ensuring that needy students are provided with an opportunity to pursue their studies," he added.

**EMPOWERING THE YOUTH:
BY THE NUMBERS**

KSH765,574

THE TWO SCHOOLS RECEIVED A TOTAL OF KSHS. 765,574 FROM THE BANK AS THIS YEAR'S BURSARY TO NEEDY STUDENTS.

Why We Should Invest in Debt Market Through Fixed-Income Securities

Fixed Income securities are an integral part of the larger debt market. The debt market is commonly divided into the money market (short-term debt, maturity of one year or less) and the capital market (long-term debt). “Money market” instruments are debt. Although they can be used as a store of value, they can only be regarded as a medium of exchange since they are readily sold at a price which is usually predictable within a short time frame.

Some common money market instruments in Kenya include:



By B.V. Rajkumar,
Head of Treasury

Treasury Bills (T-Bills) are a short-term investment and sold at discount to the face value (zero-coupon) and investors will pay less than the face value and will receive full amount of face value on maturity date. Central Bank of Kenya issues T-bills for periods of 91-day, 182-day, 364-day every week.

Commercial paper is a short-term promissory note issued in large denominations. Only top corporates with credit-worthiness can issue commercial paper, which provides them with a fast, low-cost alternative to bank loans

A repurchase agreement (Repo) is a sale of securities under an agreement to repurchase those securities at a specified future date with a payment of interest. A reverse repurchase agreement is a purchase of securities under an agreement to sell at a future date. Any repo will be a reverse repo from the point of view of the other counterparty, but the convention is to classify the agreement from the point

of view of the party that initiated the transaction. The repo market operates in primary medium through which the Central Bank of Kenya (CBK) conducts open market operations.

Debentures are bonds for which the only security is the creditworthiness of the issuing company. Bonds with less security pay higher interest as a price for greater risk. Corporate bonds are often callable. If market interest rates fall, the company may decide that it is paying too much above market rates on the bonds it has issued. A call provision allows the company to force redemption of the bond prior to maturity date.

To compensate the bond holder, the early redemption price paid when the bond is called will be above the face value. Corporations can also issue convertible bonds, which can be converted into common shares of the corporation at a specified price any time the bondholder

chooses to do so and without conversion option, it is popularly called as Non-convertible debentures (NCD). Bonds issued with conversion privileges can pay less interest than bonds without them.

Banker's acceptances (BA) have been used by merchant banks for centuries to finance international trade. When an importer and an exporter are short on cash or are unsure of the credit-worthiness of their counterparty, a bank can sell its own credit-worthiness to a trusted counterparty (the importer, for example) by means of the banker's acceptance.


The bank can buy a draft from an importer at a discount and stamp the draft as ACCEPTED. The importer can then pay the exporter with money from the bank and the bank can either keep the acceptance in its portfolio or rediscount it in the secondary market.

On or before the maturity date the importer will pay the bank and the bank will pay the holder of the acceptance. If the importer defaults, the bank is still responsible for the acceptance.

Alternatively, an exporter may obtain a discounted acceptance from the importer's bank and rediscount the acceptance on the secondary market. Acceptances provide a less expensive alternative to short-term bank loans for firms whose credit-worthiness is not high enough to obtain commercial paper.

Formally, debt instruments with maturity in the one-year to ten-year range are called notes and those with maturities over ten years are called bonds.

It is preferable to invest in the money market because of the following reasons:

Safety: Risk-averse investors seeking primarily the safest investments should invest in securities with short maturity periods (less than 5 years) to reduce interest rate risk and in securities with a high credit rating to avoid default risk. 



DEBENTURES ARE BONDS FOR WHICH THE ONLY SECURITY IS THE CREDITWORTHINESS OF THE ISSUING COMPANY.

CUSTOMER SERVICE



#SecureYourBanking

KAA CHONJO!^{BE}ALERT

As you enjoy the convenience of card, mobile and Internet banking channels, BE ALERT! with your Personal Identification Numbers (PIN), Passwords and other Financial Information. #KaaChonjo!

SAFETY TIPS TO PROTECT YOU



1 Beware of COVID & Other Text, Email Scams.

Avoid clicking on random links or downloading unsolicited files as they can result in malware attacks, which could give hackers access to your device.



2 Create a Strong Password & Memorise It

Never save your Personal Identification Numbers (PIN) and passwords on your phone or keep them in your wallet/ purse. Fraudsters can access the information in case you lose the phone, purse/ wallet.



3 Never Share Your PIN/Password

Nobody should know your PIN or password, including merchants, relatives, and friends. Sharing the information can cause unauthorised access to your account.



4 Change Your Password

Never re-use an old password for your online banking platform as this can give hackers access to all your accounts in case of a data breach.



5 No Stranger's Help

Never accept help or ask for assistance from a stranger while using an ATM machine; call your bank through the numbers provided. Notify your bank immediately, if the machine retains your card.



6 Banks Don't Call For Passwords

Your bank will never call, text or email to ask for your PIN or password. Callers asking for your PIN or passwords are fraudsters.



7 No Banking via Cyber Café

Never connect to a free Internet hotspot without verifying the source. Accessing your bank account from a cyber cafe, or through a public Wi-Fi hotspot exposes your personal information to fraudsters.



8 Monitor Your Account Balance

Check your credit card and bank statements regularly and report any unusual activity or unauthorised transactions to your bank.



Contact your bank for more information on card and online safety.

FOLLOW US ON TWITTER
@KenyaBankers #KaaChonjo



Prime Bank and Radisson Blu in Partnership to Upgrade Arboretum

P rime Bank and Radisson Blu Nairobi Arboretum have partnered with Kenya Forest Service (KFS) and Nairobi Arboretum Community Forest Association to construct a Sh12 million ablution block and a paved walking track.

The rehabilitation project has improved the accessibility and amenities in the Park and caters for the visitors which has increased substantially due to the Covid-19 pandemic.

Radisson Blu (Arboretum) Director Dr. Rakhee Kantaria said they celebrate the milestone of making Nairobi Arboretum a better place.

“I am happy to share with you that Prime Bank has also volunteered to complete the second phase of the ablution block building,” she added.

Following the project, thousands of City residents, especially people living with disability who frequent the Park will enjoy most, after the rehabilitation and expansion of an old toilet block is completed.

The toilet located along Arboretum Walk has a cabro paved walk way to the washrooms for females and males and toilets for the physically challenged. Speaking while officially opening the newly upgraded facilities.

Prime Bank and Radisson Blu (Arboretum) Chairman Dr. Rasik Kantaria said the project was part of the hotel's and bank's corporate social responsibility. “We want to ensure that the park's botanical and zoological diversity is




The Radisson Blu Hotel Arboretum Chairman Dr. Rasik Kantaria (centre) and the hotel Director Dr. Rakhee Kantaria cut a ribbon to officially open the one kilometre main footpath at the Nairobi Arboretum Park rehabilitated by the hotel.

maintained. Our green spaces need to be well-preserved,” he said.

“The park is a beehive of activity, especially during weekends and holidays. We need Nairobians to access good sanitation services at the park. The upgrade of the walkways paths will make the park more accessible to even the disabled people,” he added.

Also speaking at the same event, Kenya Forest Service Board Chairman Peter

Kinyua thanked Prime Bank Radisson Blu for the rehabilitation and called upon other private sectors to partner with them in making the Arboretum shine again. “We have other parks which need to be renovated and so far other private sectors have shown interest in partnering with us,” added Mr. Kinyua.

He called upon their partners to help them maintain the toilet and the Park in general. 



Dr. Rasik Kantaria and Kenya Forest Service Board Chairman Mr. Peter Kinyua (fourth from left) with officials from Nairobi Arboretum Park and The Radisson Blu Hotel Arboretum, pose for a photo during the event.

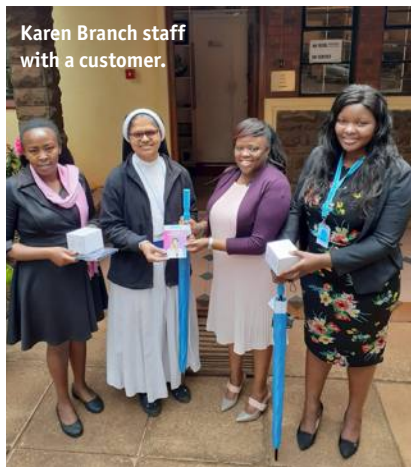


Dr. Rasik Kantaria and Mr. Peter Kinyua with officials from Nairobi Arboretum Park and The Radisson Blu Hotel Arboretum taking a walk on the newly rehabilitated one kilometre main footpath at the park.



Dr. Rasik Kantaria, Mr. Peter Kinyua, Dr. Rakhee Kantaria, officials from Nairobi Arboretum Park and The Radisson Blu Hotel (Arboretum) officially opening the newly constructed ablution block.

CUSTOMER APPRECIATION



Karen Branch staff with a customer.



Cake cutting ceremony to mark the 2021 Customer Service Week at Riverside Branch.

BANK MARKS CUSTOMER SERVICE WEEK 2021

This year the Customer Service Week was celebrated from 4th to 8th October under the global theme of "The Power of Service" and national theme of "Driving Customer Inclusion".

The week was special to the Bank as it celebrated its frontline staff, customer care champions for the two prestigious awards to the Bank on customer service. This year's theme reflected on how customer service has continuously and innovatively ensured uninterrupted banking services despite the various challenges occasioned by COVID-19 pandemic.

In commemorating this year's edition of Customer Service Week, our Customer Service Champions developed a schedule of exciting activities designed to engage and appreciate customers and customer service teams during the week.

Kitale Branch customers in a cake cutting ceremony to mark Customer Service Week at the branch.



Kenindia Branch.



Nakuru Branch.



Human Resources Department.



IT Department



Risk Department.



Industrial Area Branch



Mombasa Branch



Kenindia House Fourth floor.



UAP Tower Branch.



Thika Branch.



Credit Department.



Support staff.



Westlands Branch.



International Division Department.



Reconciliation Department.

BANK CELEBRATES DIWALI FESTIVAL

P rime Bank celebrated the 2021 Diwali Festival with various activities and events. Led by the Chairman Dr. Rasik Kantaria, Managing Director Mr. Bharat Jani, Chief Operations Officer Mr. Jagannathan, the management and staff of the Bank joined the celebrations by lighting a lamp across all the branches with prayers and exchanges of goodwill.

Other activities to mark the dawn of a new year included sponsorship of the Annual Prime Bank Diwali Golf Tournaments at Sigona Golf Club Nairobi.

Handicap 11, Mr. Harel Patel, braced the heavy afternoon downpour to beat a field of 290 golfers at the tough course, to clinch the overall title in the 16th Edition of the Prime Bank Diwali Golf Tournament held on 20th November. Handicap 14, Ms. Archana Patel, posted 40 points to take home the ladies' first prize.

Speaking at the event, Prime Bank Chief Operations Officer Mr. Jagannathan said the bank takes pride in sponsoring the tournament given the long standing partnership the Bank has with Sigona Golf Club.

"It feels great to be back for the 16th edition of Prime Bank Diwali Golf Tournament after a one year hiatus occasioned by the Covid-19 pandemic," he added. 🙏



1. Head Office and Riverside Drive Branch staff.
2. Chairman Dr. Rasik Kantaria led management and staff in lighting a lamp to mark Diwali at the Riverside Drive Branch.
3. Staff from Chairman's office.
4. Thika Branch Staff.
5. Parklands Branch staff.
6. Head Office and Riverside Drive Branch staff.
7. Head Office and Riverside Drive Branch staff.
8. Nakuru Branch staff.
9. Capital Centre Branch staff.
10. Some of the golfers who participated in the 16th Annual Prime Bank Diwali Golf series at the Sigona Golf Club.
11. Chief Operations Officer Mr. Jagannathan (right) handed over the grand prize of the golf tournament to Mr. Nishith Patel who collected it on behalf of Mr. Harel Patel.
12. Golfers registering to take part in the The 16th Annual Prime Bank Diwali Golf series at the Sigona Golf Club.
13. A golfer teeing off during golf tournament.
14. Kamukunji Branch staff.
15. Village Market Branch staff.
16. Hurlingham Branch staff.
17. Meru Branch staff.
18. Westlands Branch staff.



6.



10.



11.



7.



12.



13.



14.



8.



18.



15.



9.



17.



16.

SHARING CHRISTMAS WITH NYUMBANI CHILDREN'S HOME

As it has always been its tradition during the festive season, Prime Bank staff paid a visit to Nyumbani Children's Home in Nairobi to share the joy of Christmas with the home.

The staff interacted and shared special moments with the children through various activities including outdoor games, singing, dancing and sharing a meal in a true reflection of the Bank's spirit of caring for the communities in which we operate in.

The staff, led by Head of SME Ms. Sarah Kiptoo and Karen Branch Manager Mr. Innocent Kiyimba, shared a Christmas cake and served lunch to the children to celebrate the festive season. 🍷



From Left, Head of Marketing Ms. Connie Kirika, Head of SME Ms. Sarah Kiptoo, and Karen Branch Manager Mr. Innocent Kiyimba presents foodstuffs to Nyumbani Children's Home fraternity led by the home's Executive Director Sister Mary Owens (third right).



Prime Bank staff with Nyumbani Children's Home fraternity cut cake to celebrate Christmas.

Children enjoying outdoor games.



Prime Bank staff sharing cake with children from the home.



Prime Bank staff serving food to the children.

CAPACITY BUILDING

STAFF UNDERGO OCCUPATIONAL SAFETY AND HEALTH TRAINING

P rime Bank staff underwent a three day extensive Occupational Health and Safety training, a statutory training that took place in November 2021.


The training marked a significant step for the Bank in meeting its commitment to workplace health and safety. The training emphasized the importance of identifying the root cause(s) of accidents and other work related hazards with a systems-based approach.

With this knowledge, all trained staff are now better able to provide input to his/her department or branch and the management as well as fulfilling Health and Safety requirements.

The training was not only part of Government requirement in every work place, but also aimed to make the bank a safer working environment.

The participants of the training were taken through health and safety management, the Occupational Safety and Health Act, work place hazards, and the international standards on safety.

Occupational Safety and Health is an area concerned with protecting the safety, health and welfare of people engaged in work or employment. The goals of occupational safety and health include fostering a safe and healthy work environment.

The training was facilitated by Dr. Wilfred Kimani and Mr. Mwandawiro Maghanga. 



Dr. Wilfred Kimani, an Occupational Safety and Health expert facilitating the training.

Participants during the training.



ANNUAL STAFF LUNCHEON

BLOOM AND GLAM AS STAFF END THE YEAR IN STYLE

The Bank hosted its year end staff luncheon at the Goan Gymkhana grounds on 18th December 2021.

Despite the ravaging effects of the Covid-19 pandemic and in line with the festive season, staff took time to look back on the year as those who had excelled in the year were awarded while those who were exemplary in their work were promoted. Executive Director Mr. Amar Kantaria took the opportunity to announce to the staff changes in the performance of the Bank. "Despite the COVID-19 environment, we gather here today to unwind, recognize, reward and to celebrate accomplishments and milestones for the Year 2021, added Mr. Bharat Jani, Managing Director. 📺

1.



2.



3.



- 1 Industrial Area Branch took home the second runner-up prize in best branch category.
- 2 Executive Director Mr. Amar Kantaria giving his address to staff during the Christmas luncheon.
- 3 Managing Director Mr. Bharat Jani giving his address to staff during the Christmas luncheon.
4. Assistant Manager Lavington Branch Ms. Zaheeda Khan receives a token of appreciation for completing 20 years of service to the Bank from Mr. Amar Kantaria.
5. Senior Manager Risk and Compliance Mr. Parvez Nurani receives a token of appreciation for completing 10

- years of service to the Bank from Mr. Jagannathan.
6. Mr. Amar Kantaria congratulating Mr. Bharat Jani for completing 20 years of service to the Bank.
7. Mombasa Branch was crowned the best branch of 2021.
8. Senior Manager Mr. Tom Masira being congratulated by Mr. Amar Kantaria for completing 25 years of service to the Bank.
9. Senior Officer Kisumu Branch Mr. George Odongo receives a token of appreciation for completing 20 years of service to the Bank from Mr. Amar Kantaria.
10. Chief Manager Westlands Branch

- Mr. Vicky Jotangia receives a token of appreciation for completing 10 years of service to the Bank from Mr. Jagannathan.
11. Chief Manager Human Resources Ms. Josephine Macharia receives a token of appreciation for completing 10 years of service to the Bank from Chief Operations Officer Mr. Jagannathan.
12. Accounts Department was crowned the best department of 2021.
13. Clearing Department emerged first runner's up.
14. Thika Branch emerged first runner's up.
15. Risk and Compliance Department took home the second runner-up prize in best department category.

4.



5.





PRIME | UPDATES

EVENTS CORNER



FFG

Nimisha Vekaria (second left), of the Prime Bank Marketing Department and Connie Kirika (pink blazer) the Marketing Department Manager donated sanitary towels to Priyanka Mepani of Admissions, Hawa Mjidi, (third right) the Director of Academy and Board Member Liuia Bhudia (second right) S. C. S. Swaminarayan Academy Langata. They were joined by Sally Kamau (right), Project Assistant HEART Freedom for Girls, the distributors of the sanitary towels. More than 300 girls benefited from this noble cause spearheaded by the Bank. Since 2008 Prime Bank has donated over 11 million shillings with a total of over 25,000 girls benefiting countrywide through this project.

JGF DONATION

For five years running, Prime Bank has been supporting junior golfers nurture talent in the sport through its partnership with Junior Golf Foundation and Kenya Golf Union. To that effect, the Bank donated KShs. 1. 022 Million as proceeds of the partnership with JGF and KGU through the Prime Visa Golf Card for the year 2020. Since the inception of the program in 2015, Prime Bank has so far donated KShs. 5.322 Million to Junior Golf Foundation.



From left, Larry Ngala, the Junior Golf Foundation President and Nancy Ikinu, the Vice President receive a dummy cheque of KShs. 1,022,000/= from Prime Bank Head of Cards, Ratna Abudlatif and Jesse Mwangi, Manager Golf as proceeds of the partnership between the Foundation and Kenya Golf Union for the year 2020.

CHARITY GOLF DAY



On July 23rd, the 11th edition of Nature Kenya's charity golf tournament took place at the Karen Country Club. The event,

under the 'Lungs for Kenya' banner is an annual event with the objective of raising funds for the restoration of Mount Kenya forest. Prime Bank was part of the sponsors for this year's charity golf event which raised KShs. 2.2 million.



ELDORET MARATHON

The third edition of Eldoret City Marathon was held on Sunday 6th June in Eldoret. The aim of the Marathon was to raise funds towards this year's theme of 'Climate Action', by planting at least one million trees within various Vocational Training centres in the Region. The historic event was presided over by the Uasin Gishu Governor, H.E Jackson Mandago. Prime Bank staff led by Eldoret Branch Head Mr. Yashvir Patel, participated in the 5km Race. Prime Bank was one of the sponsors having donated Kes 150,000/= towards the cause.

NOTICEBOARD



Extended Business Hours

NAIROBI

CAPITAL CENTRE

Mon-Fri: 9:00 am - 4:00 pm
Saturday: 09:00am - 1:00 noon
Sunday: 10:00am - 1:00pm
Tel: +254 20 655 2190/
 20 655 4391
Mobile: +254 700-331-231/
 +254 728-604-399

PARKLANDS BRANCH

Mon-Fri: 9:00 am - 4:00 pm
Saturday: 9:00 am - 1:00 pm
Sunday: 10:00 am - 1:00 pm
Tel: +254 20 375 3791/
 20 372 9733
Mobile: +254 733 611 446/
 701 658 773

VILLAGE MARKET BRANCH

Mon-Fri: 9:00 am - 4:00 pm
Saturday: 9:00am - 12:00 noon
Sunday: 10:00am - 1:00pm
Tel: +254 20 2000920
Mobile: 0110 940 942

WESTLANDS BRANCH

**Sarit Center, New Wing,
 Lower Ground Floor**
Mon-Fri: 9:00 am - 4:00 pm
Saturday: 9:00am - 1:00pm
Sunday: 10:00am - 1:00pm
Tel: +254 20 800 0393/394
Mobile: +254 735 720 264/
 724 253 284

LANGATA

**Shree Kutch Satsang
 Swaminarayan Mandir: Nairobi**
Mon-Fri: 9:00 am - 2:00 pm
Saturday: 9:30am - 12:00 noon
Tel: +254 20 200 837 6
Mobile: +254 719755458

ELDORET

Mon-Fri: 9:00 am - 4:00 pm
Saturday: 9:00am - 1:00pm
Sunday: 10:00am - 1:00pm
Tel: +254 53 203 2476/
 53 203 2488/53 203 2532
Mobile: +254 703 791 988/
 717 718 666



FIGHT AGAINST COVID-19

WEAR A MASK

Wear your mask while outdoors in a public space at all times.

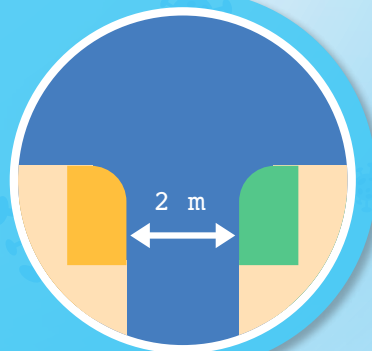


WASH YOUR HANDS

Wash your hands with soap and running water for at least 20 seconds.

PRACTICE SOCIAL DISTANCING

Maintain at least 2 metres between yourself and the next person.



AVOID CASH

Avoid handling cash as much as you can and use digital cash or cards.

Comments and feedback to:

Email: marketing@primebank.co.ke

Call: 0111 004 180/0111 006 180



Prime Bank

PUTTING YOU FIRST

www.primebank.co.ke