



The World's Local Bank

HSBC in Sri Lanka

Who we are

HSBC officially opened its doors in Sri Lanka on Friday 1 July 1892, just 27 years after its first offices were established in Hong Kong and Shanghai. The Hongkong and Shanghai Banking Corporation Limited (formerly known as the Hongkongbank and more recently as HSBC) maintained an international outlook from the start, while its activities centered on trade finance.

Over the course of its first few years HSBC built up a network of agencies and branches around the world. By the turn of the century the Asian branch network had extended to Japan, Sri Lanka, the Philippines, Singapore, Thailand, Myanmar and Vietnam.

HSBC Sri Lanka

Our Head Office is located at;
24 Sir Baron Jayathilaka Mawatha,
Colombo 1

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www.hsbc.com.lk

Management

Chief Executive Officer of HSBC Sri Lanka is Nick A Nicolaou.

History

HSBC, in 1892, appointed Delmege Reid and Co. - the predecessor of the present Delmege Forsyth and Co. Ltd. as its agency in Colombo. In 1894 the island's economy suffered a severe setback when coffee plantations throughout the country were almost totally destroyed by disease. As a result of this and the folding up of the once great Orient Bank, HSBC saw an opening for a corporate bank like itself.

In the early 1920s the bank purchased and began construction on land adjoining the Bank of Madras. HSBC moved into its new home at 24, Sir Baron Jayatilaka Mawatha, an impressive landmark in Colombo's architectural and business landscape.

Through the good times and the bad that followed, HSBC supported Sri Lankan businesses. The 'Chetty Crisis' which began in 1927 was so termed because many Chettiar business people were forced to default their loans. While the impression was that foreign banks discriminated against Sri Lankans and did not advance monies freely to local businesses, 50 per cent of HSBC's lending during this time was to Indians and Sri Lankans.

With the stationing of the British Air Force in parts of Sri Lanka during the Second World War, HSBC became a hub of activity. During this time and until 1956, the Government of Ceylon kept a very substantial revenue account with HSBC.

Today, HSBC has become one of the most profitable banks in the country.

Brand

HSBC is the founding and a principal member of the HSBC Group which, with around 8,000 properties in 87 countries and territories and assets of US\$2,418 billion at 30 June 2010, is one of the world's largest banking and financial services organisations. Having built one of the strongest and most relevant brands in the world today, HSBC was ranked number one by Brand Finance Top 500, The Banker, for the third year in a row (2007, 2008, 2009) and is the highest rated bank in the Interbrand annual survey of the Best Global Brands (2009). Additionally, HSBC Sri Lanka was recognised by Sri Lanka Institute of Marketing (SLIM) as The International Brand of the year for 2010. The HSBC brand is a powerful asset across all our business lines and markets and gives us strength to grow our business.

Products and

Services

Our ability to combine international expertise with in-depth knowledge and experience places us in a unique position to serve customers' domestic and international needs. The Bank's pioneering role reflects its long-term commitment to its customers and to Sri Lanka. Its extensive range of Corporate banking products, which include import- export, money markets, treasury and foreign exchange services, and Personal Financial Services are unrivalled.

Personal Financial

Services

To cater to the diverse requirements of customers, the bank has created a wide range of products and services to cater to the specific needs of our customers, which include 'HSBC Premier' and 'HSBC Advance'. HSBC also provides round-the-clock access to automatic teller machines around the world and access to a wide variety of services via telephone and internet.

HSBC is also the undisputed leader in the credit cards market in Sri Lanka with over 200,000 cards. HSBC has demonstrated that credit cards are no longer a luxury, but a commodity suited to the pace of customer's lifestyles and over the years, the bank has continued to provide a number of excellent privileges to HSBC credit cardholders. HSBC credit cards are accepted in Sri Lanka and at over 29,000,000 establishments the world over, ensuring a warm welcome anywhere in the world.

Another key personal financial product offered is the HSBC Lifestyle loan which caters to a wide variety of financial needs. HSBC Lifestyle loans are unique in the sense that focus is given to customer service with speedy turn around times and flexibility on documentation. These loan products cater for auto loans, education loans, professional loans and a number of different needs.

Corporate Banking

HSBC is the largest international bank operating in the Corporate Banking segment, providing best in class transaction banking services, cash management solutions and trade services to all top tier corporates in Sri Lanka, also financing private sector infrastructure and development projects. Corporate Banking in Sri Lanka has executed landmark deals, and remains the only bank with a local presence to be mandated as Co-Lead Arranger to the three highly successful sovereign bond issues, cementing HSBC's dominance in the Debt Capital Market space in Sri Lanka.

Technological Innovation

As an innovative bank, HSBC has led the Sri Lankan banking industry into the electronic age with the installation of many firsts in the nation such as automated teller machines (ATMs), chip enabled credit cards and EasyPay

machines. HSBC was also the first bank to computerise its operations and to establish an Internet Payment Portal. Furthermore, the introduction of phonebanking, personal internet banking and the Group's global electronic banking platforms, such as HSBCNet and B2G, has greatly enhanced the service we deliver to our customers.

Listed below are many firsts from and accolades achieved by HSBC;

Personal Financial Services:

- Installation of Automated Teller Machines (ATMs) in Sri Lanka in 1986
- Computerised banking operations in Sri Lanka
- Introduction of self-service banking through Day and Night Automated Banking Centres in 2004
- Introduction of Security Tokens for added online protection in 2005
- EasyPay machines to facilitate cash and cheque deposits in 2006
- Introduction of cash and cheque deposits via selected branches of Sri Lanka Post in 2006
- Introduction of toll free telephone banking in 2007
- Automated distributor collection system developed in-house and rolled-out in 2007

Corporate:

- Introduction of electronic banking via Hexagon in 1994
- HSBCNet introduced in 2005 replacing Hexagon, providing new global functionality with Integrated Payments, Receivables, Liquidity and Account Management solutions such as enhanced Cheque Outsourcing and Cash Concentration capabilities.
- Winner of Euromoney Poll for 3 consecutive years (2008, 2009 and 2010) for best cash management bank in Sri Lanka.
- Host-to-host integration capability through HSBCConnect and SAP integrations through C2SAP.
- Market leader in ERP Integration with more than eighty (80) successfully integrated clients locally.

Network

Our local network includes fifteen branches, twenty eight Automated Teller Machines (ATMs), seventeen express banking centres and two dedicated Premier Centres to serve our customers.

To add to its growing and expanding network, HSBC can now be accessed through 156 local post offices and at over one thousand third party channels for credit card payments as well as cash and cheque deposits to personal or corporate accounts.

Staff

The Bank employs a workforce of over 1,700 staff.