



**CORPORATE**



**PROFILE**



**FOR A SMARTER TOMORROW**



CORPORATE PROFILE

FOR A SMARTER TOMORROW





**CORPORATE**



**PROFILE**



**SMARTER, BETTER FINANCIAL SOLUTIONS**



# About SBM Bank

SBM Bank Kenya is a subsidiary of SBM Holdings Group, Mauritius. The Group is mainly owned by the Government of Mauritius and associated entities. The Group has presence in Mauritius, India, Madagascar and Kenya.

# Our History

## 1973

SBM Group Established in Mauritius.



## 1994

Present in India since 1994; providing Personal, SME & Corporate Banking Product offering include trade finance, treasury, working capital finance and retail services.



## 1998

Present in Madagascar in since 1998. Operates 5 branches and serves corporates, large and medium enterprises



## 2017 MAY 10

SBM Group successfully completed the acquisition of Fidelity Commercial Bank Limited through SBM Africa Holdings Limited.



## 2018 AUGUST 18

SBM Group successfully completed the acquisition of carved out assets and assumed liabilities of Chase Bank (Kenya) Limited (In Receivership).



SBM Bank Kenya  
Riverside Drive, Nairobi - Kenya



P. O. Box 34886-00100 Nairobi



0730 175 000 | 0709 800 000

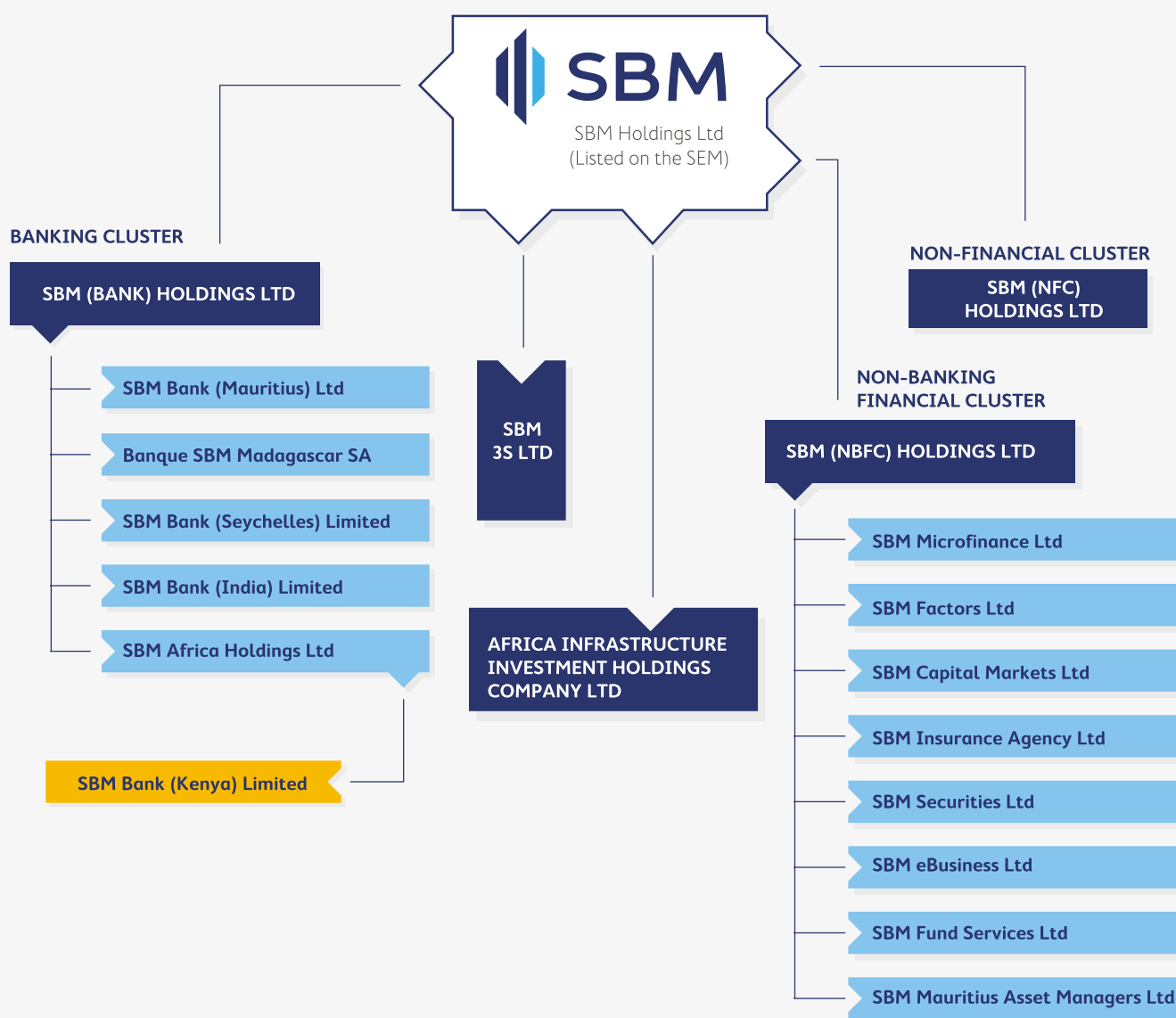


atyourservice@sbmbank.co.ke



www.sbmbank.co.ke

# Group Structure



# Vision & Mission



## Vision

### **Our Vision - *What we want to be?***

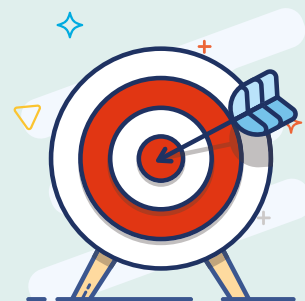
To be one of the leading and trusted financial services providers in our geographies of presence, driven by innovation and technology.



## Mission

To achieve strong and sustainable returns for our shareholders, meet the relevant needs of our stakeholders and support the development of the community at large

# Core Values



*Who we are?*  
*What we believe in?*

**C**

**Customer Centric** - I take priority in serving our customers efficiently

**R**

**Respect** - I hold my colleagues and customers in high esteem

**I**

**Integrity** - I commit to stay true to SBM's values

**P**

**Prudence** - I take precautions against all risks as set out by the bank to protect our customers

**T**

**Trustworthiness** - I am loyal and reliable



# SBM Holdings

## Board of Directors



Mr Abdul Sattar Adam Ali Mamode  
Hajee Abdoula **CHAIRMAN**



Mr Jean Paul Emmanuel Arouff  
**NON-EXECUTIVE DIRECTOR**



Ms Shakilla Bibi Jhungeer  
**INDEPENDENT NON-EXECUTIVE  
DIRECTOR**



Mr Roodesh Muttylall  
**INDEPENDENT NON-EXECUTIVE  
DIRECTOR**



Ms Sharon Ramdenee  
**INDEPENDENT NON-EXECUTIVE  
DIRECTOR**



Mr Visvanaden Soondram  
**NON-EXECUTIVE DIRECTOR**



Mr Subhas Thecka  
**INDEPENDENT NON-EXECUTIVE  
DIRECTOR**



Mr Varun Krishn Munooosingh  
**INDEPENDENT NON-EXECUTIVE  
DIRECTOR**

# 2021

## Group Financial Highlights



**Total Assets**

USD **8.2**  
Billion



**Market Capitalization**

USD **298**  
Million



**Total Operating Income**

USD **282**  
Million

# SBM Bank Kenya Board of Directors



Mr Abdul Sattar Adam Ali  
Mamode Hajee Abdoula  
**CHAIRMAN**



Mr Raoul Gufflet  
**NON-EXECUTIVE DIRECTOR**



Mr Nayen Ballah  
**NON-EXECUTIVE DIRECTOR**



Mr Sharad Rao  
**INDEPENDENT NON-EXECUTIVE  
DIRECTOR**



Dr. James Boyd Mcfie  
**INDEPENDENT NON-EXECUTIVE  
DIRECTOR**



Mrs Flora Mutahi  
**INDEPENDENT NON-EXECUTIVE  
DIRECTOR**



Ms Shakilla Bibi Jhungeer  
**NON-EXECUTIVE DIRECTOR**



Ms Sharon Ramdeneey  
**NON-EXECUTIVE DIRECTOR**



Mr Moezz Mir  
**CHIEF EXECUTIVE OFFICER  
EXECUTIVE DIRECTOR**



Jotham Mutoka  
**DEPUTY CEO & CCO  
EXECUTIVE DIRECTOR**

# SBM Bank Kenya

## Senior Management Team



Moezz Mir  
CHIEF EXECUTIVE OFFICER



Jotham Mutoka  
DEPUTY CEO & CHIEF  
COMMERCIAL OFFICER



Andrew Munyao  
CHIEF FINANCE OFFICER



Amrit Gayan  
CHIEF OPERATING OFFICER



Edgar Mwandawiro  
CHIEF RISK OFFICER



George Odette  
DIRECTOR LEGAL & COMPANY SECRETARY





**Pauline Macharia**  
**Director Customer Experience**



**Allan Mwangi**  
**Director Compliance**



**Beth Muthui**  
**Director Consumer Banking**



**Jackie Ogonji**  
**Director Human Resources**



**Eric Wambua**  
**Director Corporate Banking Assets**



**Debra Lindsay**  
**Director Corporate Banking Liabilities**



**Magdalene Mulandi**  
**Head of Marketing and Communication**



**Sreenivasa Rao Tammineni**  
**Director Treasury**



**Cate Ndichu**  
**Head of SME Banking**

## OUR BUSINESS

# Corporate Banking

**A**t SBM Bank Kenya, we have always supported our corporate customers and large institutions in key sectors. Our innovative product offering and expertise has been of benefit to our clients in manufacturing, energy, infrastructure, agribusiness, trade finance, real estate institutional banking and professional services such as the legal sector and large audit firms. We also have specialized sectors that work with NGO's churches and diplomatic missions. SBM has carved out a sector that is wholly responsible for county government initiatives and growth. We boast of tailor made products to suit our clients' needs and offer add on products like Salary processing, Cards and online banking for your organizations.

Our value proposition is to give experiential services by leveraging our global presence to provide global solutions that are localized and tailor-made to suit our customers' unique needs.

Our goal remains to offer world class standards in every area of our business while being prudent in taking risks with shareholder and depositor funds.

We have accomplished this through our winning product portfolio via our business units; Institutional banking, Custodial, Public Sector, Professional services and a vibrant asset lending for leading sectors of the economy, not limited to Manufacturing, Energy, Transport among others.

We continue to leverage on the synergies between SBM India & SBM Kenya to facilitate trade for both importers and exporters through offering trade Finance solutions



Salary processing, Cards and Online Banking for organizations.



Vibrant asset lending for leading sectors of the economy



Trade Finance solutions for importers and exporters

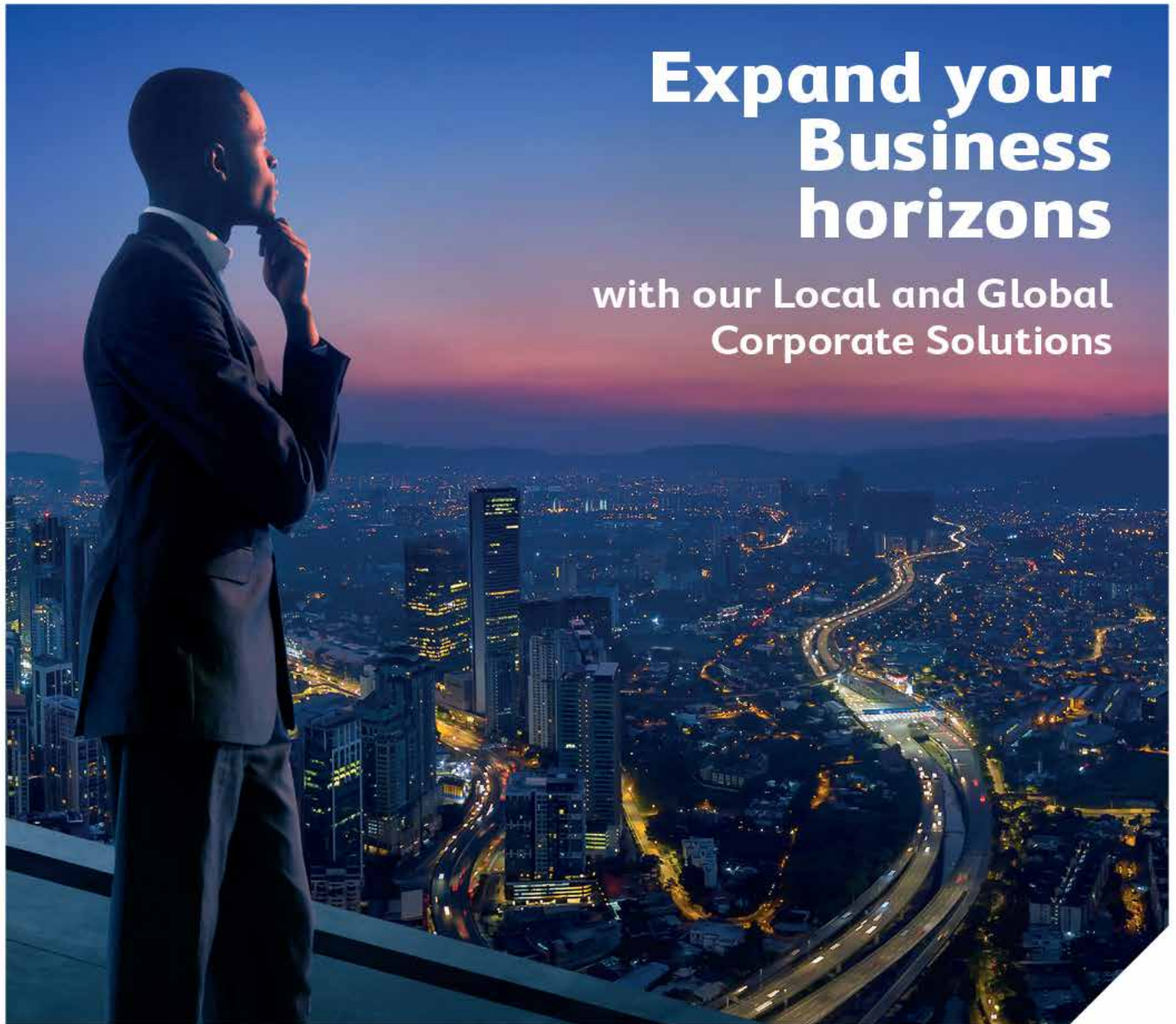
such as LC Discounting, same day NRI transfers which go a long way in ensuring our customers enjoy cost effective and hassle free solutions."

In spite of our recent entry into the Kenyan market we have grown our asset book to KES 80B in less than 4 years of operations, much of this is through asset handling through sector expertise.

Corporate Banking continues to cement partnerships with our current and prospective clients through our dedicated and experienced relationship managers. We are leveraging our international presence in Africa and beyond to offer cross border solutions for trade finance and offshore investments, facilitated locally. In addition, we are utilizing our digital infrastructure to ensure that we can optimize our corporate clients experience.

# Expand your Business horizons

with our Local and Global  
Corporate Solutions



## Get in touch today:

T: +254 (0) 709 800 000 \ +254 (0) 730 175 000

Whatsapp Chat +254 773 758196

E: [atyourservice@sbmbank.co.ke](mailto:atyourservice@sbmbank.co.ke) | [www.sbmbank.co.ke](http://www.sbmbank.co.ke)

## OUR BUSINESS

# SME Banking

**S**BM Bank understands that SMEs are the backbone and future of Kenya's development. In that regard, we provide SMEs with solutions that will not only help them support their businesses, but also help grow our country's economy through employment creation and income generation.

As such, our network of 41 branches countrywide and dedicated relationship managers, are in place to ensure that our SME clients can bank seamlessly whilst enjoying our exceptional customer experience.

Our product offering has been and continues to be instrumental to our clients in different industries including but not limited to trade, commerce, Sacco's, Health, Education sector and law firms. We continue to seek partnerships that will promote financial inclusion by increasing SMEs access to risk capital and credit facilities. SBM SME banking offers:

- Competitive rates on Fixed Deposits, Call Deposits and Escrow Accounts
- Remunerated Current Accounts which earn you up to 3% per month
- SPS for ease of making bulk payments
- Payment of tax via our iTax portal
- Tailor-made financing propositions including business term loans, asset finance for vehicles and equipment, project finance, working capital finance including unsecured business loans and insurance premium financing
- Trade finance proposals including Bid bonds, Performance Bonds, Advance Payment Guarantees, Payment Guarantees, Letters of Credit, LPO financing and Invoice Discounting.



Competitive Interest Rates on Fixed Deposits, Call Deposits and Escrow Accounts.



At SBM we offer robust digital payment solutions such as Simple Payment Solutions (SPS), Mobile to Bank (M2B) and our online internet banking portal that allows you to do all your banking in the comfort of your home or office.



Financing to meet your lending needs such as Asset Finance, Invoice Discounting and Working capital facilities

We also have regular Webinar sessions for SMEs that allow our SBM Bank clients to access financial and non-financial advisory services. We boast of a robust online and mobile banking applications that allow SME's the comfort to bank from anywhere whilst always having access to our dedicated relationship managers.



A woman with short black hair, wearing an orange shirt and blue overalls, is smiling and holding a black tray filled with several small potted yellow marigold plants. She is standing in a greenhouse with rows of other colorful plants in the background.

# Seed your business expansion

with our local and  
global SME Banking  
solutions

## Get in touch today:

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# OUR BUSINESS

## Consumer Banking

Consumer Banking provides financial services and solutions for individuals and their business through three important functions: credit, deposit and money management.

The bank offers consumers **credit** to facilitate purchase of homes, cars, as well as other personal financial obligations. This is done via provision of mortgages, car loans, unsecured loans and credit cards. The resulting consumer spending drives 70% of the economy. Credit allows people to spend future earnings now and therefore currently, Consumer Banking offers:

- Unsecured business loans up to KES. 5 million.
- Unsecured personal loans up to KES. 5 million for employees via our Workplace Banking value proposition.
- Unsecured lending up to KES. 7 million under the Elite Banking value proposition.

Consumer Banking provides a safe place for people to **deposit their money** through Savings Accounts, Fixed Deposit Accounts and Pebble Accounts which are tailored for children's savings.

Through our vast network of 41 branches countrywide and channels such as Mobile Banking, Online Banking, Debit, Credit and Prepaid Cards, our customers are empowered to **manage their money** on their own.

Within Consumer Banking, we have centers of excellence that drive segment expertise within the Elite, Women & Youth, Workplace Banking, Alternate Channels & Diaspora space.



### Credit

1. Asset Based Finance
2. Workplace Banking
3. Product lending
4. Credit Cards



### Deposits

a safe place for you to deposit money using Savings Accounts, Fixed Deposit Accounts and Pebble Accounts tailored for children's savings.



### Money Management

Our vast network of 41 branches countrywide and channels like Mobile Banking, Online Banking, Debit, Credit and Prepaid Cards, conveniently manage your money.

Our Elite Banking proposition offers a wide array of Elite services, solutions and benefits. In addition to a KES. 7 million unsecured, Elite customers enjoy an exclusive Infinite Debit card with compelling competitive benefits & features for both local and international use, and whilst at travel.

Through Workplace Banking, SBM has made unsecured lending accessible to employees of organizations that have a Memorandum of Understanding with the bank.

Wherever you are, our business enablers are not far away, if they are not already with you. This possibility is through Mfukoni Online and Mobile banking which allows customers to transact anytime, anywhere; making it more convenient, efficient and accessible for you to bank when it suits you.

In 2019, SBM Bank successfully launched both debit & prepaid UnionPay cards in the market offering our customers a safe and convenient card for your shopping both locally and abroad. This added to our already existing bouquets: Visa credit, prepaid and debit cards, which are available in both the Kenya Shilling and US Dollar giving you, our customer the flexibility to transact at ease, at all times.

SBM Bank recognizes the critical role women & their businesses play in the growth of our economy. We have an extremely active women markets "center of excellence" that was set up to educate, empower and protect the overall financial status of our women clientele. We do this in collaboration with knowledge and market access partners such as She Trades and AWEPP.



## OUR BUSINESS

# Consumer Banking

SBM Bank is leading the way when it comes to diversity and inclusion. Internally over 53% of our staff are women; 29% of them being in senior management. In December 2018, SBM Bank became a signatory to the UN Women (in Kenya there are only 25 Signatories). We therefore follow Women's Empowerment Principles (WEPs); a set of 7 Principles that guide us on how to empower women in the workplace, marketplace and the community, which we mandatory report quarterly on our progress to all stakeholders. In 2019, we deliberately revised bank procurement procedures to ensure that our SBM Women customers get opportunities to supply services to the bank, therefore opening more business opportunities for the women we bank to scale up businesses.

Our Diaspora Banking unit offers tailored Savings & Investment products and services to the Kenyan Diaspora living across the globe. We facilitate saving through solutions such as Savings Accounts and Fixed Deposits. We also facilitate **investments** in treasuries, equities, real estate and provide custodial services. This is all to enable our customers to **transact** and handle any financial obligations back home and to take care of the family via digital banking suite.



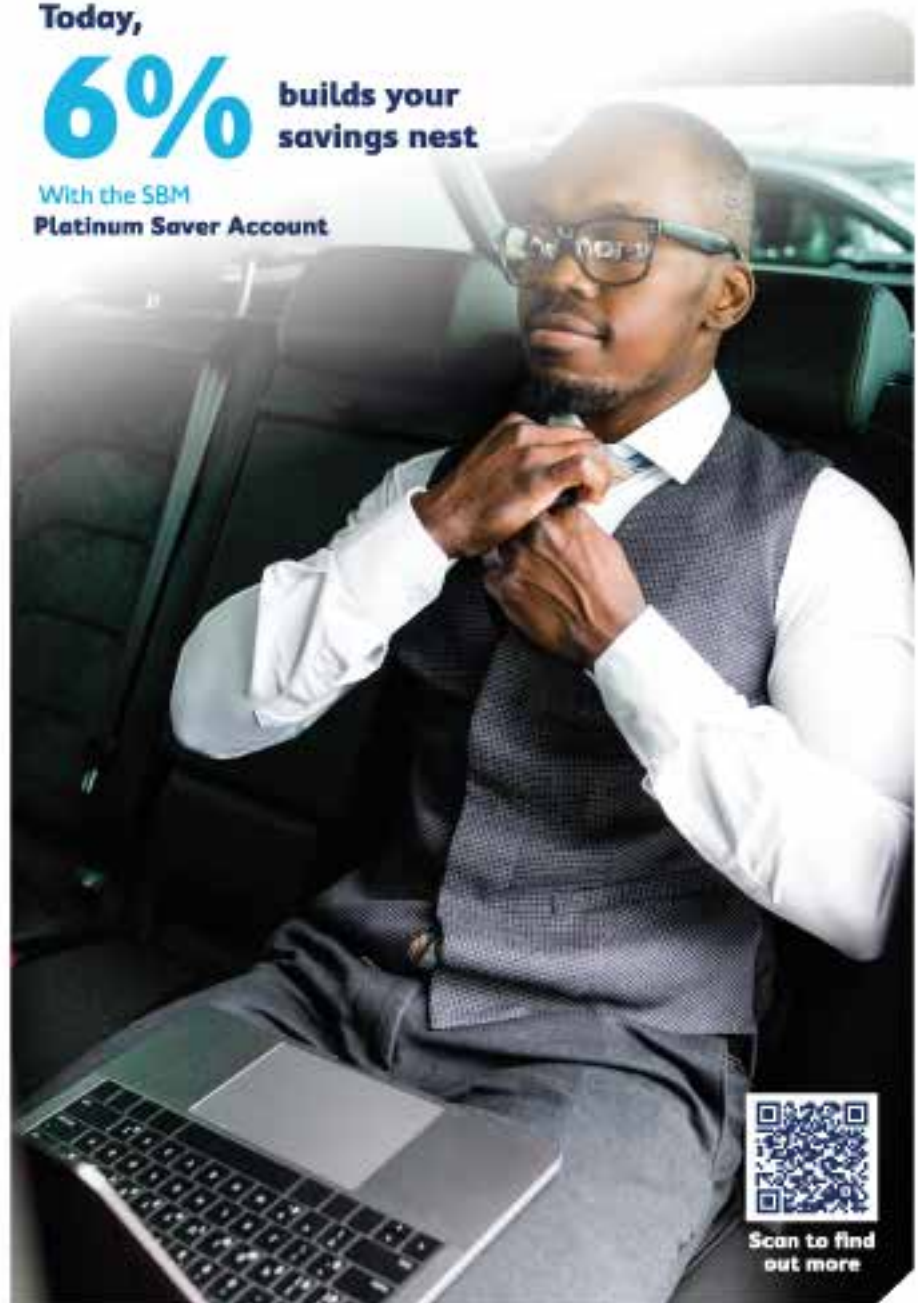
For a smarter tomorrow

Today,

# 6%

**builds your  
savings nest**

With the SBM  
**Platinum Saver Account**



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out more

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SBM Bank Kenya



# OUR Foot Print

In addition of our vast branch network we have our contact center available on

WhatsApp Chat Only: +254773758196

Email: [atyourservice@sbmbank.co.ke](mailto:atyourservice@sbmbank.co.ke)

Phone: +254709800000 or +254730175000

## Kenya

- 41 Branches
- Corporate
- SME
- Retail

## India

- Present since 1994
- Personal, SME & Corporate Banking
- Product offering: trade finance, treasury, working capital finance and retail services.



## Mauritius

- Present since 1973
- Banking, non-banking financial services and non-financial investments
- Bank with the largest retail net-worth
- Second largest listed company

## Madagascar

- Present since 1998
- 5 branches
- Serves corporates, large and medium enterprises



# Key Achievements

Achievement	Entity	Awarding Body
Best Financial Group Indian Ocean Rim 2019	SBM Holdings Limited	Capital Finance International Banking Awards
Best CSR Bank Mauritius 2019		Global Banking and Finance Review
Best Growth Strategy Kenya 2019	SBM Holdings Ltd and SBM Bank (Kenya) Ltd	Capital Finance International Banking Awards
Commended for the achievement of a "Global Mark in recognition of excellence enterprise Information Technology adoption"	SBM Bank (Kenya) Limited	The Board and Management of CIO East Africa and CIO 100 Awards
Best CSR Programme Mauritius 2019	SBM Bank (Mauritius) Ltd	International Business Magazine
Best Private Banking & Wealth Management Bank Mauritius 2019		International Business Magazine
Best Wealth Management & Investment Solutions Brand		Global Brand Awards 2019
Best Retail Bank 2019		Global Banking and Finance Review
Customer Service Innovation Award		Infosys Finacle Client Innovation Awards 2019
Best Bank in Mauritius 2020		Global Finance
Best Stock Broker Mauritius 2019		International Business Magazine Gloabl
Best Bank for Stockbroking Mauritius 2019	SBM Securities Limited	Banking and Finance Review Capital Finance
Best Stockbroker - Indian Ocean 2019		International
Winner: Marketing Realignment Through Covid-19: Online Response Category; What Women Want Campaign 2020	SBM Bank (Kenya) Limited	Annual Marketing Society of Kenya Awards 2020
Runners Up: Consumer Relations Campaign of the Year Category; SBM UnionPay Card Launch		Annual Public Relations Society of Kenya Awards 2020
Winner: Affluent Usage - Best Infinite Card Usage Category <ul style="list-style-type: none"> <li>This award recognizes the brand with the highest affluence usage VISA card</li> </ul>		Annual VISA Bankers' Awards 2020



**BUSINESS  
NETWORK**

## <IR> Business Network

Our Group has joined the International Integrated Reporting Council's <IR> Business Network in 2019.

FOR A SMARTER TOMORROW



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