



# **Citizen's Charter (CC)**

February 28, 2023

The Premier Bank Limited

Iqbal Centre, 42 Kemal Ataturk Avenue, Banani, Dhaka-1213, Bangladesh

Website: [www.premierbankltd.com](http://www.premierbankltd.com)

### Vision:

- The bank has a clear vision towards its ultimate destiny- to be the best amongst the top financial institutions.

### Mission:

- To be the most caring and customer friendly provider of financial services, creating opportunities for more people in more places.
- To ensure stability and sound growth whilst enhancing the value of shareholder investments.
- To aggressively adopt technology at all levels of operations and to improve efficiency and reduce cost per transaction.
- To ensure a high level of transparency and ethical standards in all business transacted by the bank.
- To provide congenial atmosphere which will attract competent work force who will be proud and eager to work for the bank.
- To provide socially responsible and strive to uplift the equality of the life by making effective contribution for social development

### Values:

- **Service First:** For us 'Service First' is not just an abstraction; we mean it. It holds a prime and central focus in our operation. We believe, discharge of quick & quality service is the hallmark for banking standard.
- **Easier Banking:** We have made day-to-day banking easier than ever through state of the art facilities. We tend to create a congenial atmosphere for our customers to feel free and go easy with banking. We divide our clientele into least possible individuals to impart the best attention, and we tailor our services to meet special needs.
- **Better Relationship:** As we form bondage with our valued clients, we develop it into a sustainable end. A good understanding with them, while carrying out business transactions, helps us perceive their goals and thus, enable us to respond pro-actively to their financial needs.
- **Assured Confidentiality:** Since we deal in business in the form of financial loss or gain, our solemn promise remains intact with interest of our clients so much so that all banking transactions are done in a confidential & professional manner.
- **Good Corporate Governance:** The board of the bank ensures that high ethical standards are established across the Bank and regularly reviews the Bank's compliance with Central Bank. The board recognizes good corporate governance practice a vital ingredient in the creation of substantial shareholder's value and protecting the interests of all stakeholders.
- **Corporate Citizenship:** We are compliant Bank and we pay due taxes. We are going green to protect our planet from environmental hazards. We are eager to inspire Eco-friendly investment. We are an abiding citizen in terms of all laws, rules, norms, sentiments and values of the land

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