Key Focus Areas for 2017

In 2017, we intend to focus on further enhancing our services for retail customers. We need to target our product offerings, increase our visibility, broaden our customer base and form effective partnerships. The small enterprise sector has tremendous untapped potential. We need to reach out to them, tailoring our products to their unique offerings; increase our visibility; broaden our customer base and form effective partnerships.

Our Reach

We arrive to keep pace with current trends by making cutting-edge internet and mobile banking services available to our customers. We will also continue to evolve our physical branch network. DFCC Bank currently operates 88 branches and 50 service points at Sri Lanka Post outlets. Customers can utilise yono-ATMs island-wide and also have the facility of zero cost cash withdrawals via any LankaPay member bank.

Operational

- Set-up the MSME Strategic Business Unit. In order to smoothen the small enterprise sector
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- Launch the Vardhana Virtual Wallet and extend the service to non-DFCC bank customers
- Upgraded the Lanka Money Transfer (LMT) service to fully-fledged branches
- Adopted Google’s G Suite for employees
- Initiated a cutting-edge Security Information Event Management System
- Upgraded eight Sri Lanka Postal Units to fully-fledged branches

Digitalisation

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Highlights

- Operational Digitalisation
- Set-up the MSME Strategic Business Unit
- Set-up the Payments and Cash Management Unit
- Launched an internally developed Complaint Management System
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Annual Snapshot 2016

The theme of our Annual Report this year is ‘Growth at Our Core’ which resonates with our brand promise: ‘Keep Growing’. The cover image is visually represented above using the yonan of a cross section of a tree trunk. Each year, a tree trunk forms new cells into a concentric circle known as an annual ring. Similarly, the tree trunk cross section above has 62 annual rings, each representing a year in DFCC Bank’s journey.
Reaping the Benefits of a Giant Leap

October 2016 marked the first anniversary of the amalgamation of DFCC Bank and DFCC Vardhana Bank and their union are the first ever amalgamation in Sri Lanka’s commercial banking industry.

In the year under review, our merger bore fruit. While there were barriers to be overcome in the process, we have emerged stronger and better positioned to serve our clientele. We continue to provide the full spectrum of development and commercial banking products and services, but now, under one roof.

In the course of our journey of over six decades, the Bank has grown and evolved through supporting and nurturing small businesses and creating employment opportunities in every sector in Sri Lanka. In the process, we have nurtured entrepreneurship, SMEs and helped start-up businesses grow into large corporates.

In addition, we have set up group companies that provide complementary services such as consulting services, industrial park management, information technology, immobilisation banking and audit management.

While we have expanded our reach through our brick and mortar network, we have also done so through innovative non-traditional services. This has been facilitated by our banking know-how and using cutting edge technology to develop products such as the Vardhana Group of Companies.

In 2015, we embarked on an ambitious five year strategic plan aiming to position the Bank in the upper quartile of the banking industry. In its early years, we have made great strides towards our target.

We achieved a landmark in our history (low equity capital gains), by recording a 60% growth and crossing the LKR 3 billion mark for the first time in our history. We also demonstrated our creativity, innovation and customer centricity through many initiatives such as UYUE, migration to the Google App Platform and setting up the MMIS Strategic Business Unit.

In our plans for 2017, we hope to build further on what we have achieved in 2016. DFCC Bank has been rebranded and repositioned as a platform of sustainability, enshrined in the Sustainable Banking Principles developed for Sri Lanka. DFCC Bank will continue to make a difference in the years to come, by continuous improvement and innovation in the products and services. The Bank will utilise the human resources and technological competencies to contribute to the economic and social development of 300 capitals.

Delivering Value to All

Value creation is the end result of a multi-faceted process to which many resources contribute. These include our financial capital, physical assets, human resources, systems and processes, information technology and intangibles such as values, ethics and corporate culture.

While we derive value from these processes we can turn deliver value to all our stakeholders, customers, investors, employees, business partners, local communities and the environment.

In 2017, we continued an ambitious five year strategic plan aiming to position the Bank in the upper quartile of the banking industry. In its early years, we have made great strides towards our target. We achieved a landmark in our history (low equity capital gains), by recording a 60% growth and crossing the LKR 3 billion mark for the first time in our history. We also demonstrated our creativity, innovation and customer centricity through many initiatives such as UYUE, migration to the Google App Platform and setting up the MMIS Strategic Business Unit.

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