



HINDUJA BANK TARGETS EXPANSION IN TRADE FINANCE ON EMERGING MARKETS

The Swiss-based financial arm of the Hinduja Group in Europe hires a team of five senior Relationship Managers from major trade finance banks

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Geneva, 5 April 2012. In line with the ongoing strategy to enhance and strengthen its Trade Finance services, Hinduja Bank (Switzerland) Ltd is pleased to announce the hiring of a team of five senior trade finance professionals. The names will be disclosed in the upcoming months for confidentiality purposes.

The team will start operating in June and July 2012 and has a combined trade finance experience of more than 70 years in different aspects of the business including sourcing of clients, setting up different trade finance credit facilities and their execution, and relationship management. Each team member has his own individual strengths and product / market expertise, which are complementary.

The team is coming from five different major trade finance banks in Geneva, although they have all worked together in the past. Their specific product expertise includes soft commodities, metals, petroleum products; and specific market expertise includes Brazil / South America, Sub-Saharan African markets, Middle East and Europe.

"A KEY STEP IN AN INTERNATIONAL GROWING STRATEGY"

Hinduja Bank is the only Swiss Bank with Indian roots and has been active since 1994 in private banking services. The Bank started its trade finance activity in 2009 and has been investing continuously in developing its capacity to serve Swiss and foreign companies with Trade Finance services. Mainly active in Europe, the Mediterranean basin and the Middle East, the Bank is now diversifying its geographical reach to new emerging markets, including India and South America.



Founded in 1914, the Hinduja Group is today one of the largest diversified groups in the world. Initially focused on trading and merchant banking, the Hinduja Group operates in 32 countries and 10 business sectors with more than 50,000 employees.

"The Hinduja Group confirms its vision and commitment to Hinduja Bank. It is our firm conviction that Hinduja Bank will play an important role in supporting entrepreneurship, combining the quality of services of a Swiss Bank with the dynamism of India and emerging markets."

S.P. Hinduja, Chairman, Hinduja Group

"The Management of the Bank is confident that the new team represents a major step in the overall development of our trade finance activity, which after wealth management is our second pillar of business. The arrival of new senior experts will greatly enhance revenue generation, client and product diversification, and associated processes and controls"

Charles de Boissezon, CEO, Hinduja Bank (Switzerland) Ltd

Hinduja Bank (Switzerland) Ltd was founded as a finance company in 1978 and became a Swiss regulated bank in 1994. Headquartered in Geneva, the Bank has developed its network in Switzerland with offices in Zurich, Lucerne, Lugano, Basle and St Margrethen. Its global reach includes a presence in Dubai, London, Paris, New York, Mumbai, Chennai, Mauritius and Cayman Islands. Over the years, its core businesses have expanded to comprise Wealth Management and Trade Finance Services.