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Solid and independent private banking platform

Sandeep Das, Managing Director and Head of Private Bank India at Standard Chartered Bank (SCB) reveals the driving forces behind his platform.



SANDEEP DAS
Standard Chartered Bank

STANDARD CHARTERED PRIVATE BANK IN INDIA proudly leverages on the fact that they are a part of a bigger, familiar organisation that has been in India 1858. Das can point to clients that have been associated with the bank through generations. The private banking arm completes the banking continuum required to cater to the needs of their HNWI clients.

Das believes that what differentiates the bank is the open source and open architecture model. “We take research from twenty independent and credible sources and layer it with our research to advise clients”. The clients make the decision on who execute with. Add to that their impressive footprint in India and breadth of services on offer and this makes them a force to be reckoned with in the industry.

Having witnessed the evolution of their clientele over time, Das feels that the industry needs to embrace digital to remain relevant. At a client level, this manifests in them being able to access their portfolio, access quality and customised research as well as being able to execute transactions on-the-go. “We now have video banking, you can connect with clients in the same city or different cities to update them on their portfolio and market”.

Standard Chartered is “more local than the international banks and more international than the local banks” which makes them popular among both clients and employees. To continue this tradition, they will focus on optimising key indicators under “People, Products, Process and Controls” in the coming year. ■