



Shri.P.L.GAIROLA – CMD DENA BANK

Respected Shri Leeladhar, the Deputy Governor of Reserve Bank of India, Shri Hegde, ex-Sheriff of Mumbai, Chief Executives and ex-Directors of banks and financial institutions, Senior Executives from RBI, our valued customers, my Colleagues on the Board of the Bank, distinguished guests, members of print and electronic media, and members of the Dena family, Ladies & Gentlemen,

It is my privilege and pleasure to warmly welcome all of you today for the Foundation Day function of the Bank. It is indeed a rare privilege to be welcoming you for this happy occasion within 10 days of joining this great institution. I am indeed very happy to see the Dena Parivar with their families in such large numbers joining in today's celebrations.

68 years ago, on 26th May 1938, to be precise, a farsighted patriot and visionary late Shri Pranlaljibhai Nanjee founded this august institution with its first branch at Thakurdwar, a few miles away from here. After 68 long years, the institution has grown like a banyan tree, with over 1100 branches and over 10000 Denaites at the service of the Nation.

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Foundation Day celebrations have a great significance in the being of an Institution; it is an occasion to look back at the journey so far, the lessons learnt through the years and to synthesize a strategy to meet the emerging challenges of the future. We have had our share of rough terrain but thanks to the spirited leadership of my predecessors, supported by the Board and the untiring efforts of the Denaites, we have always overcome rough weather and emerged stronger from every challenge. We are equally grateful to our majority owners and our regulators for their support and guidance in times of tranquility and turbulence.

On this auspicious occasion, let me reiterate that we have not forgotten our roots; this Bank was set up for middle class customers, businessmen of all lines and entrepreneurs and it is this constituency that we continue to serve. Today, I am proud that Dena Bank is looked at as your Trusted Family Bank and that is a laurel earned through unstinted commitment to customers through all these years. We, at Dena Bank, are guided by the principle that customers are the most important people in our premises and this principle has been the driving force behind the Bank.

Today we are a Bank with all our branches computerized, over 240 ATMs with many of them at off-site locations, a strong net work base with a multitude of products and services on offer to the customers. In the glorious tradition of being pioneers in many respects, recently we have added one more pioneering effort by launching FIN MARTS, the first step in transforming our branches into One Stop Financial Super

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Markets. In our endeavour to serve our customers better, we have absorbed technology as part of our culture and we are on the threshold on of the next phase of technology transformation exercise, Core Banking that will be flagged off during the current half year itself. I may add here that publishing the annual audited results, with improved all round financial performance of the recently concluded year within 27 days is a testimony to the ability of the Bank to constantly improve and emerge stronger.

To prepare ourselves to take upon the emerging challenges, last year, we have launched a shared Dena Vision 2010 with the Mission of offering our Customers, premier financial services of great value and the Vision of becoming the most preferred Bank of customer choice in its area of operations, by its reputation and performance. The Mission and Vision can be achieved, I personally believe, only through cooperation and commitment from every member of the Dena Family. Individuals can achieve success but Together Each Achieves More Success. It is this mantra of Team Work that will see this Bank achieve its past glory and become a truly trusted family bank in times to come. We have also taken several initiatives in the field of rural innovations, financial inclusion, convergence and other customer centric products and services. All this I believe amply demonstrates our continued commitment to our customers and also provide a sound foundation for the growth momentum that the Vision 2010 envisages. I also wish to add, with a great sense of pride, that the Bank's initiative in the form of voluntary participation of the staff in the business development has been adjudged as the one the Best Practices in the Industry.

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Today is also an opportunity for us to rededicate ourselves to the pursuit of 'Excellence'. Excellence in what we say and do and we deliver will be our goal. Excellence in Customer Service a benchmark that we will strive to achieve.

I am particularly happy that families of our Staff members are present here in large numbers. Today, let me share with you all what I believe is the barometer for measuring the real success of the Bank; the extent to which every family member of a Denaite feels proud that one in their family belongs to Dena Bank. Even as every one of my colleagues in the Bank toils hard for the institution, the fact is that there is a family behind him or her that lends support. Without this support, Denaite will find the challenges tougher to handle. That is the reason we are here today; not only to celebrate the Foundation Day but also to express our gratitude to our families that have been silently contributing in the growth of the institution.

So let us make this evening memorable. Let us pay our respects and tributes to that great soul who had sown the seeds from which this institution had germinated and grown. Let us remember our predecessors in the Bank, the ones who steered the Bank through rough times and made us emerge stronger.

Let us thank our families who have stood by us during difficult times and have lent us moral and emotional support. Let us also mention out thanks to our peers and competitors, the Captains of the Banking Industry. At various times, we have learnt from you. We have drawn

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inspiration from you. Lest we forget, let us remind ourselves that we are unified by a common goal, serving the community at large.

A beautiful evening lies ahead of us, one full of melodious music by some renowned performers. Ms Parizad Kolah, today's host and Mr Sudesh Bhosle and his team who will regale us with hilarious melodies do not need any introduction and are here today to provide entertainment that will ensure that we do not forget this evening for a very long time. Now is the time for us to unwind and to relax. I would not like to stand between you and the second phase of the programme that is waiting to unfold itself. Before I conclude, Let me assure all the stakeholders that the Bank is fully gearing itself to meet the emerging challenges – Technological transformation is on the cards, innovation in products and services to make the Bank a financial supermarket on the anvil and above all the attitudinal fine-tuning for quality customer service is on our agenda. I seek your support and benevolence, as ever, to transform this Bank into a vibrant and learning organization capable of weathering all vicissitudes and marching ahead.

I thank you all for having graced the occasion.
