

## **CORPORATE VALUES**

Arising from our vision to be a Preferred Friendly Bank, we are committed to three shared responsibilities as follows:

- To our Customers
- To each other at Bank of Ceylon
- To our presence in India

Serving customers to the best of our ability is our business. Customers also contribute towards our capital, for us to continue in business. We will put customers first by providing superior advice, service and products, while acting with the highest level of integrity, which will go hand in hand, in all our customer interactions.

Our second shared responsibility is focusing on Internal Relationships. Unless we work together internally, we will never fully harness the power inherent in our organization. Accordingly, to inculcate a strong Internal Relationship among ourselves, we will treat our colleagues and team-mates with respect despite our widespread diversity, share success and accept joint responsibility, for our failures. We will also provide all our staff, the best of opportunities, to realize their potential.

Finally, as an Overseas Institution, operating in India, we will operate within the norms set out by the Local Regulators. We will respect local customs and take an active role in the community welfare, among whom we live and work.

## ***CORPORATE DIRECTION***

The people of any organization need to know, where they are heading and what direction they are taking. Direction and focus are essential for any organization, for their day-to-day activities, as well as to their long-term activities.

### ***Our Corporate Direction***

- ***Good Governance***

The effective application of current best practices in management with ethics, to achieve both Vision & Mission of the Bank.

- ***Balanced Focus***

BOC will strive to strike a sustainable balance between Risk and Return, People and Quality of Service, Environment and Efficiency of Organization. We will apply more than a single bottom line, to sustain and embed the organization.

- ***High Productivity***

We strive to improve our productivity, via people and technology.

- ***Organization Wide – Focus***

We will work as a team, involving every employee of the bank, towards achieving organizational objectives, mission and vision.

- ***Empowering Frontline Staff***

We empower our frontline staff, to make them more responsive, to customer needs and encourage them, to take decisions to serve our customers better.

- ***Treating Stakeholders as Business Partners***

Suppliers and Government Agencies are integral partners of our business process. By working together, we can ensure quality and efficiency in our operations.