

FOR IMMEDIATE RELEASE

## **YES Bank wins Best Trade Finance Bank in India award for 2015**

- **Introduced “Trade on Net” that offers significant ease of transactions and quicker turnaround**
- **Strengthened supply chain proposition by effective use of technology and automation of process.**
- **Successfully invested in state-of-the-art technology and fostering an innovation-centred culture.**

**Hong Kong, April 14<sup>th</sup> 2015**—YES Bank won the **Best Trade Finance Bank in India** award for 2015 during the 16<sup>th</sup> Asian Banker Summit. The ceremony was held at the Four Seasons on April 14<sup>th</sup> 2015.

YES Bank introduced significant initiatives to provide customers ease of transactions and quicker turnaround. It strengthened its Supply Chain proposition by the effective use of technology and automation of process.

The bank adopted a knowledge-driven approach which provides industry specific financial solutions for its customers. The bank was successful in the role of “Money Doctor” for its domestic and international clients, pursuing a diagnostic approach, with strong emphasis on prognosis and prescriptions.

It introduced several significant initiatives during the period under review. Key developments include the launch of a “Trade on Net” platform which enables customers to perform transactions easily and with quicker turnaround times.

YES Bank has focused on integrating the financial supply chain of the corporate by addition of the value chain partners to the bank ecosystem and offering structured solutions with liability maximising as the core thought.

About 1,000 delegates attended the event, consisting of industry specialists, senior bankers, regulators, service providers and decision makers from leading institutions in Asia, the US, Europe and Latin America, where opinions and responses of practitioners from across the region to global issues are shaped.

The Transaction Banking Awards under the Asian Banker Business Achievement Awards are widely acknowledged by the financial services industry as the highest possible accolade available to professionals and banks in the industry as recognised in the Asia Pacific region.

The Transaction Banking Awards evaluate banks’ achievements in cash management, payments, and trade finance. The winners for these awards are determined through a combination of surveys, interviews and field research by The Asian Banker’s research staff. A stringent three-month evaluation process based on a balanced and transparent scorecard had been used to determine the winners.

## **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong, Beijing and Dubai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

For more information please contact:

Ms. Janice Chua

Tel: (+65) 6236 6532

[jchua@theasianbanker.com](mailto:jchua@theasianbanker.com)

TAB International Pte Ltd

10, Hoe Chiang Road, #14-06 Keppel Tower, Singapore 089315

Tel: (65) 6236 6520 Fax: (65) 6236 6530 [www.theasianbanker.com](http://www.theasianbanker.com)

---

ENDS