



www.idlc.com

Since its inception in 1985, IDLC Finance Ltd. (IDLC) has, over the years, become the largest and most profitable multi-product Non-Banking Financial Institution (NBFI) in Bangladesh. IDLC is today represented by 18 branches in four cities, employs 560+ staff and has diversified its business into the Corporate, SME, Retail and Capital Market segments.

While profits have grown significantly over the last few years in particular, IDLC has consistently demonstrated exemplary corporate governance and strict statutory compliance. Indeed, the company is a standard bearer in this regard in the Bangladesh NBFI sector.

Market

IDLC is the first leasing co. and second NBFI to begin operations in Bangladesh and is currently one of the 29 institutions that make up the NBFI sector. IDLC's product suite started off with leasing a quarter of a century ago but today the company offers a wide range of services - from Leasing to Term Loans, from Car Loans to Home Loans, from Term Deposits to Wealth Management, from Loan

Syndications to Advisory Services and from Issue Management to Brokerage Services. The company changed its name from 'Industrial Development Leasing Company' to 'IDLC Finance' in 2007 to better reflect the broader range of financial services and customer segments.

Achievements

- IDLC assigned AA2 rating in long term and ST-1

rating in short term by Credit Rating Agency of Bangladesh Limited

- IDLC wins ICAB National Award and SAFA Merit Award for Best Published Accounts and Reports
- IDLC bagged ICMAB Best Corporate Award 2006



Product

IDLC offers a diversified financial product range for the Corporate, Personal, SME and Capital Market segments.

Corporate:

To cater mid and longer term financial needs of Local Corporate Houses and Multinational Companies operating in Bangladesh, we offer a range of financial services, such as Leasing & Term loan, Project Financing, Bridge Financing, Syndication etc.

Personal:

IDLC offers Home Loans, Car Loans, Personal Loans and a range of deposit products under its Personal Finance Division (PFD). There are different types of deposit products for different segment of target customers such as Cumulative Term Deposit, Annual Profit Term Deposit, Double/Triple Money Deposit, Millionaire/Multi-Millionaire Scheme etc.

SME:

IDLC leads the SME segment amongst NBFIs. IDLC runs its SME business out of nine SME branches and two SME booths. In this segment IDLC caters to Small & Medium Entrepreneurs, Women Entrepreneurs and Factoring Clientele.

Capital Markets:

Cap Invest - IDLC has a non-discretionary portfolio management service, which includes efficient trade execution, extension of margin loan, collecting dividend, bonus shares and rights issue subscriptions.

Max Cap - Managed Cap Invest is a discretionary portfolio management service - ideally suitable for individuals having little or no experience of investing

in the Bangladesh capital market.

Issue Management - Issue Management services of Merchant Banking Division include Public Issue Management of Initial Public Offering, Repeat Public Offering, Bond Issuance, Rights Share Offering, Corporate Advisory Service in various matters.

IDLC Securities Ltd (IDLC SL) is IDLC-Finance Ltd.'s wholly owned brokerage service and one that has quickly become a trusted broker to most foreign & local institutional investors and high net worth clients investing in Bangladesh. IDLC-SL is one of the top brokerages in the country and has leveraged off IDLC's unique branding, market image and reputation.

Recent developments

IN 2010, IDLC celebrated its silver jubilee by committing to adhere to the latest internationally accepted environmental standards in its operations and business dealings. The company, which is already a member of the United Nation's Global Compact, has also signed up to the United Nation's Environmental Program for Financial Institutions and the Bangladesh CSR Board this year.

Promotion

IDLC has, throughout its history, consistently focused on partnering its customers and tailoring/structuring its products & services to meet their requirements. For this, the company has mostly relied on promotional tools involving customer events, sponsorships and occasional product communication in print media. However, recently IDLC has changed its marketing approach and embarked on a mix of ATL & BTL mediums to ensure a wider reach and effectiveness of its communication campaigns. It is also using PR as a

promotional tool to support its corporate and product communications.

Brand value

IDLC's stated Core Values :

Highest ethical standards

IDLC believes in adherence to the highest ethical standards

Accountability

IDLC complies with the highest standard of accountability in the conduct of its operations and in making investment decisions.

Credibility

IDLC acts with responsibility by keeping promises given to its business partners and regularly disclosing reliable and unbiased information to stakeholders.

Commitment to national interest

IDLC always gives its first priority to the national interest. Highest importance is always attached to country's growth & prosperity.

Developing Leaders

IDLC employees are trained with the object of developing good leaders rather than good managers.

Creativity and innovations

IDLC places emphasis on creativity and innovation to achieve organizational excellence.

Things you didn't know

- While IDLC began as a 'leasing' company, today only 12% of revenues come from this product
- In 2009, 50% of IDLC's revenues came from its Capital Market (i.e. Merchant Banking & Brokerage) operations
- Until recently, IDLC operated its own software-development house - 'Icons'. Icons was dismantled in 2009 as part of the company's strategic focus on core financial service businesses.
- IDLC has operated on Icons' developed software for 25 years and is only now planning to migrate to externally-developed software.



History

1985

Incorporation of the Company

1993

Listed on the Dhaka Stock Exchange

1995

Licensed as a Non-Banking Financial Institution under the Financial Institutions Act, 1993

1996

Listed on the Chittagong Stock Exchange

1997

Commencement of Home Finance and Short Term Finance operations

1998

Licensed as a Merchant Banker by the Securities and Exchange Commission

2006

Opening of SME focused branch at Bogra

2006

Relocation of Company's Registered and Corporate Head Office at own premises at 57, Gulshan Avenue

2006

Commencement of operation of IDLC Securities Limited, a wholly owned subsidiary of IDLC

2007

Company name changed to IDLC Finance Limited from Industrial Development Leasing Company of Bangladesh Limited