



## Press release

# Standard Chartered launches special sign language service proposition for hearing impaired priority segment clients

- **To light up key office buildings in Purple on 2 Nov to create awareness about disability inclusion**

**2 November 2021, India:** Standard Chartered Bank today launched a special sign language service proposition for hearing impaired priority segment clients in the country, a pioneering initiative in the banking sector in India.

Currently, the Bank has trained 13 frontline employees who will be placed in designated branches across five cities, namely, Mumbai, Delhi, Kolkata, Bengaluru and Chennai for offering this service in Indian sign language. However, if a hearing impaired priority segment client were to walk into any other branch without a similarly trained employee, the branch team would be able to arrange an engagement with a trained employee through a video call.

The Bank is also working on making product offering videos in sign language for savings account, term deposits, credit card, wealth offerings and loans, to enable hearing impaired clients get a better understanding of these products. Also, on the anvil is a central video helpline to cater to servicing of all such clients in the Indian sign language.

Additionally, to highlight Standard Chartered's commitment towards disability inclusion and create awareness, the Bank plans to light up in purple, six office premises\* in Mumbai, Bengaluru, Chennai and Gurgaon on 2 November 2021.

These initiatives are part of the Bank's partnership with Purple Tuesday, a flagship programme focused on enabling businesses to develop products and services for clients with disabilities.

**Nakul Jain, Managing Director, Affluent Clients and Deposits, Standard Chartered Bank, India** said, "The launch of our special proposition for hearing impaired priority clients is a first step in our journey towards building an inclusive organisation. While there is still a long way to go, this initiative is an affirmation of our commitment to increasing accessibility and dissolving barriers for our differently abled clients."

\*Façade of below office premises will be lit up in Purple on 2 November 2021:

1. Standard Chartered Bank, 90 MG Road, Fort, Mumbai
2. Standard Chartered Global Business Services, No. 1 Haddows Road, Nungambakkam, Chennai
3. Standard Chartered Global Business Services, Digital Zone, Old Mahabalipuram Road, Karapakkam, Chennai
4. Standard Chartered Global Business Services, No 1/364, Old Mahabalipuram Road, Kelambakkam, Chennai
5. Standard Chartered Global Business Services, Brigade Tech park Tower A & B, Whitefield, Bangalore – 560066
6. Standard Chartered Bank, DLF Building, 7A, Cyber City, Gurgaon, Haryana.

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**Standard Chartered, India**

Standard Chartered Bank has been operating in India since 1858 and has a network of 100 branches in 43 cities. Key business segments include Corporate, Commercial and Institutional Banking and Consumer, Private and Business Banking. For more information, visit <https://www.sc.com/in/>

**Standard Chartered**

We are a leading international banking group, with a presence in 59 of the world's most dynamic markets, and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges.

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