



The Islamic Retail Banking Market

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Head of Retail Banking

What is Retail Banking?

- Division of a bank that **deals directly with retail customers.**
- Also known as **consumer** banking or **personal** banking
- The visible face of banking to the general public through the bank **branches**

Other business divisions

- **Corporate** Banking
- **Investment** Banking
- **Treasury**
- **Wealth Management/Priority** Banking

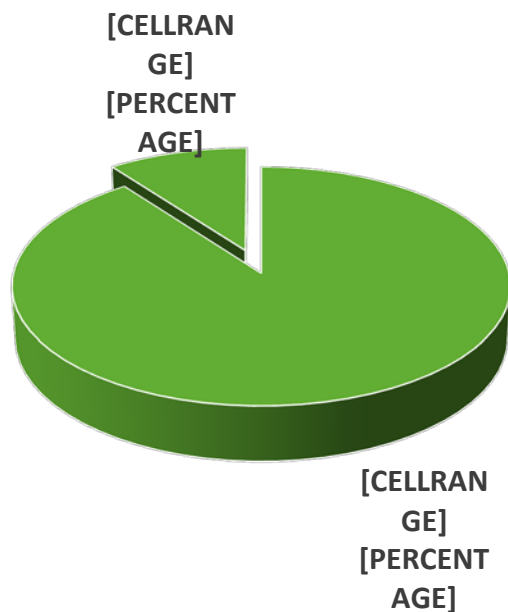
Retail Banking – Conventional vs. Islamic

- From the concept of retail banking, there is **no difference**
- Both **cater** to retail customers
- In terms of **service & products**, there is a **huge difference**
- One is based on **Islamic structures/ contracts** while the other not

Market Share

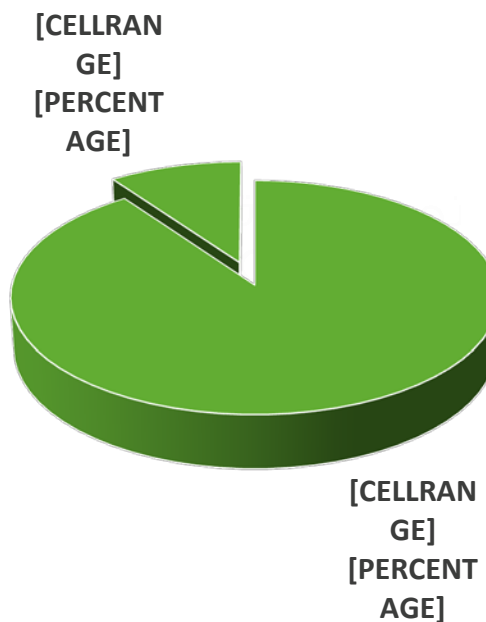
TOTAL ASSETS

■ Conventional ■ Islamic



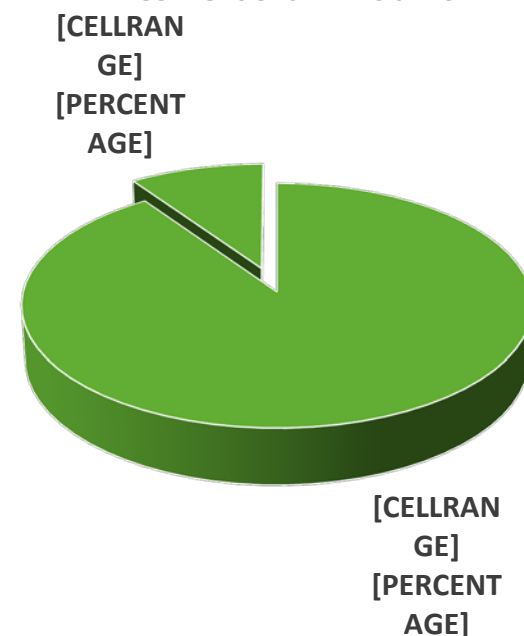
FINANCE

■ Conventional ■ Islamic



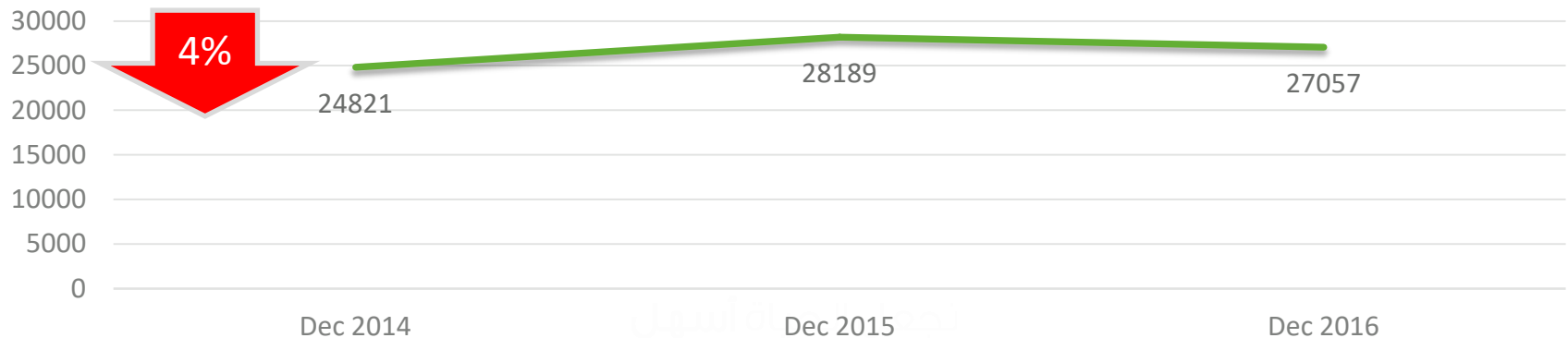
DEPOSITS

■ Conventional ■ Islamic

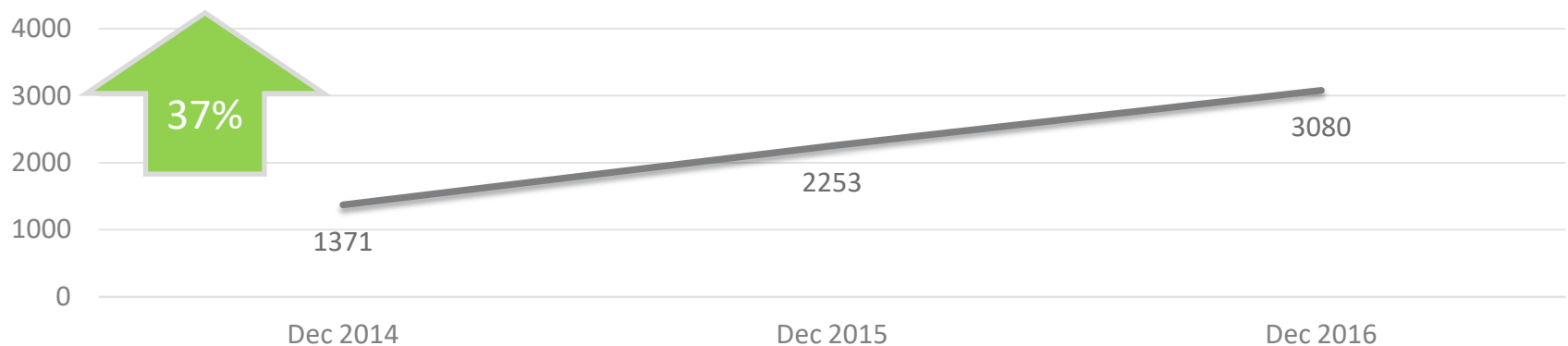


Total Assets

CONVENTIONAL BANKING



ISLAMIC BANKING



Islamic Banks & Windows



Drivers of retail banking growth

Changing
consumer
demographics

Growing
disposable
incomes

Younger
population

Increasing literacy
levels

Higher adaptability
to technology

Growing
consumerism

Changing mind
sets - willingness
to borrow/lend

Desire to improve
lifestyles

Industry's response to the change

- “Anywhere - Anytime” – **Mobile** banking
- **Improved** processes/bundled product **offerings**
- **Faster** service/reduced TATs
- Customer specific **products/offerings**
- ‘Bank’ customer has **replaced** ‘**Branch**’ customer
- **Focus** on understanding customer needs/preferences
- **Segmentation/differentiation** of customers
- **Customer driven** strategies
- Building **relationships**

Strategic prerequisites....



Sustaining Customer loyalty



Reducing NPA & Fraud prevention



Avoiding Debt Trap for customers



Reaching out across the country



Strategies for Future

- Reaching to masses : Need to **customize**
- Customer **segmentation/differentiation**
- **Data mining/CRM** based campaigns
- Products per customer/**loyalty**
- Promoting **low risk retail lending products**
- **Offer** an array of **products and financial advisory.**

Strategies for Future

- **Cost effective** expansion
- Knowledgeable **front line ambassadors**
- **Superior alliances** – Retailers, Auto dealers, travel agents, education institutes, housing developments
- **Innovation**



ميسرة
MAISARÄH
للخدمات المصرفية الإسلامية
Islamic Banking Services

making life easy

نجعل الحياة أسهل
making life easy

الخدمات المصرفية الإسلامية
Islamic banking services



بنك ظفار
Bank Dhofar

Banking with Maisarah

- Established in **2013**
- **10** branches
- One of the **fastest growing** Islamic banking entity
- **Innovative products** – retail, corporate, trade finance, treasury & investment banking
- **Knowledgeable** staff members
- Various awards won
- Over 150 training/awareness programs per year

Branches

- Muscat – Azaiba, Al Khuwair, Al Hail, Greater Muttrah
- Salalah – Al Wadi, New Salalah
- Sohar
- Sur
- Nizwa
- Ibri



Assets



- ☐ Home Finance
- ☐ Property Finance
- ☐ Auto Finance
- ☐ Goods Finance
- ☐ Travel Finance
- ☐ Education Finance
- ☐ Credit Card

Liabilities



- ☐ Current Account
- ☐ Savings Account
- ☐ Fixed Deposit
- ☐ Prize Account



Specialty of Maisarah

- Experienced Islamic bankers
- Over 40 certified Islamic finance executives
- Understand our customer need
- Completely segregated head office
- Qualified Sharia Board
- Ali Al Habsi – brand ambassador
- Priority banking
- Transformation
- Awareness programs



Awards

2013

Best Islamic Window
in Oman 2013 by
Global Financial
Market Review.

2014

Best Islamic
Community Support
Bank 2014 by Global
Financial Market
Review.

2015

Islamic Bank of the
Year – Oman 2015 by
The Banker.

Best Islamic Window
– Maisarah, Oman
2015 by International
Finance Magazine
(IFM).

Best Islamic Bank
Oman 2015 by Global
Banking & Finance
Review.

2016

Islamic Bank of the
Year – Oman 2016 by
The Banker.

2017

Best Islamic Bank in
Oman at the EMEA
Finance's
Achievement Awards
2016

Best Islamic
Community Support
Bank 2017 by Global
Financial Market
Review

