

Dunia wins the award for “Best Use of Technology” at Banker Middle East Industry Awards 2009

Dunia’s proprietary technology platform which has been custom built to support Dunia’s unique value proposition and aligned to offer customer an exceptional user experience, is now set to change how financial institutions do business going forward

Dubai, 14 June 2009. Dunia Finance LLC, the UAE based financial services provider, was awarded the Banker Middle East Industry Awards 2009 for ‘Best Use of Technology’ in Bahrain on June 10th, 2009. Banker Middle East Industry Awards are the region’s most prestigious award recognizing outstanding players in the banking and financial services sector across several categories.

On receiving the award and this recognition, Rajeev Kakar, CEO of Dunia, said: “From the very outset, we built Dunia’s business model with excruciating detail and a unique customer centric focus. We made significant investments in right technology to ensure that we realize our ambition of creating a unique financial services brand and a unique experience for the customer.



Rajeev Kakar (center), Dunia CEO receives the award from from Nigel Rodrigues (right), CPI Financial CEO and Robin Amlot (left), CPI Financial Managing Editor

We need to understand customer needs and aspirations holistically and provide solutions that match and exceed their expectations in order to be the financial services provider of choice.

We identified early that we needed a technology platform that could support this so that we could be true to our customer commitment at all times in a reliable and consistent fashion while ensuring scalability in line with our need to grow and diversify to serve the evolving needs of the growing customer base.

In the ‘Best Use of Technology’ category, other nominees included leading multinational and regional banks. Dunia in its maiden entry made its mark by winning the award in this category, reinforcing its capabilities and building early credibility to consistently deliver a unique customer-centric experience, assisted through the use of customized technology and processes.