



more than 150 correspondent banks and agents worldwide.

Al Ansari Exchange continues to be the largest exchange house in the country, in terms of the number of branches, and is among the top-three exchange houses in the UAE in terms of business turnover and market share. Al Ansari Exchange has consistently grown over the past years in volume of business, turnover and profits.

**ACHIEVEMENTS**

Al Ansari Exchange has grown through competitive times from a single branch with just five staff to over 75 branches spread across the UAE employing over 1,100 staff. The company provides financial services to more than 600,000 customers every month. Recognising the need for Total Quality Management as a culture within the entire organisation to ensure sustainable growth, Al Ansari Exchange applies the EFQM model in its business. The company's commitment to quality is demonstrated through ISO 9001:2000 certification acquired in 2004.

The company has been acknowledged as a distinguished leader in the industry through many prestigious awards, amongst them are Dubai Quality Award and Sheikh Khalifa Excellence Award – QAC.

**MARKET**

Al Ansari Exchange is a leading name in money exchange and remittance business, licensed, regulated by the Central Bank of UAE and an internationally recognised Dun & Bradstreet rating of 4A3.

Their corporate motto of "Customers First" has enabled them to provide service par excellence to their valued individual and corporate customers through a large network of over 75 branches and, additionally, through



Through key partnerships developed and adherence to reliable, fast and high quality of service over the years, the company has been able to provide top-of-the-range services to customers thereby gaining their confidence which, in turn, has resulted in more and more customers being satisfied and thus becoming loyal customers.

**HISTORY**

The early 1960s saw the huge influx of expatriates to the United Arab Emirates driven by the impressive oil reserves of the country and the promise of a vibrant economy. Relatively lower living costs and a tax-free environment complemented the attraction of being able to send money to one's home country without any restrictions.

Capitalising on this demand and the promising future the founder and Chairman, Mr. Sheikh Ali Al Ansari, exemplified himself as a visionary by starting Al Ansari Exchange. The company started by offering Worldwide Remittance services to meet the growing needs of both the national and expatriate communities. Support services such as Foreign Currency Exchange and Traveler's Cheques were also added to provide a one-shop experience to the customers.

The remarkable and consistent growth in the business resulted in Mr. Mohammad Al Ansari joining the family business to head the company in the capacity of Managing Director. He is now ably supported by his brothers, Mr. Fuad Al Ansari, Deputy Managing Director and Mr. Eisa Al Ansari, Vice Chairman.

**PRODUCT**

Al Ansari Exchange has a selection of products and services that follow a simple objective to offer their customers a plethora of related financial services while ensuring highest levels of efficiency, speed, security and service.

The range of products and services offered enables worldwide money transfer through

- Direct transfers to beneficiary bank accounts



- Payment through Banker's Cheque / Demand Drafts
  - Instant money transfer options including Western Union, Cash Express, Smart Padala, BCA Fire
  - Corporate Services by giving special rates, cheque acceptance, bulk transaction and door-to-door services
  - Door-to-door payments in selective countries
  - Web-based money transfer through proprietary e-exchange
- Foreign Currency Exchange is facilitated for all major currencies. The company is well equipped at all times to handle currency requirements of any volume, retail or wholesale.
- Value added services include**
- Sale and redemption of National Bonds Islamic Investment Products
  - Bill payments including for Credit Cards of major banks

**RECENT DEVELOPMENTS**

Al Ansari Exchange believes that alternative and emerging technology is crucial to providing fast, accurate and reliable services to its customers. True to its beliefs, the company has introduced recently a number of major and successful technology initiatives.

**Cash Express**

Cash Express is a web-based product, totally conceived in-house, and developed using the latest technologies. The product offers a secure, fast, cost-effective and user-friendly channel for communications between the company and its correspondent banks and agents worldwide (B2B).

**B2C Online Remittance**

Al Ansari Exchange customers now have access to the state-of-the-art online remittance model, eExchange, which enables them to initiate transactions from the comfort of their home or

office, 24 hours a day, 7 days a week. The anytime, anywhere concept is a great value addition to customers. With the ever-growing traffic and parking concerns, eExchange serves as the ideal choice for today's techno savvy customers.

**PROMOTION**

Adhering to the company's corporate motto "Customers First", loyalty programmes are developed that appreciate and reward loyal customers of the company.

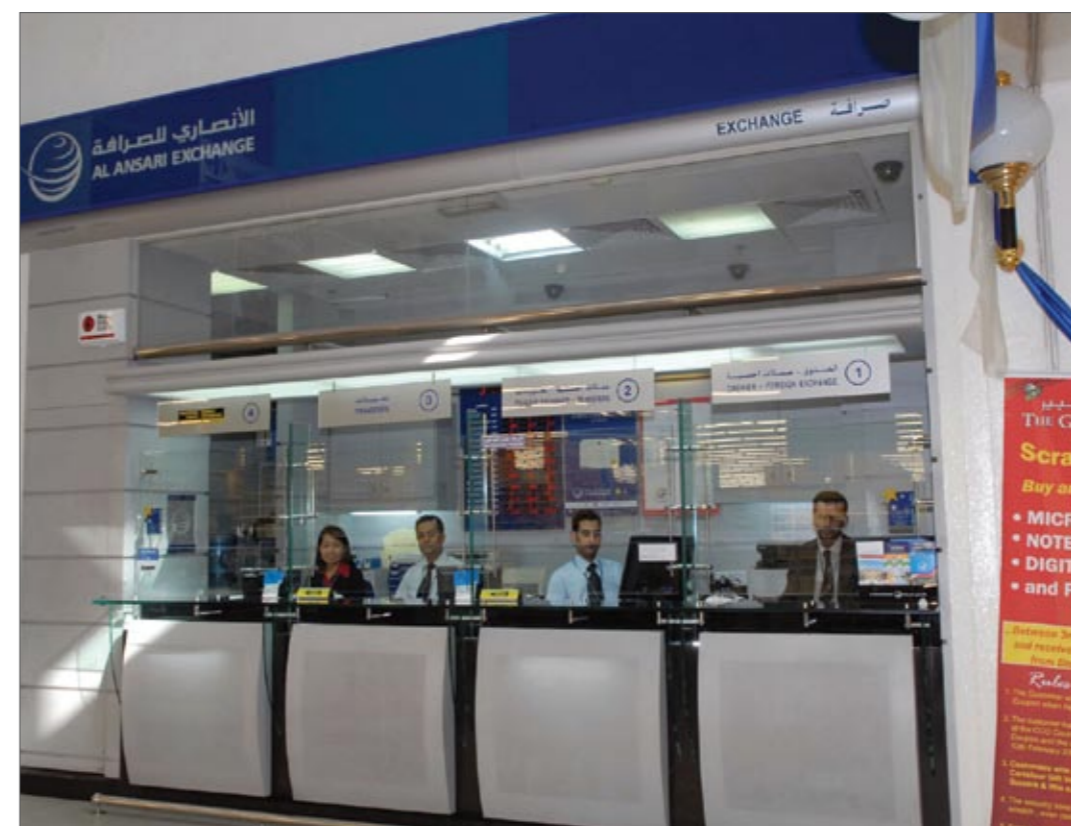
Samples of some of the promotions that the company offers to its valued customers are:

- Air Miles on each and every transaction conducted
- Al Ansari Regular Rewards Promo
- Other periodic special offers and promotions

**BRAND VALUES**

Behind the success of Al Ansari Exchange is the exemplary leadership of its top management and support of its dedicated teams and staff who provide the best service and instill the value of serving customers in the best possible manner, and then doing it even better. This is linked to the mission statement of the company: To maintain market leadership in worldwide remittances and foreign currency exchange through enhanced customer experience driven by continually upgraded technology increased branch network and superior service levels.

[www.alansariuae.com](http://www.alansariuae.com)



**Things you didn't know about AL ANSARI EXCHANGE**

Al Ansari Exchange started operations in 1966 from a modest location in Dubai. The same branch which still exists even today, though vastly grown and renovated, functions as one of the key branches of the company.

Al Ansari Exchange was the very first company to establish the exchange business in Abu Dhabi.

Al Ansari Exchange has the largest number of branches among all Exchange Houses in UAE. Presently the number is over 75 branches.

Al Ansari Exchange is the only Exchange House that has won both the Dubai Quality Award and the Sheikh Khalifa Excellence Award - QAC. Both these awards are based on EFQM.

Al Ansari Exchange is ISO 9001:2000 certified.

Al Ansari Exchange belongs to the Al Ansari Group, the other business interests of which are Financial Services (Brokerage), Real Estate and Jewellery.

To serve its multi-national customers effectively Al Ansari Exchange has employees of eighteen nationalities.

