

KLeasing celebrates six years of success with the promise of an even brighter seventh

The automobile leasing industry in Thailand has evolved tremendously in recent times. During the past few years one company has not only managed to battle the global economic crisis along the way, it is now celebrating its sixth anniversary in the industry with record growth achieved through the strategic deployment of pioneering, customer-centric services.

Although Kasikorn Leasing (KLeasing) arrived on the scene only a short time ago, the six years have been laden with crises inside and outside the automobile industry, creating a perilous environment in which only the most capable companies have prospered. It is changes like these that KLeasing has to deal with on a constant basis.

The company's leading position in the industry, however, has been affirmed by the receipt of the Frost & Sullivan Award ASEAN Automotive Finance Company of The Year 2008 (Thailand) and Frost & Sullivan Asia Pacific Automotive Awards 2009 for its strategic excellence, efficient risk management and innovative financial products. Further evidence of the company's competence is shown by the receipt of the Grand Prix Group's Best Car Leasing of the year award for three consecutive years, beginning in 2009.

KLeasing's portfolio of quality assets includes a total leasing loan of 41,616 million baht with a profit of 393 million baht or a 63.15% increase over 2009. At the end of 2010, the firm effectively restricted their non-performing loans to only 1.12% – a record low for the automobile leasing industry.

A success of this calibre certainly could not have come by chance. At the helm of KLeasing since February 2005 has been Isara Wongrung. "As a Kasikorn company, we operate under the same principle as Kasikorn Bank. Our vision is to be the best leasing company possible with the capability to provide universal banking services and to respond fully to the requirements of the market and thereby ensure total satisfaction," says the Managing Director.

With over 24 years in the leasing business, Isara is well positioned to take KLeasing into the future. He says, "Without intervening economic, political and natural elements, we believe we can achieve at least 8% market share for this year and 14% for 2012. We will value our business partners as before and



manage to increase our share of eco cars, pick-up trucks and vans to help achieve those goals."

For this sixth year of operation, KLeasing will continue to offer a range of financial products to make life easier for private and corporate clients alike through unparalleled service and its guiding customer centric approach.

On this Isara explains, "This mode of thinking puts an emphasis on determining the actual needs of our clients and developing corresponding products on that basis. We are not only working towards the success of the bank. We are working towards the sustainable success of our customers as well."

This customer-oriented thinking has resulted in programmes such as the K-SME Leasing Plus for corporate clients, where SME entrepreneurs purchasing new vehicles with KLeasing are granted an additional loan of 50% of the lease amount by Kasikorn Bank as revolving capital for their business use without the need for extra collateral.

"We also have KLeasing Leverage for private clients. Upon approval of the loan for their new car, they will at the same time be approved a Kasikorn credit card: the exclusive Premier credit card for customers with a leasing amount in the range of 3 to 5.99 million baht, and the ultra exclusive credit card,

The Wisdom, for amounts beyond that," shares Isara.

Another programme affords customers the convenience of applying only once with just one set of documents for two loans: one for the car and the other for the house. Interest rates are also especially low, beginning at only 1.58%.

If the highlighted capacity and novelties are any indication, we can all expect a consistent stream of customer centric innovations from KLeasing in the near future. Global and local changes notwithstanding.

"KLeasing has been scoring one remarkable success after another for six years. Their collection of innovative financial products, designed with the customer centric approach in mind, will continue to grow and find a perfect resonance with appreciative clientele."