

# Kasikorn Bank PCL in Consumer Finance (Thailand)

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## Abstracts

Kasikorn Bank PCL is determined to be bank of sustainability, and it adheres to a customer-centric strategy. It aims to be the main bank for all consumers by fortifying the Kasikorn Bank brand and enhancing its products and services. The player plans to launch financial innovations and products to match the needs of every customer group, offering quality solutions for long-term growth and sustainable returns. In 2016, Kasikorn Bank aims to upgrade its services and enhance the efficiency of its b...

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