

EBL WOMEN BANKING

Banking on Women, Banking for Women

For the modern Bangladeshi women entrepreneurs and working women, financial institutions are now offering more and more facilities to take their ventures to the next step, or offering banking services to secure their financial future.

Of the myriad services offered by various financial institutions, Eastern Bank Limited (EBL) has a set of propositions and services designed for women account holders. EBL features dedicated Women Banking help desks to cater to women's banking needs in all their 85 branches throughout Bangladesh.

What sets EBL apart is that they offer products and services through their Women Banking, exclusively designed for women. For instance, EBL Smart Women's Savings Account, a savings account that comes with thirty percent waiver on locker fee for the first year, complementary insurance policy of Tk 1.8 lac, enhanced ATM withdrawal and a customised VISA Women Platinum Debit Card, featuring exciting privileges and discounts at over 100 discount partner outlets country wide.

Also, for international travels, women can have access to RFCD account through this card without having to avail any separate card for their dollar account.

For working women, EBL offers VISA Women Platinum Credit Card for a meager annual fee of Tk 999 with a starting limit of Tk 1 lac. The purchasing power of this card goes beyond normal transactions as it allows installment facilities for high ticket size purchases from over 200 select merchants, complementary Sky Lounge Access at Hazrat Shahjalal International Airport and Shah Amanat International Airport, lucra-

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SMART WOMEN'S SAVINGS
DAILY INTEREST

PLATINUM DEBIT & CREDIT CARD
DESIGNED FOR WOMEN

EBL WOMEN'S LOAN
FOR EVERY NEED

IT'S ALL ABOUT
YOU

Eastern Bank Ltd.
Simple Math®

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tive discounts at restaurants, hotel and resorts, online purchases and much more! Besides, there is also an annual fee waiver on 18 transactions a year and the list of surprises goes on.

When it comes to loan services, women customers can take up loans that match up with their work and suited to their needs. For executives and professionals, EBL

Women Banking offers unsecured loans up to Tk 20 lac. For business purposes, EBL offers collateral-free loan of up to Tk 25 lac at 9 percent interest rate, based on a one-year business experience. This is a very competitive leg up since the normal practice does prefer no less than three years' business experience, and also, the loan repayment is in higher interest rate.

EBL does not believe in all-work-no-play policy. For their women customers, EBL offers beauty parlour services to the Priority Banking women customers from renowned beauty salons at their Dhanmondi and North Gulshan branches.

EBL is also working closely with 15 women associations of the country, including Women Chamber of Commerce and Industry in Dhaka, Chattogram and Rangpur on women entrepreneurship development.

For a bank that has been banking to and on women from 2008, EBL's decade worth of experience is visible in their approach, and in their offers for women customers. Starting from their tastefully designed cards to the competitive interest rates for women, EBL's brand presence speaks for itself.

By Iris Farina

Photo courtesy: EBL

Special thanks to Nafisa Ara, Senior Manager, Women and Student Banking, Eastern Bank Ltd.

For a concise list of all offers as part of EBL's Women Banking, visit https://www.ebl.com.bd/home/women_banking
Keep up to date with all offered packages and news at <https://www.facebook.com/eblwomenbanking/>

স্বাদার নতুন নাম

প্রতিটি
ফাস্ট ওয়াশ

ডিটারজেন্ট পাউডার

১ কেজির সাথে



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