

## Bank offers luring home-confined people ahead of Eid

FROM PAGE: 2

All credit cardholders can enjoy buy-one-get-one-free takeaway offers in 20 upscale hotel food establishments, including Ascott Palace, Authentic Kabab Express, Abacus Restaurants, Asia Hotel, Dhaka Regency Hotel, LongBeach, Fars, etc.

"We are discouraging customers not to go to the markets, hotels, restaurants physically in such a critical situation. We are not targeting or promoting tourism at this moment. How would we while flights remain shut?" said Hossain.

"We have deals with local airlines Novo Air and US Bangla. Currently, Cox's Bazar, the main tourist spot of the country, is closed. So, we couldn't promote this offer right away. Let's see what happens in the next two weeks. And then, we will decide what we can do. We had a pre-lockdown agreement with the top hotels in Cox's Bazar - from airport pick-up and air ticket discounts to hotel discounts," he added.

### BANK ASIA

Bank Asia has synced with a large number of businesses through the plastic card with the payment to be made in the form of EMI. Credit cardholders can make hospital bill payments on EMI (up to 12 EMIs) at 5 percent flat interest, with a minimum transaction amount of Tk 20,000. The lender's cardholders can enjoy any POS purchase EMI at 9 percent flat interest (up to 12 EMIs) with a minimum transaction amount of Tk 20,000.

Cardholders can buy electronic gadgets from the 20 designated companies availing 12-month EMI facilities. They have also collaborated with 28 mobile phone companies, including Apple Gadgets BD, Camera and Gadget, Cell Garden, Edison Technologies Ltd, Excel Telecom PVT Ltd, from where cardholders can avail 12-month EMI offers.

The lender's customers can also enjoy 12-month equal monthly installment facilities at seven different furniture companies such as Brothers Furniture, Hatil, Muntafi Furniture, Nadia Furniture, Navana Furniture, Otobi, and The Hi-Tech Lifestyle.

They have a collaboration with 10 companies for computer/IT products, which can be purchased at 12-month EMIs offered to cardholders. The bank has deals with 20 companies for air ticket and tourism plans including Air Asia, NovoAir, US Bangla, etc. They are providing motor bike purchasing offers to its customers, who can buy motorbikes from Bajaj Collection, Kohinur Motors and Znen Motors on 12-month EMIs.

In e-commerce, the bank has tied up with eight companies including Desh Logistics Co. Ltd (Othoba.com), Software Shop Ltd, Walletmix Ltd, Bagdoom.com, Daraz, Pickaboo, online Bangladesh Shop and Soft Tech Innovation Ltd (Aamarpay).

Female customers can look forward to purchasing from the following jewellery companies: Amishee Fine Jewellery, Diamond World Ltd, New Royal Diamond and The Sandiwip Jewellery.

Saidur Rahman, vice-president and head of cards, Bank Asia, said they have hospital and health service deals with five merchants so that clients can avail discounted rates.

The bank has tie-ups with 16 different upscale hotels and resorts from where cardholders can avail up to 55 percent discount on accommodation. Ocean Paradise, Seagull Hotels, Hotel the Cox Today, Rose View, Hotel Sea Crown and Dusal are giving 50 percent discount to Bank Asia's clients.

The bank's Signature, Platinum/Titanium credit cardholders can enjoy buy-one-get-one-free dine offers. The bank has tied up with a number of five-star hotels such as The Westin, Intercontinental Dhaka, Radisson Blu Dhaka, Radisson Blu Chattogram, Le Meridien Dhaka, etc.

By using Bank Asia's card, customers can avail cashback benefits up to 20 percent in Ramadan at popular brands like Anjans, Sadakalo, Bisshorong, Artisti, Neha, Zaara, Ansha, Jennys, Quality, Leatherex, IraniBorka Bazar, Kay Kraft, Youngkay, Leelaboti, Mahjabin and Pavilion.

Rahman said the cardholders can avail Eid offers up to 37 percent at RANGS and up to 32 percent at Transcom.

# Eid celebrations from the safety of your homes

TASNIM ODRIKA

After a long day of working from home, I decided to browse through a perfectly curated website of a prominent brand selling ethnic wear. All their products are neatly organised into different categories for ease of choosing and within five minutes, I was able to find the perfect item to gift my mother for Eid. As I went to the checkout window, I was faced with a variety of payment options - from debit cards and credit cards to different mobile financial services. I chose to pay with my debit card and within a matter of minutes, the payment was done and all I had to do was wait a few days for the product to arrive.

This is the second year in a row that we will not be visiting a shopping mall filled to the brim with people getting their last minute shopping done the day before Eid. In fact, that scenario is the last thing we would want right now.

Although Bangladesh is known to be a country that celebrates numerous festivals, popularised by the saying "Baro mashe tero parbon", Eid-ul-Fitr is without a doubt the biggest celebration. And one of the key celebratory aspects of this festival is shopping for our near and dear ones. But we are in lockdown just like many other countries worldwide and even though some of the shopping malls are open for a limited window of time, visiting them is risky.

However, this does not mean that the spirit of Eid has to be completely absent. Eid is an occasion of giving and thanks to the growth of digital payments, we can still continue to do so from the comfort of our own homes.

Digital shopping was still more or less an alien concept for the majority of us this time around last year. But, over the course of the year, we have all familiarised ourselves with this concept, because we had to. Our go-to brands have also adapted to this change and most have built new websites or incorporated safe digital payment options into their websites.

Now, of course shopping online will never equate to the actual experience. But, one thing most of us will not really miss is the price hike and haggling during Eid. Expecting any kind of

discounts while shopping for Eid was a distant dream. But, not anymore!

There is a range of cashback offers and discounts that come with digital payment and most of these offers have been curated with the occasion of Eid in mind. Shops like Kay Kraft are offering 15 percent flash discount offers for shopping with select debit or credit cards while other stores have similar offers for payments via select mobile financial services. Apex Footwear has an Eid discount code

Online grocery delivery stores such as Pandamart offer free delivery and a range of offers designed especially to cater to meals prepared for Ramadan and Eid.

In case we do not want to cook meals and just spend time with our family that is also covered by the delivery stores and restaurants. Pathao offers 15 percent discount for payment through select cards along with special Ramadan discount codes and other cashback offers. We might miss sitting in a packed restaurant with all our close friends or just trying to find a place to eat right at the last minute, but for the time being, we shall have to settle with video calling all our closed ones while ordering in the meals.

Electronics and furniture are another huge purchase that occurs during Ramadan as most people like to invite their friends and family over for Eid to a newly decorated house. And these sectors are not holding back either. Along with the discounts and cashback offers for shopping online, electronics and furniture stores are also offering free delivery and installation of their products.

Now that you have brought all the necessary items for yourself and your loved ones, how will you take it to them? There is no need to risk going outside at all as you can safely send them parcels through various delivery stores; and, with Pathao, you can also avail a 20 percent flat discount while doing so.

As I scroll through more offers, my mind still unwittingly shifts back to the days of exhausting myself by walking from store to store trying to find the best deals and making sure that I am not getting the shorter end of the stick. Now, the best deals can be found at our fingertips and can also be crosschecked with other similar offers. Although there was some sort of delight in shopping side by side with a hundred others and racing to get your hand on the best outfits before the last piece is sold out, it is not something we can hope for anytime soon.

But, Eid is an occasion of giving and giving is the true joy that Eid brings to everyone. The spirit of this festival can still be kept alive and the occasion can be celebrated much more safely and effectively if we shop online and utilise the power of digital payment.



which can only be availed through online shopping along with an exclusive collection of shoes only available in their website and not in stores.

Obviously shoes and clothes do not sum up our entire Eid shopping experience. Eid means cooking a range of delectable items for one's family and distributing groceries to the less privileged. Grocery shopping has also been made easy online and a few might even prefer this over carrying heavy bags of groceries home.

Growing Together...

**LankaBangla**<sup>TM</sup>  
FINANCE

**GET THE CREDIT YOU DESERVE**

Introducing the LankaBangla Shikha Credit Cards for Women!

Cards that will enable you to reveal your true potential. Accomplish your goals, live the life you dream of and get the credit you deserve.

- Cash Point on Card Activation
- 3 Free Access @ Airport Lounges
- Complimentary Card for the First Year
- Contactless Payment
- Buy One Get One
- E-Commerce Facility Nationwide
- 0% EMI
- 1000+ Discount Partners

\*Conditions Apply

FinSmart  
Available on Google Play and App Store  
lankabanglafinance  
ISO 27001:2013 Certified  
For Details  
**16325**

Unilever LBF 489927