



# Shop smarter this Eid

Cashless payment benefits and unbeatable offers await!

During this Eid festival, many of us may purchase furniture, electronics items, along with clothing. There are merchants where 0 per cent Easy Pay is offered, and interest-free EMI facilities are available. These offers allow us to pay for our purchases in affordable monthly installments.

REFAYET ULLAH MIRDHA

The most awaited festival of the year, Eid-ul-Fitr, is just around the corner! It's time to gear up and celebrate this joyous occasion in style. Dive headfirst into the cashless trend and make the most of the exhilarating offers and discounts presented by banks and financial institutions. With amazing gifts up for grabs, it's the perfect time to spread joy and cheer among your loved ones.

During this year's Ramadan and Eid celebrations, Eastern Bank Limited (EBL) has emerged as a prominent player in promoting cashless transactions, as per Tasnim Hossain, head of cards at EBL. The bank has a vast portfolio of credit, debit, and prepaid cards and has taken initiatives to promote QR transactions under the guidance of Bangladesh Bank, aiming to achieve a Cashless Bangladesh.

According to Hossain, EBL has been offering special promotions at various grocery merchants, such as 5% cashback at grocery stores for VISA credit card users, and 5% cashback at Meena Bazar, Agora, and Shwapno for Diners Club International credit card users. Furthermore, EBL is also offering 5 times skycoins on grocery purchases during weekends for cashless transactions.

In addition, EBL is providing attractive cashback offers for Eid shopping, including up to Tk 5,000 cashback on electronics and furniture purchases made through EBL ZIP using an EBL VISA credit card. The bank also offers 5% cashback on shopping transactions at popular malls such as Jamuna Future Park, Bashundhara City, Pink City and Sanmar Ocean City. Mohammad Razimul Haque

Razim, head of cards at The City Bank Limited, shared that their bank is also providing attractive discounts to customers during Ramadan and Eid. They are offering a 30 per cent price discount at 300 outlets and a 50 per cent price discount on jewellery purchases at 50 outlets.

In addition, the bank is providing gift vouchers for cashless transactions made with their card.

According to Md. Abed ur Rahman, the head of cards at Midland Bank, it is common to see a maximum discount of 20 per cent in the market during this Eid season. He advises customers to check and select merchants offering discounts before making a purchase to save substantial amounts.

Several banks, including Midland Bank (MDB), are offering 1 rewards point equivalent to 20 Paisha for every Tk. 50 spent. The unique feature of the MDB Reward point system is the direct cash adjustment with the outstanding monthly bill, eliminating the need for redemption by purchasing from selective

products or outlets.

During this Eid festival, many of us may purchase furniture, electronics items, along with clothing. There are merchants where 0 per cent Easy Pay is offered, and interest-free EMI facilities are available. These offers allow us to pay for our purchases in affordable monthly installments. As Rahman pointed out, it's important to look for these options before making a purchase and make the most of them.

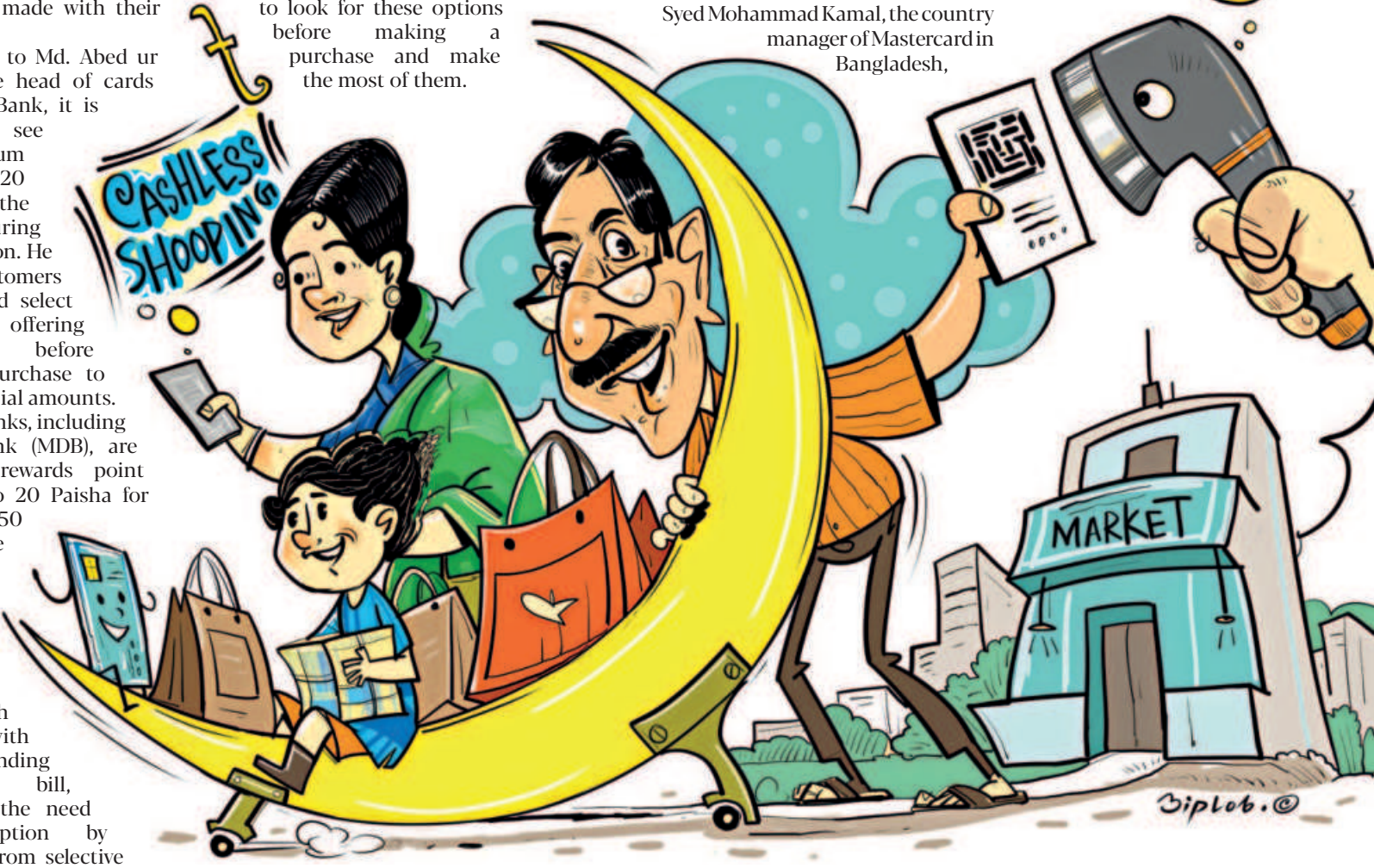
Mastercard is offering a range of exciting deals and discounts for their credit, debit, and pre-paid cardholders at various merchant outlets. This limited-time offer allows cardholders to save up to a whopping 50% on purchases made at Mastercard's lifestyle, dining, restaurant, e-commerce merchant partners, and hotel resorts.

Syed Mohammad Kamal, the country manager of Mastercard in Bangladesh,

emphasized that the offer is valid until April 30, 2023, and encouraged Mastercard users to take advantage of the promotion while it lasts.

Khurshed Alam, the head of retail business at LankaBangla,

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## Relish a majestic and delightful Ramadan with Mastercard\*

This Ramadan, use your Mastercard debit, credit & prepaid card to avail up to **50%\*** discount at lifestyle partner outlets and up to **Buy 1 Get 3\*** offers at dining partner restaurants.

### LIFESTYLE

 Up to 50% Discount*	 25% Discount	 20% Discount*	 15% Discount	 15% Discount
 15% Discount	 15% Discount*	 15% Discount	 Up to 15% Discount*	 12% Discount
 10% Discount	 10% Discount*	 10% Discount	 10% Discount	 10% Discount
 10% Discount	 10% Discount	 10% Discount	 10% Discount	 10% Discount
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### DINING

 Buy 1 Get 3*	 Buy 1 Get 2*	 Buy 1 Get 2*	 Buy 1 Get 2*	 Buy 1 Get 1*
 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*
 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*
 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*
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 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*	 Buy 1 Get 1*

\*Campaign duration: Offers for Lifestyle are valid till 30<sup>th</sup> April, 2023 & Dining till last Ramadan  
\*Terms and conditions applied

•To know more, visit: <https://www.mastercard.com.bd>