

FESTIVE FINANCES

Embracing cashless payments for Eid

PRIYAM PAUL

As the crescent moon marks the beginning of Ramadan, Bangladesh transforms into a bustling hub of spiritual devotion and celebratory preparations. The holy month is not just about fasting and prayer—it also brings a surge in shopping, as families eagerly prepare for Eid, the most anticipated festival of the year. From new clothing and festive gifts to lavish iftar feasts, the shopping frenzy reaches its peak, making Ramadan and Eid the biggest commercial seasons in the country.

SEE PAGE J2



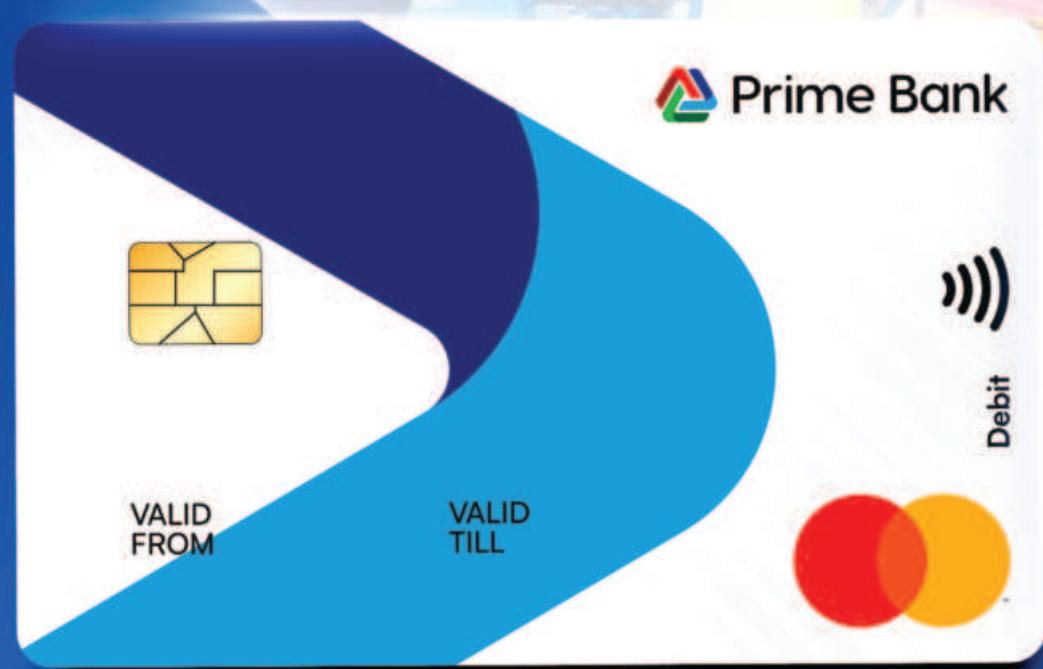
ILLUSTRATION: SOJIB ROY

 Prime Bank

LIMITLESS JOURNEY WORRY-FREE BANKING

Life becomes easier both at home and abroad because Prime Bank account holders now have access to Multi-Currency Debit Card facility. Enjoy seamless and secure transactions worldwide.

- Seamless Transactions at Home & Abroad
- Cashless Convenience: Pay bills and essentials hassle-free
- Global Access: Withdraw from Mastercard ATMs worldwide
- International Payments: Use for POS and e-commerce abroad
- Secure Transactions: Contactless & EMV chip-enabled protection
- Exclusive Discounts: Enjoy year-round shopping deals



Visit your nearest Prime Bank branch today to get your Multi-Currency Debit Card

*Conditions apply

24/7 Helpline
16218
primebank.com.bd