

#BRANDED CONTENT

A BANK BRANCH

that blends Contemporary with Tradition



If there is one enduring symbol of traditional elegance in Bangladesh, it is Jamdani. As an international bank, HSBC has always valued the unique cultural roots of the countries it operates in – and for Bangladesh, Jamdani becomes an apt expression of Bangladesh's rich cultural heritage. The intricate weaves of Jamdani convey both 'skill' and 'care' – the same combination that the Bank strives to offer its customers.

HSBC Bangladesh has brought this unique vision to life with the opening of its newest branch in Dhaka's North Gulshan, where modern banking excellence meets deep cultural heritage.

Strategically located to provide location convenience to its customers, the branch goes beyond functionality. It stands as a tribute to Bangladesh's cultural legacy, featuring architectural elements inspired by the delicate artistry of Jamdani — the UNESCO-recognised traditional weave. From textures to patterns, every detail within the branch reflects a thoughtful balance of heritage and modernity.

A highlight of the new branch is the exclusive HSBC Select Lounge — a premium space offering a more personalised and elevated banking experience for Select and International customers. Select is HSBC Retail

banking's flagship proposition in Bangladesh, tailored to meet the needs of high-net-worth individuals and globally connected clients. With a dedicated focus on customers having international banking requirements, the branch also offers specialised services for expatriate clients, reflecting HSBC's global reach and local insight.

"It's a pleasure to provide customers an ambiance that balances heritage with modernity," said Tanmi Haque, Head of International Wealth & Premier Banking at HSBC Bangladesh. "We hope the exclusive space will allow our customers to enjoy HSBC's

international standard of services in the backdrop of our country's cultural richness."

HSBC has been operating for more than 160 years globally and in Bangladesh since 1996. Today, it serves customers in more than 508 countries and territories, standing as one of the world's most recognised and respected financial institutions.

As the doors open to this Jamdani-inspired branch, HSBC celebrates not just a new space, but a timeless connection between tradition, innovation, and the future of banking.

Photo: Courtesy

