

# Bank Asia cardholders to enjoy privileges at Concord Entertainment

STAR BUSINESS DESK

Bank Asia PLC has signed a partnership agreement with Concord Entertainment Company Limited, a concern of Concord Group, to provide exclusive privileges for its credit cardholders.

Zishan Ahammad, executive vice-president and head of cards, ADC and internet banking at Bank Asia PLC, and Md Abdul Karim, chief financial officer of Concord Entertainment Company Limited, signed the agreement at the Bank Asia Cards Department office in the capital's Sukrabad recently, according to a press release.

Under the collaboration, Bank Asia credit cardholders will enjoy a "Buy One Get One" free entry at Sea World Water Park, along with a 25 percent discount on room rents at Foy's Lake Resort and on daylong packages at Foy's Lake Basecamp.

The offers will remain valid from September 25 to November 30 this year. Senior officials from both organisations were also present.



Md Abdul Karim, chief financial officer of Concord Entertainment Company Limited, and Zishan Ahammad, executive vice-president and head of cards, ADC and internet banking at Bank Asia PLC, pose for photographs after signing the agreement at the Bank Asia Cards Department office in Sukrabad, Dhaka recently.

PHOTO: BANK ASIA

# Prime Bank organises seminar on financial inclusion at SAU

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Prime Bank PLC, in collaboration with Sher-e-Bangla Agricultural University (SAU) and its Outreach Programme Department, recently organised a seminar titled "Financial Inclusion: Engaging & Inspiring Youth in Banking" under its PrimeAcademia initiative.

The event brought together faculty members, students, and senior bank officials, aiming to inspire young minds to align their future with financial inclusion and national progress.

Prof Md Abdul Latif, vice-chancellor of SAU, attended the seminar as chief guest and emphasised that financial inclusion is vital for sustainable development and youth empowerment, according to a press release.

In his keynote address, Ziaur Rahman, deputy managing director and head of human resources at Prime Bank PLC, highlighted the bank's role in youth career development, women's empowerment, and financial inclusion through innovative initiatives.

The seminar also underscored the importance of industry-academia collaboration, with both Prime Bank and SAU reaffirming their commitment to strengthening partnerships through student-focused initiatives, research collaborations, and skill development programmes.

As part of its PrimeAcademia platform, Prime Bank is empowering educational institutions nationwide with a comprehensive suite of financial solutions, including institutional banking, digital fee collection systems, payroll services, school banking, and customised student accounts, all integrated under a single umbrella.

Prof Md Belal Hossain, pro-vice-chancellor of SAU; Prof Md Abul Bashar, treasurer; Prof Mohammad Zamshed Alam, director of the outreach programme; Shaila Abedin, senior executive vice-president and head of liability at the bank; and MM Mahbub Hasan, senior vice-president and head of financial inclusion and school banking, along with other senior officials from both organisations, were also present.

# Easy Payment System brings EMI benefits to Prime Bank cardholders



Md Delwar Hossain Khan Rajib, general manager of Easy Payment System, and Joarder Tanvir Faisal, executive vice-president and head of cards and retail assets at Prime Bank PLC, pose for photographs after signing the agreement at the bank's head office in Gulshan, Dhaka recently.

PHOTO: PRIME BANK

STAR BUSINESS DESK

Prime Bank PLC has entered into a strategic partnership agreement with Easy Payment System, a payment solutions provider in Bangladesh, to introduce an EMI (Equated Monthly Installment) facility for its credit cardholders.

Joarder Tanvir Faisal, executive vice-president and head of cards and retail assets at Prime Bank PLC, and Md Delwar Hossain Khan Rajib, general manager of Easy Payment System, signed the agreement at the bank's head office in Gulshan, Dhaka recently, according to a press release.

Under the collaboration, Prime Bank credit cardholders will enjoy EMI benefits at more than 200 merchant outlets affiliated with Easy Payment System, making purchases more flexible and convenient.

The partnership will allow customers to convert their purchases into easy monthly instalments, ensuring greater financial comfort without straining their budgets, the release added.

AZM Fouz Ullah Chowdhury, senior vice-president and head of digital channels at the bank; Md Fahim Zawad Sakib, lead-strategic partnership at the payment solutions provider; along with other senior officials from both organisations, were also present.

# Dhaka Bank launches AI-driven 'eRin Device App'

STAR BUSINESS DESK

Dhaka Bank PLC has launched an AI-driven digital loan, titled "eRin Device App", for smartphones and smart devices, aimed at making technology more affordable and accessible for service professionals, micro-entrepreneurs, and underserved communities.

eRin Device Financing is Bangladesh's first AI-driven digital loan for smartphones and smart devices, designed to empower service professionals, micro-entrepreneurs, and underserved and unserved communities.

Customers can own devices with a small down payment and easy monthly

installments, completing a fast, paperless, and fully digital process through Dhaka Bank's app or any of its nationwide branches.

AKM Shah Nawaj, managing director (current charge) of Dhaka Bank, and Jungmin Jung, head of Samsung Electronics Bangladesh Branch, jointly inaugurated the service at a ceremony held in Dhaka recently, according to a press release.

Shah Nawaj stated, "The eRin Device is more than just a loan; it is a gateway to digital empowerment, enabling connectivity, education, and entrepreneurship for the unbanked and underserved."

Jung noted that the collaboration removes barriers to traditional credit,

and the service will soon be available at selected Samsung authorised stores.

The event brought together leaders from Bangladesh's financial and telecom sectors.

Md Iqbal Mohasin, director of the Financial Inclusion Department of Bangladesh Bank; Mahmud Hossain, commissioner of the Bangladesh Telecommunication Regulatory Commission; Taimur Rahman, chief corporate and regulatory affairs officer of Banglalink; Mohammad Syfuddin Tipu, executive director of Excel Telecom Pvt Limited; and Sarwar Jahan Morshed, managing director of Infinia Tech Limited, attended the event.



Jungmin Jung, head of Samsung Electronics Bangladesh branch, and AKM Shah Nawaj, managing director (current charge) of Dhaka Bank PLC, inaugurate the AI-driven eRin Device App for smartphones in Dhaka recently.

PHOTO: DHAKA BANK

# NRBC Bank signs MoU with May International to enhance trade services



Syed Aminul Kabir, managing director and CEO of May International Trade Services Limited, and Md Touhidul Alam Khan, managing director and CEO of NRBC Bank PLC, exchange signed documents of the agreement at the bank's head office in Dhaka recently.

PHOTO: NRBC BANK

STAR BUSINESS DESK

NRBC Bank PLC has signed a memorandum of understanding (MoU) with May International Trade Services Limited, a technology-driven platform

specialising in maritime data and product price analytics in Bangladesh, to modernise its foreign trade banking services, making them faster, more efficient, and more secure.

Md Touhidul Alam Khan, managing director

and CEO of NRBC Bank, and Syed Aminul Kabir, managing director and CEO of May International, signed the agreement at the bank's head office in Dhaka recently, according to a press release.

Under the MoU, NRBC Bank will adopt advanced technology to access real-time vessel movements, container tracking, and verification of imported goods' prices.

This initiative is expected to strengthen the bank's due diligence process and reduce risks associated with foreign trade transactions.

Through the partnership, NRBC Bank aims to enhance its international banking services and deliver greater value to clients engaged in foreign trade.

Mohammad Abdul Qaium Khan, deputy managing director and chief operating officer of the bank; Hasnat Reza Mohibbul Alam, head of the international division; and Layla Kowkain Ara, deputy managing director of the financial advisory firm, along with other senior officials from both organisations, were also present.

# BRAC Bank presents Royal Enfield to top remittance customer



Tareq Refat Ullah Khan, managing director and CEO of BRAC Bank, hands over a Royal Enfield motorcycle to Mohammad Naser, a winner of the bank's three-month-long foreign remittance campaign, at an award ceremony in Dhaka yesterday.

PHOTO: BRAC BANK

STAR BUSINESS DESK

BRAC Bank PLC has named the winner of its three-month-long foreign remittance campaign and awarded him a Royal Enfield motorcycle as the first prize.

Tareq Refat Ullah Khan, managing director and CEO of BRAC Bank, handed over the prize to Mohammad Naser, a customer of the Muradpur Branch in Chattogram and the campaign's top remittance customer, at an award ceremony held in the capital, according to a press release.

Commenting on the initiative, Khan said, "At BRAC Bank, we place strong strategic focus on facilitating the flow of foreign remittances. By broadening remittance-receiving accounts and strengthening cash pick-up facilities through our extensive network of branches, sub-branches, and agent banking outlets, we are working to channel greater volumes of foreign currency into the country."

He added, "This initiative not only enhances the bank's liquidity and supports vital sectors such as international trade, but also contributes to strengthening Bangladesh's foreign exchange reserves, while raising public awareness on the importance of sending remittances through secure and legal channels."

The bank launched the campaign to encourage expatriate Bangladeshis to channel their hard-earned money through legal and secure channels. Through this customer engagement, BRAC Bank aims to reinforce its position as a leading player in Bangladesh's international remittance market.

Md Shaheen Iqbal, deputy managing director and head of treasury and financial institutions at the bank, and Shahrear Zamil, head of remittance and probashi banking, along with other senior officials, were also present.

# Homebuyers to get MTB loans under deal with Credence Housing

STAR BUSINESS DESK

Mutual Trust Bank PLC (MTB) has signed a memorandum of understanding (MoU) with Credence Housing Limited, a real estate developer in Dhaka.

Syed Mahbubur Rahman, managing director and CEO of Mutual Trust Bank PLC, and Zillul Karim, managing director of Credence Housing Limited, signed the MoU at the bank's corporate head office in the capital recently, according to a press release.

Under the MoU, clients of Credence Housing will be able to access home loans from Mutual Trust Bank at competitive interest rates with faster loan processing, making home ownership more convenient and accessible.

This collaboration underscores the bank's commitment to offering innovative, customer-centric financial solutions while supporting the country's growing housing sector, the release added.

Md Shalquat Hossain, deputy managing director and head of retail banking at the bank, and SA Asgar Mohiuddin, director (finance) of the real estate developer, along with other senior officials of both organisations, were also present.



Zillul Karim, managing director of Credence Housing Limited, and Syed Mahbubur Rahman, managing director and CEO of Mutual Trust Bank PLC, pose for photographs after signing the memorandum of understanding at the bank's corporate head office in Dhaka recently.

PHOTO: MUTUAL TRUST BANK