



MOHAMMAD MAMDUDUR RASHID
Managing Director & CEO
United Commercial Bank PLC

Ramadan spending is becoming planned, digital, and value-driven. At UCB, we ensure every single transaction is seamless and secure within a complete and integrated digital value ecosystem for our valued customers.

SECURE, SEAMLESS AND SMART SPENDING

United Commercial Bank PLC

United Commercial Bank PLC highlights how its digital solutions are transforming Ramadan retail. In this interview with the MD and CEO, Mohammad Mamdudur Rashid we understand the bank's efforts to foster value-driven digital spending through strategic merchant partnerships, secure remittances, and robust cashless payment systems that align with the nation's digital evolution during this festive season to serve our customer base.

The Daily Star (TDS): With Ramadan approaching, how has your bank observed a shift in consumer spending behavior in recent years?

Mohammad Mamdudur Rashid (MMR): We have noticed a clear transformation in spending behavior. Previously, shopping concentrated in the final days before Eid. Now, UCB customers plan earlier and budget consciously. Spending in lifestyle, grocery, and dining is more structured as customers prioritize value, cashback, and installments over impulse-based festive purchases.

TDS: What trends define the transition from cash to digital channels for Iftar, Sehri, and Eid shopping?

MMR: This shift is highly visible. Whether paying for Iftar at a restaurant or ordering Sehri via apps, customers prefer cards and MFS platforms. Factors driving this include convenience, security, and rewards. While cash still plays a role, digital adoption is accelerating, particularly among young consumers seeking transparency.

TDS: What specific campaigns or offers has your bank structured this season? How do these promote "smart spending"?

MMR: We offer 20% cashback at fashion brands, supermarket discounts, and dining deals. These initiatives promote smart spending

by encouraging planned purchases instead of last-minute rushes and providing 0% EMI facilities. This ensures customers celebrate fully while maintaining financial discipline and avoiding short-term borrowing or unnecessary festive debt.

TDS: How are you ensuring seamless fund flows during the high-traffic Eid rush?

MMR: We built strong interoperability between our banking system and MFS partners. UCB customers can seamlessly transfer funds between accounts and wallets in real-time. Our integrated platforms and co-branded solutions with Upay ensure uninterrupted service, facilitating financial inclusion for customers needing quick fund access during busy festive periods.

TDS: Are there features facilitating Zakat payments and Eidi transfers?

MMR: We integrated our Core Banking Solution with digital channels and wallet systems to make transfers instant. UCB customers can easily send Zakat or Eidi directly from bank accounts or through wallet integrations. Transactions are processed in real-time, ensuring recipients receive funds immediately during this spiritually and socially significant period.

TDS: How are you supporting small merchants during the Eid rush?

MMR: Handling cash is risky for merchants. We are expanding QR-based solutions and POS facilities allowing digital payments directly into accounts. This reduces cash-handling risks and improves liquidity through real-time settlements. It helps merchants manage working capital better while enhancing customer convenience during the high-volume Eid shopping rush.

TDS: Ramadan is peak remittance season. How are you facilitating real-time distribution?

MMR: Remittance inflows rise sharply during Ramadan. UCB ensures fast processing and real-time crediting into accounts. Through MFS partnerships, recipients in rural areas instantly receive funds in mobile wallets. This immediate access allows families to prepare for Eid without delay, covering everything from household needs to charitable giving.

TDS: How do your savings products help prepare financially?

MMR: Festive seasons involve high expenses. UCB offers DPS to encourage disciplined monthly savings. Customers build a financial cushion throughout the year. When Ramadan arrives, they utilize accumulated savings without stress, reducing reliance on debt and promoting long-term financial resilience and stability for families during these festive celebrations.



SYED MAHBUBUR RAHMAN
Managing Director & CEO
Mutual Trust Bank PLC

Consumers are increasingly choosing digital tools over cash for security and rewards. Through MTB NEO and MuthoPay, we are ensuring seamless transactions and empowering merchants to manage capital efficiently during the high-traffic Eid rush.

Transforming retail through strategic digital solutions

Mutual Trust Bank PLC

Mutual Trust Bank PLC highlights how digital convenience is transforming Ramadan retail. In this interview, MD and CEO, Syed Mahbubur Rahman discusses fostering digital and smart payment through the MTB NEO app, MuthoPay, strategic rewards, and seamless MFS integrations to support consumer needs during the festive rush.

The Daily Star (TDS): With Ramadan approaching, how has your bank observed a shift in consumer spending behavior in recent years?

Syed Mahbubur Rahman (SMR): We've observed significant increases in early grocery stocking, dining transactions during Iftar and Sehri, and a surge in lifestyle spending. Customers are highly responsive to cashback and BOGO deals, strategically planning purchases for apparel, electronics, and travel as Eid approaches.

TDS: What trends are you seeing in the transition from cash to digital channels for festive shopping?

SMR: There is an accelerating movement toward cards, MFS scan-to-pay, and online wallets. Consumers prefer digital tools over cash to avoid carrying large sums and to benefit from heavy rewards and promotional incentives offered during this period.

TDS: What specific campaigns or offers has your bank structured this season? How do these promote "smart spending"?

SMR: We offer 10% cashback at premier lifestyle outlets, 10X rewards at major groceries, and 5X points for entertainment. Coupled with BIG1/2/3 dining buffets and EMI cashback

for home upgrades, these initiatives help cardholders manage seasonal expenses while maximizing value.

TDS: Are there features facilitating Zakat payments and Eidi transfers?

SMR: The MTB NEO app features a donation module supporting 23 foundations, including 12 dedicated to Zakat management. It also facilitates "Eidi" by allowing users to gift money instantaneously to any Bangladeshi mobile wallet or digital number.

TDS: How are you supporting small merchants during the Eid rush?

SMR: We launched MuthoPay, a SoftPOS solution that transforms smartphones into payment terminals. By crediting QR and POS payments directly into bank accounts, we help merchants manage working capital efficiently while reducing risks associated with cash handling.

TDS: How do your savings products help customers prepare financially for Ramadan and Eid?

SMR: DPS products like MTB Brick by Brick and Lakhpoti encourage structured monthly deposits. These build a financial buffer, allowing customers to accumulate reserves for festive expenses without relying on high-cost borrowing.

TDS: How do you envision the future of festive spending?

SMR: We anticipate continued acceleration in digital payments, driven by a younger demographic. Spending will become more campaign-sensitive and installment-based, with cross-border e-commerce and travel related spending playing a much larger role in the ecosystem.

এই ঈদে Visa-এর সাথে
spend করুন মন খুলে

VISA

Pay with Visa cards and win
an international trip and more*

Reward Categories

 International Trip	 Electronics	 Gift Vouchers	 Jewellery
------------------------	-----------------	-------------------	---------------

* T&C applied.
* Offer applicable for Visa cardholders with the highest spend.
** The image is for illustrative purposes, and the object in the image is AI-generated.