

Eastern Bank launches 'EBL Priority Next Gen'

- A Monitor Report

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Dhaka : Eastern Bank PLC (EBL) unveils EBL Priority Next Gen, a bespoke banking segment created for the next generation of achievers-young visionaries poised to carry forward the values, ambition and legacy of EBL's Priority families at an exclusive launch evening at Sky Ballroom at Le Meridien, on December 5.

EBL Priority Next Gen offers a thoughtfully curated suite of lifestyle privileges, personalized wealth solutions, wellness benefits, global conveniences and seamless travel experiences-crafted to match the pace, passion and purpose of tomorrow's leaders.

From dedicated relationship support to gourmet indulgences, from premium lounges to everyday lifestyle enhancements, EBL Priority Next Gen is designed to elevate the way its members live, move, and succeed.

The launch event, themed "Prive", brought together young achievers,

innovators and emerging leaders-celebrating a generation that dreams differently, moves faster and embraces opportunity with confidence.

The evening was attended by the leadership team of EBL including Ali Reza Iftekhar, Managing Director; M Khorshed Anowar, Deputy Managing Director and Head of Retail and SME Banking; Sabbir Ahmed, Country Manager, VISA-Bangladesh, Nepal and Bhutan; Sarmin Atik, EBL Head of Liability and Wealth Management, Tanzeri Hoque, Head of Priority and Women Banking.