

## EBL honored as Superbrands for third time

- A Monitor Report

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Dhaka : Eastern Bank PLC (EBL) once again was recognized as one of Bangladesh's most trusted and influential brands, earning the Superbrands status for the third time. This accolade reaffirmed EBL's unwavering commitment to excellence, innovation, and customer-centric banking.

The award was announced on September 20, 2025, at a gala awards ceremony hosted by Superbrands Bangladesh at Hotel Le Méridien, Dhaka.

Commenting on the achievement, Ali Reza Iftekhhar, Managing Director and CEO of EBL, said "Being named a Superbrand for the third time is more than just recognition it reflects the trust our customers place in us and the passion our people bring to everything we do. At EBL, we stand for integrity, innovation, and impact. This honor belongs to every member of Team EBL and to our valued stakeholders who inspire us to

raise the bar every single day."

This marks EBL's third Superbrands honor, having previously been recognized for the periods 2009-2011 and 2018-2020. With this latest achievement, EBL joins an elite group of 49 distinguished brands that are shaping Bangladesh's corporate landscape.