

EBL introduces world's first biometric metal credit card in BD

- A Monitor Report

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Dhaka : Eastern Bank PLC (EBL), in collaboration with Mastercard, introduces the world's first biometric metal credit card in Bangladesh through a launch ceremony held at Radisson Blu Dhaka Water Garden on July 5.

Dr Ahsan H Mansur, Governor of Bangladesh Bank, unveiled the world's first biometric metal card at the launch event. Park Young Sik, Ambassador of the Republic of Korea; Fredrik Karlsrud, Chargé d'affaires, Embassy of Norway in Bangladesh; Ali Reza Iftekhhar, Managing Director and CEO, Eastern Bank PLC; and Syed Mohammad Kamal, Country Manager, Bangladesh, Mastercard; were also present on the occasion.

As part of the ultra-premium World Elite Mastercard portfolio, this innovative card combines cutting-edge biometric authentication with the

sophistication of a metal design, offering both enhanced security and premium user experience.

The new card will empower Mastercard cardholders to authenticate in-store purchases effortlessly using just their fingerprint-eliminating the need for PINs or signatures. With cardholder data securely stored directly on the card, transactions will be authenticated through the user's fingerprint-adding a powerful layer of protection against fraud.

This exclusive World Elite Mastercard credit card will also unlock a host of premium privileges through Mastercard's Priceless Specials platform, such as: a complimentary one-night stay at luxury hotels; a free gourmet meal at top restaurants across Asia Pacific; exclusive rooftop dining at CÉ LA VI, Marina Bay Sands, Singapore, plus a SGD 100 voucher; Access to over 46 premium golf clubs, including TPC courses operated by the PGA TOUR.

The new card will also enable additional perks for cardholders, including: global data roaming with Flexiroam; discounted car rentals from Hertz; USD 1,000 off Uniworld river cruises; fast-track elite memberships with hotel loyalty programs like GHA DISCOVERY, HoteLux, Wyndham Rewards, and I Prefer.