

## EBL-Startup Bangladesh co-brand visa cards launched

A Monitor Report

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Dhaka : Eastern Bank Limited (EBL) in collaboration with Visa unveiled exclusive co-brand cards and loan products for Startup Bangladesh Limited - the flagship venture capital fund of ICT Division.

State Minister for ICT Division Zunaid Ahmed Palak launched the card and loan products as the chief guest along with Turkish Ambassador Mostafa Osman Turan at a ceremony held at EBL Head Office in the capital, on October 27, 2022.

The co-brand card product basket includes credit, debit and prepaid cards. The co-brand credit cards which come with a number of exclusive benefits for the customers include zero issuance fees for the 1st year, zero renewal fee upon 18 transactions, and two free supplementary cards, among others. The cards will be usable for both domestic and international transactions.

On the other hand, 'Startup Explorer' is a loan product for Startups in Bangladesh. Another product meant for freelancers titled 'EBL Freedom Freelancer Visa Debit Card', was also launched at the programme, which will help them manage their foreign currency earnings smoother and efficiently.

Ali Reza Iftekhhar, Managing Director and CEO, M Khorshed Anowar, DMD and Head of Retail and SME Banking, Ziaul Karim, Head of Communications and External Affairs, Nahid Farzana, Head of Cards from Eastern Bank Limited were present among others on the occasion.

