

## Mastercard, ShareTrip, EBL launch country's first co-branded travel credit card

-A Monitor Report

Date: 16 March, 2023



Dhaka : Mastercard, Eastern Bank Limited (EBL) and ShareTrip on March 9 announced the launch of Bangladesh's first-ever full-suite co-branded travel credit card "SkyTrip". The exclusive travel card will provide end-to-end travel solutions to tourists along with a safer and more convenient payment option.

Md Mahbub Ali, State Minister for Ministry of Civil Aviation and Tourism was present at the launch ceremony as the chief guest, Md Motasem Billah, Director (PSD), Bangladesh Bank, as the special guest, and Hasan A Arif, Head of Portfolio Investment, Startup Bangladesh Ltd as the Guest of Honour.

"It was essential to digitise the payment system in the tourism industry in order to meet our targets to develop a smart Bangladesh. This card

will facilitate the aim and bring a revolution in the tourism industry that will further contribute to the economy of the upcoming smart Bangladesh," said the State Minister in his speech.

Ali Reza Iftekhar, MD and CEO, Eastern Bank Limited, Syed Mohammad Kamal, Country Manager, Bangladesh, Mastercard, and Sadia Haque, CEO and Co-founder, ShareTrip, were present at the event along with senior officials from other organisations.

The first-of-its-kind travel credit card, 'SkyTrip' will come with unique benefits such as access to the EBL Sky Lounge at the Hazrat Shahjalal International Airport in Dhaka and Shah Amanat International Airport in Chattogram.

The cardholders will also benefit from travel insurance, baggage protection, and Mastercard's Lounge Key programme which offers free access to over 1,100 international airport lounges across 120 countries.

Additionally, 'SkyTrip' will allow cardholders to take advantage of exciting travel deals in popular travel locations, including a flat all-inclusive roundtrip price of BDT 11,500 to Kolkata on NOVOAIR and a 5 per cent discount on tickets from Air Arabia, to name just a few of the exciting card-bundled deals.

The SkyTrip card will allow customers to get a 15 per cent discount on Biman Bangladesh Airlines, US-Bangla Airlines, NOVOAIR and Air Astra.

Furthermore, the card enables cardholders to avail exciting travel offers in popular travel destinations such as Thailand, India, and Singapore.

In addition to travel benefits, 'SkyTrip' cardholders can access exciting deals through Buy1-Get dining deals, cash back offers, dining discounts, 2x TRIPCOINS on ShareTrip and EBL SKYCOINS and exclusive offers at over 6,000 merchant outlets of Mastercard across Bangladesh.

Sadia Haque, CEO and Co-founder, ShareTrip; Ali Reza Iftekhar, MD and CEO, EBL; and Syed Mohammad Kamal, CM-BD, Mastercard, also spoke on the occasion.