

Eastern Bank launches EBL INSTA BANKING

- A Monitor Desk Report

Date: 16 January, 2021

The advertisement features a woman in a pink top sitting at a desk, smiling while using a laptop. The laptop screen displays the EBL INSTA BANKING onboarding interface. To the left of the woman is a large yellow circular graphic containing Bengali text and bullet points. The text reads: 'ইবিএল ইন্সটা ব্যাংকিং একাউন্ট খুলুন ঘরে বসে, নিমিষেই' (Open EBL Insta Banking account at home, in a moment). The bullet points list benefits: opening an account from anywhere with an NID, no need for a physical branch visit, and the ability to open an account while traveling. It also mentions 'Livelihood পরীক্ষা' (Livelihood Test) for security and the convenience of a selfie. At the bottom of the yellow circle, it says 'ডিজিট করুন ebl.com.bd/ess' and 'অথবা EBL DIA'. In the bottom left corner of the ad, there is a 16230 helpline number and social media links for ebl.com.bd and myebl. In the bottom right corner, the EBL logo is displayed with the tagline 'Eastern Bank Ltd. Simple Math®'.

Dhaka: Eastern Bank Limited (EBL) has formally launched the instant digital customer onboarding solution EBL INSTA BANKING on January 14, 2021. This solution allows Bangladeshi customers to open a bank account from home in any part of the world with their National Identification Card (NID), and a selfie photograph.

Besides, customers will enjoy the retail banking facilities from home as well. There will be no need to produce any physical documents or to visit the branch. Launched under the Bangladesh Bank's e-KYC guideline, EBL INSTA BANKING uses state-of-the-art facial recognition through Livelihood Testing to ensure customers' security and privacy.

Ali Reza Iftakhar, Managing Director and CEO of EBL said, "This digital customer onboarding solution is a timely initiative to ensure customers' health safety and banking services maintaining social distancing, during the ongoing Covid-19 Pandemic. [EBL](#) has always been at the forefront of bringing new and innovative solutions to offer customers seamless banking services experience."

EBL Customers are already enjoying Fixed Deposit and DPS opening facility from home using EBL Self-Service Portal on the EBL website. With the addition of an

account opening facility and retail banking from home through EBL INSTA BANKING, customers now have access to the complete digital onboarding ecosystem.

EBL INSTA BANKING is available at EBL Website, EBL DIA, and EBL SKYBANKING app. EBL also [Launches Bangla QR, a contactless payment service](#)