

Grameenphone, EBL bring smartphones on interest-free installments

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Dhaka: Grameenphone, a leading telecommunications service provider of the country, has partnered with Eastern Bank PLC (EBL) to introduce an exclusive campaign, enabling its customers to purchase official smartphones from top brands with interest-free installment plans for up to 24 months.

Munia Ghani, Head of Partnerships of Grameenphone, and Tasnim Hussain, Head of Cards from EBL, recently signed a Memorandum of Understanding (MoU) to this effect at GPHouse in the capital.

Under the campaign, only Grameenphone customers using EBL credit cards will be eligible to avail the 0 percent EMI offer on smartphones from leading brands such as Samsung, Xiaomi (Mi), VIVO, OPPO, as well as from multi-brand retailer Gadget and Gear (G&G).

To avail the offer, Grameenphone customers need to visit these partner outlets from August 10 to September 30, 2025. The customer then has to send an SMS to 29000 to verify their eligibility. Once the outlet manager confirms the customer's Grameenphone number, the customer makes the payment using an EBL credit card. They can then purchase a smartphone on 0 percent EMI and enjoy the convenience of paying in monthly installments for up to 24 months.

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