For exclusive benefits and the chance to win BD 250

Al Salam Bank Launches 'Salary Transfer' Campaign to Reward Current and Prospective Clients

Manama, Bahrain, 16 February 2023: Al Salam Bank has announced the launch of its "Salary Transfer" campaign, which begins on February the 15th, 2023 and will run until the end of the year. The campaign aims to reward current and prospective clients who elect to transfer their salaries to Al Salam Bank accounts. Cash prizes of BD 250 will be awarded every month, while clients will also be entitled to a range of other exclusive benefits.

The campaign's primary aim is to encourage people to transfer their monthly salaries to Al Salam Bank. This process can be performed quickly and easily on Al Salam Bank's app. By transferring their salaries digitally, clients will familiarize themselves with the application and enjoy an enhanced and rewarding digital banking experience. Eleven prizes of BD 250 will be awarded to those who transfer their salary to Al Salam Bank, beginning in February until the end of the year.

Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said: "Satisfying the needs and aspirations of our clients is our top priority, and we are always looking for ways to reward them. We are delighted to launch this year's 'Salary Transfer 'campaign, which we believe will empower our clients to achieve their financial goals while providing them with top-tier banking experiences. We would like to encourage everyone to make their Al Salam Bank accounts the recipients of their monthly salaries. This change can easily be performed through our mobile app for the chance to win BD 250 along with exclusive and valuable rewards".

Al Salam Bank continues to endeavor to enhance the banking experience of its clients through rewarding them and augmenting the digital services they use. This underscores the Bank's ethos of providing an unparalleled customer experience, through satisfying their needs and providing them with a banking experience marked by ease, simplicity and efficiency.

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