Al Salam Bank Launches December Cards Campaign with Attractive Cash Prizes

Manama, Kingdom of Bahrain – 9 December 2024: Al Salam Bank has announced the launch of its new December Cards Campaign, aimed at encouraging the use of cards and promoting spending locally and internationally throughout the month. Running until 31 December 2024, the campaign offers clients the opportunity to enter draws for cash prizes up to BD 3,000.

The campaign is available to all Al Salam Bank Visa credit and prepaid cardholders. Clients earn one entry into the draw for every BD 30 spent locally, with double entries for international transactions. The campaign offers a grand cash prize of BD 3,000 for one winner, along with two cash prizes of BD 1,000 each, as per the campaign's terms and conditions.

This campaign reflects Al Salam Bank's ongoing efforts to enhance the client experience by introducing innovative rewards that encourage daily use of the bank's cards, whether for shopping, travel, or various bookings. It also highlights the added benefits of the multi-currency prepaid cards, which can be topped up easily at competitive exchange rates via the Al Salam Bank mobile app. The card also allows users to make payments in foreign currencies without incurring conversion fees on the transaction.

Commenting on the campaign, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, said: "We remain committed to delivering exceptional banking services that address our clients' needs and ambitions. Our goal is to build lasting relationships by offering innovative and tailored solutions that meet their diverse financial requirements. This cards campaign is one of the many ways we showcase our commitment to enriching the client experience, whether they use their cards for shopping, travel, or online payments. Through this campaign, we aim to ensure our clients benefit from the latest offers and services that enhance their convenience and strengthen their connection with Al Salam Bank as a trusted partner."

Mr. Buhijji added: "We also invite clients transitioning from "ASP Finance" (formerly KFH-Bahrain) who have yet to re-card to take advantage of this campaign by replacing their cards easily through multiple channels. These include visiting the bank's branches, utilizing instant issuance at the self-service kiosks available at the branches, or submitting a reissuance request directly via the Al Salam Bank mobile app. This step is designed to simplify the re-carding process and ensure all clients can participate in the campaign and enjoy the numerous benefits of Al Salam Bank cards."

For more information about the campaign, please visit the bank's website or contact us through WhatsApp service at 17005500.

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