Extraordinary Achievement: Al Salam Bank Becomes the First in the Kingdom of Bahrain to Receive 5 Visa Awards in One Year





Al Salam Bank has achieved a remarkable milestone, receiving five awards from Visa, a Global Leader in Digital Payments. This recognitions highlight the Bank's outstanding performance across key metrics in 2024 and reinforces its ongoing commitment to delivering Innovative and Client-Centric Banking Solutions.

Visa recognized Al Salam Bank for its Market-leading growth in five categories, reinforcing the Bank's commitment to Digital Excellence and Operational strength.

The Five Visa Awards categories include:



Highest Payment Volume Growth Rate in Bahrain – 2024



Highest Active Cards Growth Rate in Bahrain – 2024



Highest Spend Growth Rate in Bahrain – 2024



Highest Cross Border Spend Growth Rate in Bahrain – 2024



Highest Digital Spend Growth Rate in Bahrain – 2024

This achievement underscores Al Salam Bank's strategy of embracing cutting-edge technology and delivering financial solutions that enhance the client's experience. The Bank's strong performance is the result of a focused approach to digital transformation, improve operational efficiency, and offer data-driven, lifestyle-aligned banking services that meet evolving client expectations.

Commenting on the occasion, Mr. Anwar Murad, Deputy CEO – Banking at Al Salam Bank, stated: "We are proud to have earned these exceptional awards, which reflects our dedication to innovation and delivering seamless digital payment experiences. Receiving Five Visa Awards in a single year is not only a testament to our strategy but also a result of the trust we have built with our clients and the strength of our product offerings. Through targeted initiatives, we have actively driven card usage, increased digital channel engagement, and introduced lifestyle-focused solutions tailored to client needs."

Mr. Anwar Murad further commented: "At Al Salam Bank, we remain committed to performance-driven excellence and continue to transform ambitious ideas into measurable results, both locally and regionally. Our partnership with Visa is a key pillar in our innovation journey, and we look forward to expanding this collaboration to support long-term, sustainable growth."

Mr. Ali Bailoun, Visa's Regional General Manager for Saudi Arabia, Bahrain and Oman, commented on this achievement: "We are pleased to recognize Al Salam Bank for their exceptional growth across key performance categories in 2024. This achievement highlights the Bank's strategic vision and dedication to advancing digital payments. Al Salam Bank has demonstrated strong leadership in driving usage, expanding its cardholder base, and accelerating the shift to digital payments in Bahrain and beyond. We are proud of our partnership and look forward to deepening our collaboration to explore new opportunities in supporting the Bahrain government's digital commerce agenda."

For more information about Al Salam Bank's products and services, please visit www.alsalambank.com, contact the Bank via WhatsApp at 17005500, or book an appointment through the Virtual Branch on the Skiplino app.