

# **Bank of Ceylon Celebrated World Thrift Day**



*Priyal Silva, Deputy General Manager -Branch Operations, Bank of Ceylon.*

Bank of Ceylon (BOC) encourages all Sri Lankans to save for a brighter, more secure future. With 85 years of experience in banking, BOC is committed to your financial well-being. In today's rapidly changing world, saving is vital for personal and national growth. Every rupee saved contributes to a stronger tomorrow. Whether for a dream or future protection, BOC aims to make your savings journey rewarding and stress-free.

“Our future is built on the choices we make today, and saving is one of the most empowering choices anyone can make. We urge every Sri Lankan to integrate responsible saving habits into their daily lives, and BOC is here to provide the most reliable support for that journey,” said Priyal Silva, Deputy General Manager (Branch Operations) of BOC.

With an array of savings products tailored for all stages of life, BOC ensures that everyone from newborns to seniors has access to the best financial tools for their unique needs. For the rising generation, BOC’s Ran Kekulu, Ran Kekulu Smart, and Ran Kekulu Smart Investment, 14 Plus, and 18+ accounts offer much more than just high returns; they come with special perks like life and health insurance coverages for the guardian and the children respectively, Grade five scholarship seminars, and scholarships for high achievers, Wedding gifts and many more.

For adults looking for a smart savings plan, BOC offers a range of innovative options like BOC Smart Investor, BOC Smart Freelancer, BOC Flexi Investor, and the Smart Lady savings schemes, all designed to grow your hard-earned money while giving you the flexibility to meet life’s challenges head-on. For senior citizens, BOC’s Senior Citizen Accounts, Abhimana Retirement Scheme, and BOC Relax provide peace of mind with secure, rewarding savings options.

BOC’s advanced digital banking solutions make saving as simple and convenient as possible. Whether it’s through BOC Smart Online Banking, B-APP Mobile Banking, SmartPay QR Payments, or its vast network of over 2,200 customer touchpoints across the country, BOC is always within reach.

For high-return investments, BOC offers fixed deposit schemes like the BOC 100 Days, 200 Days, 400 Days plans, and ‘Prosperity Deposit scheme’, guaranteeing your savings grow securely. BOC has taken all necessary measures to provide customers with higher benefits through all these savings accounts.