DFCC Bank launches Pinnacle Junior to Elevate Banking Experiences for the Next-Generation



DFCC Pinnacle has expanded its portfolio by introducing DFCC Pinnacle Junior. Tailored to cater to the children of Pinnacle customers, this innovative banking proposition promises exciting benefits, ensuring a seamless financial journey for young savers.

Shera Hassen, Vice President and head of Pinnacle/Branch Banking Planning and Implementation at DFCC Bank, said, “We are thrilled to introduce DFCC Pinnacle Junior. This exclusive proposition goes beyond banking and promises to nurture the financial dreams of the next generation. We believe that DFCC Pinnacle Junior is an investment in children’s future and a testament to DFCC Bank’s unwavering dedication to excellence in banking and creating new opportunities for the younger generation.”

DFCC Pinnacle Junior recognizes the importance of providing a stable foundation for

the younger generation. The platform is designed to inspire and guide young minds towards a future marked by success, innovation, and excellence.

The Pinnacle Junior Plus Savings Account offers an incredibly attractive interest rate of 10 percent per annum, providing a concrete foundation for growing savings.

The Pinnacle Junior Investment Planner Account offers an enticing interest rate of 12.5 percent per annum, promising a prosperous financial future for those with an eye on investments.

Pinnacle Junior members gain access to the Pinnacle Junior Club, which offers a plethora of activities spanning education, sports, and entertainment, fostering well-rounded activities for the development and engagement of young members.

Pinnacle Junior also brings forth the Exclusive Pinnacle Junior Recognition Card for younger age groups and the Teen Debit Card for juniors aged 13 to 18.

These cards open doors to a world of privileges, including discounts at selected merchants, coffee shops, restaurants, clothing stores, online platforms, and many more, which will support a child’s educational and lifestyle requirements.

With DFCC Pinnacle Junior, they are committed to providing unparalleled banking experiences that nurture the financial dreams and aspirations of the next generation.

DFCC Bank is ranked among Business Today’s Top 40 Corporates in Sri Lanka.