DFCC Bank Partners With JAT Holdings



(L–R): Roy Amalton, Manager – Cardholder Value Propositions, DFCC Bank; Denver Lewis, Vice President/Head of Card Centre, DFCC Bank; Gavin Vandort, General Manager – Project Sales, JAT Holdings; Anika Williamson, Director, JAT Holdings; Aasiri Iddamalgoda, Senior Vice President Retail Banking & SME, DFCC Bank; Shera Hassen, Vice President/ Head of Pinnacle /Branch Banking Planning & Implementation, DFCC Bank; Mufeez Fuad, Showroom In Charge, JAT Holdings; and Dilshan Rodrigo, General Manager Marketing, JAT Holdings.

DFCC Bank partnered with JAT Holdings, supported by the Bank’s renowned zero percent 12-month Easy Payment Plan for top-of-the-line JAT products that provide significant benefits to all interested DFCC Bank cardholders.

DFFC Bank provided a zero percent 12-month Easy Payment Plan for all Herman Miller chairs, workstations, and furnishings, alongside all SEA German Kitchens products available for purchase at JAT Holdings. DFCC Credit Cards also offer one percent cashback for all product purchases at JAT Holdings and all other purchases, allowing cardholders to save with every spend.

All Herman Miller chairs are ergonomically designed based on the “science of sitting” and are designed to meet the needs of modern work while providing maximum comfort and healthpositive benefits such as increased oxygen flow and improved posture.

Herman Miller offers multiple options for size, functionalities, features, colors, and the chairs are suitable for a wide array of workplace settings for those working from home or in a corporate environment. SEA is a renowned German brand, solely distributed by JAT in Sri Lanka, that offers a range of bespoke luxury kitchens, wardrobes, and vanities, with contemporary and luxury modular designs that adhere to superior German quality standards and longevity.

The prime objective of the partnership is to reduce the financial burden cardholders face when purchasing premium, high-quality products such as the Herman Miller Chairs and SEA German Kitchen products. The newly introduced schemes increase the affordability of such, allowing cardholders to obtain premium products that improve the standard of their living while more efficiently managing their cash flows. DFCC Bank cardholders can avail themselves of these benefits by visiting the JAT Experience Centers in Thalawathugoda and at the One Galle Face mall in Colombo to purchase their products of choice.

Lakshman Silva, CEO, DFCC Bank, said, “We are delighted to partner with JAT Holdings to disburse several benefits for all DFCC Bank cardholders for the purchase of items that will enhance their quality of life. Our goal has always been to enhance customer experience and ease the financial burdens faced by our cardholders while enabling a greater sense of affordability. The easy payment and cashback schemes showcase our commitment to continuously provide value-additions for our customers through innovative, impactful solutions and offerings.”

DFCC Bank strives to build partnerships to ensure constant value-additions for all stakeholders. The collaboration with JAT Holdings Limited is the next step on its long-term value creation journey. DFCC Bank was ranked amongst Business Today’s Top 30 Corporates in Sri Lanka.