

DFCC Leasing Flash Promo



DFCC Bank came forward with the ‘DFCC Leasing Flash Promo’, a 24-hour online leasing promotion, which offered a 0.5 percent interest rate reduction on existing leasing rates. Lease rentals were offered, interest rates starting from 8.50 percent p.a. This unique proposition arrives as a need-of-thehour solution during this COVID-19 pandemic situation where the standard opportunities for physical leasing promotions at car dealerships and bank branches have been rendered impossible. As Sri Lanka faces the adverse effects of the COVID-19 pandemic, which has primarily incapacitated regular business functions, DFCC Bank has identified the increased use of digital channels by people to order goods and apply for services. Coupling this with the need for the people who intend to buy a vehicle or upgrade their existing vehicle, the bank has effectively integrated it into their leasing program with the ‘DFCC Leasing Flash Promo’. The promotion, which was held on July 30, 2021, with registered customers were made available to a 0.5 percent interest reduction if they apply for a DFCC leasing facility within 60 days from the

promotion date. DFCC Bank was ranked amongst Business Today’s Top 30 Corporates in Sri Lanka.