HNB Renews Singer Partnership to Offer Agri Sector Deals on John Deere

Sanjay Wijemanne, Deputy General Manager – Retail Banking Group, HNB exchanging the MOU with Mahesh Wijewardene, CEO, Singer Sri Lanka; in the presence of (from left); Mahesh Rathnayake, Asst. Manager – Business Development – Leasing, HNB; Roshan De Silva, Asst. Manager – Leasing, HNB; Susith Perera, Head of Leasing, HNB; Kanchana Karunagama, Asst General Manager – PFS, HNB; Kapila Perera, Director IT, Singer; Shanil Perera, Director – Marketing, Singer; Upali Ganehiarachchi, Head of Business Division – Agro & General Trading, Singer; Hiranya Hewanayake, Senior Product Manager, Singer; and Gayan Sooriyaarachchi, Marketing Executive, Singer.

HNB renewed its long-standing partnership with Singer, the consumer durable retailer and sole local agent of John Deere, to support the agricultural sector with state-of-the-art vehicles, machinery, and equipment.

The partnership will offer the industry exciting deals and benefits for John Deere's brand portfolio of tractors, machinery, and equipment.

"Despite many challenges, the Sri Lankan agricultural industry has achieved a 3.6 per cent growth compared to the previous year. It is this resilience and strength of

the grassroots that we hope to support through our partnership with Singer. I hope our customers use this opportunity to invest in scaling their businesses to greater heights," Sanjay Wijemanne, DGM – Retail Banking Group, said.

The bank will provide a comprehensive array of incentives under the partnership, including discounted interest and affordable leasing options suited to the customer's budget. Customers can also access discounts and benefits for value-added products and services across HNB's Prestige Prime merchant partner network.

The partnership further offers customers discounts on insurance premiums and free life insurance coverage valued at 4.5 million rupees from HNB General Insurance. Moreover, in the unfortunate event of a natural demise, HNB Assurance provides a natural death insurance cover of 600,000 rupees.

"We are delighted to renew our partnership with HNB once again to offer our mutual customer base across the country access to affordable leasing options. HNB's long-standing support to SMEs, especially from the grassroots, ensures we provide the agricultural sector with the most up-to-date machinery for their growth," Mahesh Wijewardene, Chief Executive Officer, Singer Sri Lanka, said.