

LB Finance relaunches LB Premier Savings with ‘7 Wonders of Savings’



LB Finance has relaunched its flagship LB Premier Savings Account under the theme “7 Wonders of Savings,” introducing enhanced flexibility, digital convenience, and rewarding benefits aimed at encouraging stronger saving habits among Sri Lankans. The ceremonial launch was attended by Niroshan Udage, Managing Director, senior management, and customers, underscoring the company’s continued commitment to accessible, customer-focused financial solutions.

The revamped savings account offers interest rates of up to seven percent, positioning it among the most competitive savings products in the market and providing returns comparable to fixed deposits. Unlike fixed deposits, however, customers can enjoy unlimited withdrawals, complete flexibility, and uninterrupted access to funds, making the account an attractive alternative for savers seeking both convenience and strong returns.

Built around the “7 Wonders of Savings,” the account offers seven key benefits, including easy account opening, seamless digital management through the LB CIM app, free transfers to other accounts, and unrestricted withdrawals. Customers also receive Visa Debit card access for worldwide transactions, further enhancing convenience and accessibility.

Sameera Wanninayake, Chief Manager - Business Strategy and Transformation, stated that the product is particularly suited for professionals, expatriates, and individuals seeking both lifestyle convenience and financial security. He noted that with over 225 branches nationwide and digital onboarding through the LB CIM app, customers across Sri Lanka and overseas can easily access the service. Backed by stable ratings of A- (LKA) from Fitch Ratings and A+ Stable from Lanka Rating Agency, along with assets exceeding 395 billion rupees and protection under the Sri Lanka Deposit Insurance Scheme, the account offers customers both reliability and confidence.