

New HSBC POWERVANTAGE

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As recognition of its customers' status, the unique and flexible banking package - PowerVantage - has been developed by HSBC. Created especially for people with more sophisticated financial needs that require more than a simple bank account, PowerVantage is the ideal package to provide access to a complete range of high-end banking and financial services.

Initially launched in 1999, PowerVantage is an all-in-one personal banking package that puts customers in complete control of their finances, gives them preferential rates of interest on deposits, overdrafts and loan facilities and enables them to enjoy special recognition and service at exclusive counters at all HSBC branches in Colombo and Kandy. In essence, PowerVantage provides a priority banking service for those who wish to minimise time spent away from their busy working lives.

The new PowerVantage package - launched in February 2006 - is designed to enable more customers to enjoy the unfair advantages that it brings. It is open to all who earn a gross monthly salary of Rs 50,000 and to those who maintain deposits over to Rs 1 million, or the equivalent in foreign currency in a fixed deposit account.

"Our PowerVantage customers have always enjoyed privileged service at our branches," said Sarath Piyaratna, deputy chief executive officer, HSBC Sri Lanka. "That is how we recognise their true value. We strive to make their relationship with us extra special."

He continued, "The times are changing rapidly and so are people's lifestyles. Customers now don't want to spend time and energy, but to get exceptional service - especially from banks. This is exactly why we decided to launch the new PowerVantage - because we

identified the need to add value to this priority segment.

“This is the group that desires to wield more power and control in their financial demands and requirements. We are certain that our response and sensitivity to the changing needs of both customers and the world in which they live will make banking with HSBC a truly enjoyable experience for PowerVantage customers.”