

# NSB Re-Launches Core Products



NSB relaunched its core products, Hapan, Ithuru Mithuru, Sthree, Prarthana, Ge Dora, Pension+, Ran Sahana and Auto Loan with the objective of increasing saving reserves from 18 percent to 25 percent. They also hope to create 500,000 entrepreneurs from the rural sector and increase per capita income to USD 4,200 by the year 2016.

NSB has relaunched its core products to feature more lucrative benefits for its customers encouraging them to save, while at the same time reiterating the Bank's contribution towards the overall well-being of the nation.

The launch campaign featured Sujani Menaka, a face that evokes the memory of 'Sathen Sath, Rupiyalen Rupiyala' a campaign launched over two decades ago to help maximise the recall levels of the Savings and other related products among the outback of the Sri Lankan community.

At the launch Pradeep Kariyawasam, Chairman - NSB stated that "NSB offers various savings systems to meet the need of one's life from birth to old age and that not only benefits the individual but also the nation as a whole".

With the current initiation, Sujani will be associated with the NSB as the Brand Ambassador.

Pradeep Kariyawasam, Chairman – NSB, Sumanadasa Abegunawardhana, Working Director – NSB, H M Hennayake Bandara, General Manager/CEO – NSB, Deputy General Manager, The Board of Directors and the Senior Management of NSB along with the Brand Ambassador, Sujani Menaka and several members of the media fraternity were present at this event.