

People's Bank & People's Leasing Introduce a Co-branded CLASSIQUE VISA Infinite Credit Card



Officials from People's Bank and People's Leasing & Finance during the launch of CLASSIQUE VISA Infinite credit card.

People's Bank with People's Leasing & Finance launched a co-branded credit card under the name CLASSIQUE VISA Infinite.

The launch event was attended by Sujeewa Rajapakse, Chairman, People's Bank; Clive Fonseka, CEO/GM; Pradeep Amirthanayagam, Chairman, People's Leasing & Finance; Sanjeewa Bandaranayake, CEO/GM and Avanthi Colombage, VISA Country Manager Sri Lanka and the Maldives; Nilmini Premalal, Deputy General Manager – Payment, Process Management & Quality Assurance, People's Bank and Jayanath Dias, Head of Cards and several staff members from both organizations.

VISA Infinite is designed to cater to a sophisticated niche consumer through four primary pillars of exclusivity – lifestyle, entertainment, retail and travel. In each of these, VISA Infinite cardholders will find unique privileges in a variety of categories spanning from dining, entertainment, shopping, VIP travel benefits, self-enrichment and exclusive experiences. Also, with VISA Infinite cards customers can enjoy the

privileges such as meet and greet at airports, access to exclusive restaurants and luxury hotel booking privileges are provided under VISA Concierge services in over 500 cities.

The People's Bank and PLC co-branded CLASSIQUE VISA infinite credit card provides customers with a wide array of benefits including complimentary lounge key membership and two free airport lounge accesses per annum. These CLASSIQUE cardholders are also entitled up to USD 500,000 overseas travel insurance to enjoy a hassle-free travel experience. Exclusive WhatsApp Concierge Service 24/7 is available to serve these elite clients with convenience.

Customers will also receive special discounts when purchasing goods and services from selected outlets through- out the year, especially during the holiday seasons. Supplementary cards can be obtained with Easy Settlement Plans of up to 24 months and an interest-free credit period of 51 days. The People's Bank 24-hour Customer Services Hotline (1961) is on hand for any customer inquiries while balance transfer facility and travel insurance are also available. In addition, zero percent installment plan for Insurance Payments are also offered to these cardholders.

Sujeewa Rajapakse, Chairman, People's Bank stated, "Today, two of the largest financial institutions in the country have joined forces for a one-of-a-kind collaboration. People's Bank is one of the best brands in the country while PLC is also one of the largest organizations with a highly reputable brand name. This co-branded credit card is going to be one of the best credit cards in the market, one which everyone would like to have in their wallet. We will continue to look at providing value additions to these cards so that customers will continue to use them regularly."

Pradeep Amirthanayagam, Chairman, People's Leasing & Finance stated, "It is a proud occasion for both People's Leasing & Finance and People's Bank as we now have launched CLASSIQUE VISA Infinite co-branded credit card. I must say we can't get a better brand out there into the market from a local perspective for People's Bank is such a trusted brand by almost every individual and every household in Sri Lanka. There is no doubt that this card would be the most sought-after credit card for anyone in Sri Lanka. This collaboration shows that together we can form a very

powerful financial operation, be it conventional banking or leasing, and it will be a real powerhouse in the country.”