



Southeast Bank, NSU unveil co-branded Visa cards



Professor Abdul Hannan Chowdhury, vice chancellor of NSU; Abidur Rahman Chowdhury, managing director of Southeast Bank; and Sabbir Ahmed, country manager, Visa – Bangladesh, Nepal, and Bhutan attend the launch of Visa Co-Branded Credit and Prepaid Card at NSU campus, Dhaka. PHOTO: COURTESY

BANKING - BANGLADESH

TBS REPORT

Southeast Bank PLC and North South University (NSU) have jointly launched an exclusive Visa Co-Branded Credit and Prepaid Card at a ceremony held on the NSU campus in Bashundhara, Dhaka.

The event was attended by Professor Abdul Hannan Chowdhury, vice chancellor of NSU; Abidur Rahman Chowdhury, managing director of Southeast Bank; and Sabbir Ahmed, country manager, Visa – Bangladesh, Nepal, and Bhutan.

As part of the partnership, Southeast Bank has introduced co-branded credit cards for faculty and staff and prepaid cards for students. Faculty and staff card-holders will benefit from a lifetime waiver on annual fees and access to credit limits tailored to their eligibility.

Students will enjoy a first-year annual fee waiver on their prepaid cards, along with a Tk300 cashback on their first transaction. The prepaid cards are designed to support both domestic and international payments, including online transactions such as foreign university application fees—enhancing financial inclusion and convenience for students.