



Southeast Bank, NSU launch Visa-branded student card campaign

STAR BUSINESS DESK

Southeast Bank PLC, in collaboration with North South University (NSU), has launched a campaign, titled “Visa Branded Student Credit and Prepaid Card”, to expand access to secure, convenient, and digital financial solutions for the academic community.

MA Kashem, chairman of the bank, inaugurated the campaign as the chief guest at the NSU campus in Bashundhara, Dhaka, according to a press release.

Under the initiative, Southeast Bank has introduced credit cards for NSU faculty members and staff, alongside student credit and prepaid cards.

Faculty and staff will enjoy a lifetime annual fee waiver on their credit cards, along with credit limits based on eligibility.

Students, meanwhile, will receive Tk 100 cashback on their first prepaid card transaction and a waiver of SMS charges for the first year.



MA Kashem, chairman of Southeast Bank PLC, inaugurates the “Visa Branded Student Credit and Prepaid Card” campaign, jointly launched by the bank and North South University, on the NSU campus in Dhaka recently.

PHOTO: SOUTHEAST BANK