

Advt. Landscape

Seylan Bank launches Institution of Engineers Visa International Affinity Card

Seylan Bank, is presently actively engaged in promoting Visa International cards in the local market and has made significant inroads by creating value addition for its users with its credit card operations in Sri Lanka this year. Two weeks ago Seylan Bank introduced a new product which is a Seylan Visa Affinity Card especially created for the Institution of Engineers of Sri Lanka. Seylan Bank has been able to add on a variety of new features such as the member's photograph, wide access to ATMs here and abroad and concessions with merchants anywhere in the world. The Institution of Engineers Visa International Affinity Card is uniquely designed and has a visual of the institute. The distinct advantage to users of this card is that engineers will carry a Visa International Credit Card of their own which is accepted all over the world and is being promoted among the 7000 members of the institute. Some of

the concessions members of the institute could avail themselves of are 51 days interest free credit. All benefits that accrue to Seylan Bank Visa International Credit Card holders will be extended to members of the Institution of Engineers and includes the following:

- Discount packages at shops, hotels etc.
- Special promotions
- Raffle draws for prizes held from time to time

The new card which is the Institution of Engineers Affinity Card was launched on the 26th of October 2002 at the auditorium of the Institution of Engineers. The launch coincided with their annual general meeting with over 300 engineers from all over the island being present at the occasion.

A replica of the card was handed over to the President of the Institution of Engineers, Eng. B. R. O. Fernando by



Left to right Eng. Russel De Zilwa, Mr. Earl Kamalaneson Assistant Manager, Card Centre, Mr. Tissa Nanayakkara, Eng B. R.O. Fernando, President elect of the Institute Prof. L. L. Ratnayake.

Mr. Tissa Nanayakkara, Senior Manager and Head of Card Centre, Seylan Bank. Sponsoring this event, Seylan Bank provided breakfast for all those attending the annual general meeting.