

## BRAC Bank Probashi Card

# A boon to NRBs, their families

### FE Report

Withdrawal of remittance directly from ATM with BRAC Bank Probashi Card makes the Eid smoother for the expatriates and their families, many of the beneficiaries and the bank officials said.

Syed Mahbubur Rahman, managing director & chief executive officer of BRAC Bank Ltd said, "Probashi Card gives customers freedom to withdraw desired amount of money directly from ATM and keep the rest as savings for withdrawing as and when required".

All these features make this a unique card to facilitate quickest remittance delivery at home, the BRAC Bank MD said.

This will facilitate remittance flow in legal channel, he added.

BRAC Bank is providing service to 1 million customers through its 151 branches, over 250 ATMs, 421 SME unit offices and over 8,000 human resources in retail, corporate, SME, Probashi and other arenas of banking.

Najma Akhter, wife of an expatriate, lives with her two school-goers children at Munshiganj Sadar. Recently she owned a Probashi Card of Brac Bank Ltd (BBL).

Her husband works in Malaysia and he sends money for their children and family through the year specially a bigger amount in the two main religious festivals.

Talking to the FE Mrs. Akhter said he (her husband) tries hard to keep smiles on faces of their whole family by sending money for their livelihoods.

She said she spends her time and energy for good education and future of her children as she always accompanies them to schools.

"It was hard to manage additional time to withdraw remittance sent by my husband waiting in queue in bank," she said.

She said BBL's newly introduced remittance withdrawal facility from ATM booths directly had helped her a lot in saving time as she can collect money without any queue at any time.

Like Mrs. Akhter, Mrs. Afsana Begum of Narayanganj has also a BBL Probashi Card.

Mrs. Afsana, mother of a Singaporean expatriate said that this card is not a luxurious one rather it is now a necessity; it made withdrawing money easier, more convenient and safer.

A high official of the BBL told the FE that they are getting a good response from their new product. He said, customers can also withdraw the amount he/she needs and save rest with the bank.

Earlier many of the customers used to withdraw entire amount and with cash in hand while resorted to spend all without any saving.

Now he/she can plan with the money and save for her/his children, the official said.

The official said, over 7.5 million Non-Resident Bangladeshis (NRBs) send around US\$ 11 billion remittance a year, a bulk of the amount comes on the occasion of religious festivals- in Eid-ul-Fitr and Eid-ul-Azha.

The card will help beneficiaries receive last minute remittance ahead of Eid without effect of bank closure for Eid vacation, he added.