

Business

NBK partners with top car dealers to offer customers exclusive promotions

Offers include purchasing a Toyota Land Cruiser and receiving it in 24 hours

KUWAIT: The National Bank of Kuwait (NBK) continued to launch exclusive offers and financing solutions to suit every segment of customers and in partnership with leading companies in Kuwait, partnering this Ramadan with leading car dealerships to offer attractive financing schemes and special offers.

The partnership will enable customers to take advantage of convenient banking solutions during the holy month of Ramadan, which include tailored financing facilities on the next car they purchase from participating dealerships.

Explaining the benefits of the new partnership, Hussam Soleimani, Auto Product Relationship Manager, Consumer Banking Group, National Bank of Kuwait, said: "During the Holy Month of Ramadan, NBK is bringing exclusive offers and promotions, including discounts of up to KD 700 offered by the dealer and other great advantages when purchasing a car from one of over 30 participating car dealers."

Soleimani added that the new campaign comes as part of the bank's ongoing commitment to benefiting its customers through exclusive and unprecedented offers. The association also includes Mohamed Naser Al-Sayer & Sons Automotive Company, allowing customers to purchase a Toyota Land Cruiser and have it delivered within



Hussam Soleimani

24 hours after the customer has signed the final contract and ensuring payment of all traffic violations. Delivery of the new car may vary should the customer request additional features to the car. Customers also receive a free subscription to one of the following packages: protection package or service package.

Soleimani added that NBK Customers can inquire about the offers and their terms and conditions directly from sales representatives at the car dealerships or from any NBK Sales Representative available at the showrooms. He also mentioned that the policy of obtaining financing for a new car from NBK is simple, flexible and fast. Customers can get financing up to KD 25,000 available without the need to transfer the end of service bonus or salary. The policy is valid for financing the purchase of new and approved cars, motorcycles and other types of vehicles. Customers can complete the repayment of the financing facility early and at

any time without enduring additional fees or interest. Soleimani also said that NBK has recently launched a new product offering customers unique financing solutions that enable customers to take a financing facility against a fixed or flexible deposit.

He said: "We always aim to provide financing solutions that meet the needs of customers and this type of financing facility not considered to be a consumer or housing finance, while the customer receives the full amount of the financing against a cash guarantee or fixed / flexible deposit. The financing facility can range from KD 5,000 to a maximum KD 500,000 and is granted after studying the customer's credit status."

Soleimani also revealed that customers can receive additional funding in return for booking an amount from their Al-Jawhara Account, which does not omit their chances from entering the prize draws of the account. He further added that the fixed or flexible deposit will not be affected in terms of monthly or annual interests if it used against a financing facility.

Soleimani added that NBK ensures providing the best banking services and solutions for those interested in obtaining this type of financing. These services are easily made available through either one of NBK Branches or through the Bank's website at nbk.com/loans where cus-



tomers will discover how fast the financing procedures are completed with flexible terms.

Honda Alghanim wins 'Gold Award' from Honda Motor

KUWAIT: On April 24th 2019, Honda Alghanim - Service Department received the 'Gold Award' for the Best in Service Dealer Development Performance for the year 2018. The award was given by Honda Motor Japan Ltd - Honda Africa and Middle East Region (HAMER) in (Jabal Ali, Free Trade Zone), Dubai.

The category was based on Dealer Development related KPI's from Outstanding CSI, service profitability,

and customer retention. In addition to this major award, Honda Alghanim received "2018 Excellence Award" on the "Highest Improvement in Service Advisor Certification Coverage", "Effective In-house Non-Technical Activities and Coverage Improvement", "Highest Improvement in CAP-Do Implementation", and "Highest Improvement in Dealer and Facility Clinic".



DUBAI: (From left to right) Dinkar Shetty - GM Market Quality (HAMER), Nishanth Bahab - Manager Market Quality (HAMER), Jun Habara - Sr General Manager - Service (HAMER), David Lawlor - General Manager for Aftersales (Honda Alghanim) and Elie Coussa - Service Manager (Honda Alghanim).

ASDA'A BCW named 'Middle East Consultancy of the Year'

DUBAI: ASDA'A BCW cemented its position as the Middle East's leading Public Relations firm after being named 'Middle East Consultancy of the Year' at the prestigious EMEA SABRE Awards 2019 ceremony in London hosted by The Holmes Report.

The SABRE Awards are the largest PR industry prizes in the world and are deemed the ultimate benchmark in PR performance. This year's SABRE Awards EMEA shortlist included 400 campaigns selected from over 600 entries. In recognizing ASDA'A BCW, The Holmes Report said: "ASDA'A BCW's maturity is reflected by an integrated offer that is perhaps best known for its ability to handle regional projects for government agencies, NGOs and corporations, and for its high-end corporate capabilities. But the firm also has strength in brand marketing, public affairs and tech."

Sunil John, Founder and CEO of ASDA'A BCW, said: "We are extremely grateful for this wonderful recognition from The Holmes Report which honors not just our breadth of expertise but the strength of our creative work that moves people and delivers measurable business results for our clients. Congratulations to everyone at ASDA'A BCW for their dedication and great work. We are grateful to our clients for their confidence in the Agency's competencies."



The Middle East PR Consultancy of the Year award is the result of a thorough research process by a number of The Holmes Report editors, who review the submissions and travel the region to undertake face-to-face meetings throughout the year.

Paul Holmes, Founder and Chair of The Holmes Group, said: "Now in its 15th year, the SABRE Awards EMEA are all about engagement, credibility and relationship building. The jury made up of over 60 peers choose to award those agencies, corporate teams and individuals they believe to excel in those credentials." Since its founding in 2000, ASDA'A BCW has been a pioneer of public relations in

the Middle East. With five dedicated practices - Consumer & Healthcare, Enterprise & Technology, Financial, Public Affairs and Corporate - it has grown to be the agency of record for regional businesses, governments and multinationals alike.

Proof IC, the digital and design firm, and PSB Middle East, the research arm, are fully-owned subsidiaries of ASDA'A BCW, together bringing cut-through solutions that encompass public relations, research and digital. Today, the Agency employs nearly 200 professionals across nine wholly-owned and eight affiliates - in 15 Middle East & North Africa (MENA) countries.

Visa congratulates CBK on launch of Visa Signature card

KUWAIT: Following the successful launch of Visa Signature by Commercial Bank of Kuwait (CBK), which offers travel and cash-back benefits and is being issued by the Bank free of charge for the first 5 years, Ankush Devadason - Kuwait Country Manager for Visa, the world's leader in digital payments, said, "The positive results we've seen following the launch of the Visa Signature card by Commercial Bank of Kuwait shows the great opportunities for cashless solutions in Kuwait and Kuwaitis' enthusiasm for innovative digital payment products that are rewarding both at home and abroad. We continue to enjoy a strong partnership with Commercial Bank of Kuwait - one that goes back their first-to-the-Middle East launch of Visa Infinite - and we look forward to rolling out more innovative digital payment products with them in the future," he said.

Abdulaziz Malak - Assistant General Manager-Card Center / Retail Banking Division - said that Visa Signature Credit Card comes with exceptional and exclusive benefits and is issued free of charge for the first five years, noting that the card came to complement the state-of-the-art credit cards issued by Commercial Bank of Kuwait. Malak added that this card offers customers, among other exclusive benefits, cash back up to 3 percent on their monthly purchases made by using the Bank's Visa Signature, complimentary access to over 1000 Global Airport lounges, free multi-trip travel



insurance up to \$500,000 from Visa for customers and their families during all trips of up to 90 days when purchasing airline tickets by Visa Signature Credit Card in addition to 24 hours international and local Concierge Service which provides Visa Signature Cardholders with many different personal services that satisfy their needs.

Malak went on emphasizing that Visa Signature cardholders can also enjoy Visa Luxury Hotel Collection that comprises over 900 intriguing and luxurious hotels across the world including boutique hotels and the global renowned hotels and this, in turn, provides customers with a premium collection of benefits. Malak denoted that the Bank's Visa Signature Cardholders can get 50 percent dis-

count in VOX Cinema when purchasing tickets via VOX Cinema's website, discounts from Avis (Car Rental).

This was in addition to the Bank's special promotions and offers from a diverse range of renowned retailers and stores as well as Al-Tijari Offers Program which provides customers with discounts up to 25% at reputable restaurants and coffee shops in Kuwait.

Customers can apply for Visa Signature Credit Card by visiting any of the Bank's branches or via the Bank's website and enjoy several financial and banking packages through this card which is locally and globally acceptable at POS terminals, for online purchasing and for cash withdrawal from ATMs in addition to other numerous benefits this card offers.

ABK announces lucky winners for salary transfer campaign

KUWAIT: Al-Ahli Bank of Kuwait (ABK) yesterday announced the two winners for the third monthly draw in its "Transfer your Salary and Find Reasons to Smile" campaign, which is open to both Kuwaiti and expatriate customers who hold Elite, Prestige or Al-Raed Salary Transfer Accounts.

The third monthly draw was held on 16th May under the supervision of the Ministry of Commerce and Interior (MOCI) and the two winners were Prince Mathew Thevarote Varghese and Janet Joyce Pinto, from the Jleeb Al-Shuyoukh

and Farwaniya branch, respectively. The two lucky customers each receive the equivalent of their monthly salaries.

The next draw for this campaign takes place on 13th June 2019 with the last draw taking place on 31st December, leaving seven more draws to go. Customers must have their salaries transferred to the bank at least one month prior to the draw date to enter.

In addition to the draw, the "Transfer your Salary and Find Reasons to Smile" campaign offers ABK salary account customers a range of exceptional rewards. Kuwaiti salary account holders receive cash gifts of up to KD 1,000 provided that they transfer a salary equivalent to or higher than KD 500. Moreover, Kuwaiti customers are eligible for an interest-free loan of up to KD 10,000 and expatriates up to KD 5,000. These loans are subject to ABK's terms and conditions, as well as the Central Bank of Kuwait's regulations and policies.



GE to cut over 1,000 jobs in French power operations

PARIS: US industrial conglomerate General Electric said yesterday that it would cut more than 1,000 jobs mainly at its gas turbine operations in eastern France, part of a wave of European layoffs as it tries to stem losses in its

power generation business. The 1,044 job cuts, long feared by unions, could become a political challenge for President Emmanuel Macron, who assured local officials this month that the government was following the matter with "the utmost vigilance".

The cuts will be made mainly in Belfort, eastern France, the European headquarters for GE Energy, and in the Paris region, the company said in a statement. "More than half the number of employees in the gas activities... are going to lose their jobs," the mayor of Belfort, Damien Meslot, and other local officials said in a statement. They warned of "a new hardship" for the region, which has been hit hard by the decline of mining and heavy industry over the past

decades. Overall, GE employs nearly 4,000 people in Belfort, including 1,900 in its gas turbine operations.

The company has struggled for years with slumping demand for its gas turbines because of low oil and gas prices, and the power operations were a key factor in its massive annual loss of \$22.8 billion last year. In 2015 GE announced 6,500 job cuts across Europe, and two years later it revealed a further 12,000 cuts.

That prompted France to fine the company 50 million euros (\$56 million) earlier this year, since GE had promised to create at least 1,000 new jobs when it announced the purchase of the power businesses from France's Alstom in 2014. — AFP