

# press release

## Standard Chartered rewards clients loyalty in the Rewards Unlimited Promotion



**13 June 2016 - Accra:** Standard Chartered Bank, Ghana today launched a customer loyalty campaign **Rewards Unlimited Promotion**.

The promotion will run from 13<sup>th</sup> June – 30<sup>th</sup> September 2016. Retail Banking Clients will be awarded an electronic point for every GHS400 deposited in their local currency current and savings account. Each client will be assigned a unique number and receive updates on the points accumulated. These points will earn them the opportunity to be entered into the draws to win amazing prizes. The whole process will be seamless and digitized without any human intervention.

Two mini draws will be held in July and August and clients from each of the 26 branches have the opportunity to win prizes. One lucky winner will win the grand prize of a 3 bedroom house from Devtraco and two couples will win an all expenses

paid vacation to Mauritius during the Grand Draw in October. There are more than 150 prizes to be won in the Rewards Unlimited Promotion.

Standard Chartered has partnered with Devtraco Real Estate to offer the grand prize, of a 3 bedroom house. The promo is brought to you by The National Lottery Authority on the Caritas Lottery Platform. Speaking at the launch, Head Retail Banking, West Africa, Standard Chartered Bank, Henry Baye, said *“At Standard Chartered Bank, we are committed to our clients and appreciate their loyalty. We make it a point to celebrate our clients each year. The faith and trust in our brand motivates us to always look for ways to improve how we make the banking experience enjoyable for our clients.”*

Elvin Nunoo-Larkai, General Manager Marketing and Corporate Affairs, Devtraco said, *“We are proud to be associated with the Standard Chartered Brand and be part of this promotion. The grand prize winner will not only be receiving a house but an investment.”*

Ekow Inkoom of the National Lottery Authority, the regulator said, *“We have worked with Standard Chartered Bank over the years. Once again we look forward to an exciting promotion and will be on hand to ensure that all decisions, are transparent, fair and credible.”*

Standard Chartered Bank has been in Ghana for 120 years and is the only bank that issues the Visa Infinite Debit Card.

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**For more information or interview opportunities, please contact:**

Asiedua Addae, Head of Corporate Affairs, Brand and Marketing  
Tel: +233(0302) 669688  
Asiedua.addae@sc.com

**Note to Editors:**

**Standard Chartered**

We are a leading international bank, with over 1000 employees and about 120-year history in Ghana and some of the world’s most dynamic markets. We bank the people

and companies driving investment, trade and the creation of wealth across Ghana. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered Ghana is listed on the Ghana Stock Exchange and has been one of the leading stocks over a sustained period of time. Standard Chartered is also among the top 20 companies on the Ghana Club 100, the Ghana Investment Promotions Council's coveted list of Ghana's top corporate entities.

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