

press release

Securing a stable future for your child just got more rewarding

Standard Chartered launches My Dream Account for kids

Saturday, 12 May 2018 - Colombo, Sri Lanka – Standard Chartered revolutionised the children’s savings account market when launching their latest proposition for kids less than 18 years under the title “My Dream Account”. The fresh proposition was announced amidst a gathering of key priority clients where the focus was on the kids. A total of ten skills booths were set up to encourage children to interact and learn about these talents, which could lead to later professions someday.

With the My Dream Account, children are offered higher interest rates for each saving bracket. The first bracket less than LKR 199,999 will be eligible to 5% thereafter the next bracket will be eligible to 6% and so on. For those saving over one million, they will be eligible to 7%. In order to encourage the habit of saving, each My Dream Account holder will be offered cash gifts vouchers from key merchants according to their age and account balance.

To make things even more interesting, each child who opens an account will be the proud recipient of a giftpack containing, a bag, water bottle, ball and key tag from the co-branded Liverpool FC merchandise. This will be offered while stocks last.

In order to give each child a sense of responsibility toward achieving their dream, each account holder will be entitled to a recognition card upon reaching LKR100,000/-. This card gives them selected benefits from key outlets such as Kiddies and Toys International (Farlin Store, Cool Kidz, Farlin Store Ninewells and Iconic Baby), Nastars, Lumala, Kidz Hub, Vijitha Yapa, Calorie Counter and Kids Art Club.

“We want kids to know they can achieve their dreams and believe that they have the ability to be anything they wish, be it a film director, a sports figure, a chef or even a photographer. We are confident the first step towards that is a healthy habit of saving. It is with this in mind that we have introduced innovative saving interests and saving brackets along with excellent rewards based on their account balance.” Said Bingumal Thewarathanthri, Country Head of Retail Banking, Standard Chartered Sri Lanka.

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Note to Editors – Image included with caption.

Standard Chartered

We are a leading international banking group, with more than a 150-year history in some of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

We are present in more than 60 markets, with over 1,000 branches and around 3,000 ATMs.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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