

## EBL launches revamped Skybanking app

- A Monitor Report

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Dhaka : Eastern Bank PLC (EBL) commercially launched its revamped mobile banking app-EBL Skybanking-featuring numerous new features, user friendliness and robust security. The new app is currently available in Play Store and App Store.

The revamped EBL Skybanking app was formally unveiled by Ali Reza Iftekhar, Managing Director of EBL at a ceremony held at its head office in the capital on July 4.

Speaking on the occasion, Ali Reza Iftekhar, Managing Director, EBL, said, "EBL is dedicated to continuous innovation and excellence in service delivery. The launch of EBL Skybanking is a testament to our commitment to meeting customers' evolving needs and staying ahead in the rapidly changing financial landscape. EBL Skybanking is more than just a digital platform; it is a commitment to our customers to provide them with the most advanced, secure, user-friendly, and enjoyable

banking services."

Ahmed Shaheen, Additional Managing Director, M Khorshed Anowar, Deputy Managing Director and other high officials from the bank as well as its partner organisations were also present on the occasion.

The launch event included live audio-visual demonstrations of EBL Skybanking showcasing its user-friendly and robust security features. Additionally, the event featured an online video commercial introducing celebrity singer couple Shayan Chowdhury Arnob and Sunidhi Nayaka as the new faces of EBL Skybanking.

EBL Skybanking now offers more than 150 services, with a user base of over 5 lac. Average transaction volume per day is over BDT 60 crore, which crosses even 120 crore during festival days.