

RHB Islamic Bank widens network with a new branch in the East Coast

Kubang Kerian, Kelantan, 18 February 2009:RHB Islamic Bank ("RHB Islamic"), the Islamic Banking arm of the RHB Banking Group officially launched its newest branch in Kubang Kerian, Kelantan today as part of its effort to meet an increasing demand for Islamic banking products and services among its customers from the East Coast Region of Malaysia.



Datuk Haji Faisal Siraj, Chairman of RHB Islamic Bank, officiates the opening of the new RHB Islamic branch in Kubang Kerian, Kelantan, accompanied by Jamelah Jamaluddin (second from left) Managing Director of RHB Islamic Bank.

The branch was officially declared open by the Chairman of RHB Islamic Bank, Yang Berbahagia Datuk Haji Faisal Siraj.

In conjunction with the official launch of the branch, Datuk Haji Faisal also launched a 3-day Islamic Banking Fiesta, which will be held until 20 February 2009. Attended by customers and members of the public from surrounding areas, visitors were able to learn more about Shariah-based products and services offered by the Bank, while feasting their eyes on a showcase of the latest models by prominent local car dealers as well as housing projects by reputable local developers. In addition, several family-oriented activities were held such as colouring contests, an entertaining clown performance for children, telematches, an Islamic fashion show and many more to foster family relations. The visitors were also entertained by the locals who performed the traditional Dikir Barat, Silat (Malay Martial Art) and Rebana Ubi. A team of superbikers also played their part in highlighting the event by distributing flyers to the public in the Kubang Kerian district.

"Due to the overwhelming response to Shariah-based products and services, a decision was made to upgrade the current marketing centres into a full-fledged branches as well as opening a number of branches in selected cities across Malaysia. Our long-term objective is to increase our presence in every state in Malaysia," said Datuk Haji Faisal.

Datuk Haji Faisal added "These events are timely and serve our Management's objectives to build a good rapport with customers, government servants and corporate figures within the Kubang Kerian vicinity specifically and the Kota Bharu area generally. In addition, Islamic Banking Fiesta will also create public awareness on the availability of the full-fledged Islamic banking products and services at the branch as well as to assist our sales team in soliciting more business deals from our customers as this event serves as a suitable platform for approaching our customers in an informal atmosphere".

"Our dealers, panel developers, business partners and customers are our main focus and priority and without their support, we would not be where we are now. Rest assured we will continue, from time to time, to deliver new products which are innovative and customisable to suit our customers' needs. What makes our products and services special is that we do not compromise on Shariah requirements and we adhere to global standards," said Jamelah Jamaluddin, Managing Director of RHB Islamic Bank, thanking customers and acknowledging the importance of customer support to enable the Bank to continue providing excellent and quality Islamic products and services.



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Among the products and services offered at the Kubang Kerian branch are Az-Zahra Privilege Ladies Banking, a suite of privilege banking services for high net worth women, Hire Purchase-i, Home Financing-i, a variety of Deposits, Wealth Management services, Online Banking and Business Financing.

Issued on behalf of RHB Islamic Bank Berhad by Group Corporate Communications Division, RHB Capital Berhad. For more information, please call Eza Dzul Karnain at 012-3420060 or Sandra Foo at 012-3188412.