

30 March 2022

## HSBC CARDHOLDERS TO ENJOY UP-TO 10% DISCOUNT AT NOVOAIR



Caption: In presence of Ahmed Saiful Islam, Country Head of Wealth & Personal Banking, HSBC Bangladesh, Mes-bah-ul Islam, Head of Marketing & Sales, NOVOAIR and Gitanka Debdipta Datta, Head of Customer Value Management, HSBC Bangladesh are exchanging the Memorandum of Understanding (MoU). Officials from both the organizations were also present during the signing ceremony. As per the MoU, HSBC Debit Cardholders will be able to enjoy 10% discount on base fare at NOVOAIR.

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**Note to editors:****The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 64 countries and territories in its geographical regions: Europe, Asia, North America, Latin America, and Middle East and North Africa. With assets of \$3.0tn at 31 December 2021, HSBC is one of the largest banking and financial services organisations in the world.