

Formal Inauguration Bank Sohar's Jaalan Bani Bu Ali Branch

Bank Sohar has formally inaugurated their branch at Jaalan Bani Bu Ali in the Sharqiyah Region. This is the 14th branch in the Bank's network and the third in the A' Sharqiyah Region. His Excellency Sheikh Hilal Ali Al Habsi presided over the inauguration formalities and declared the branch open. After the opening ceremonies, Mr. Khalfan Rashid Al Tal'ey, DGM Retail Banking and Mr. Salim Khamis Al Maskry AGM Branches accompanied the Chief Guest on a tour of the facilities that will now be available to citizens of Jaalan Bani Bu Ali and the neighbouring areas.

Dr. Mohamed Abdulaziz Kalmoor, CEO of Bank Sohar commented that the Bank was appreciative of the early response that it had received from the town in the lead-up to the formal inauguration. "We know that Jaalan Bani Bu Ali is one of the potential wilayats. The spirit of enterprise in the areas around Jaalan Bani Bu Ali, capitalises on the resources of the desert, the sea and the land. Any person who is familiar with the spirit of this enterprise will understand why we chose to locate our branch here. We are convinced that a branch in this part of the Sharqiyah will enable us to reach out to more customers. As a bank dedicated to excellence, we also believe that our presence here will provide the momentum for local endeavour. He added that the official opening of the Bank's 14th branch in the network and the third in the Sharqiyah Region, is a part of the Bank's plan to steadily consolidate the gains made in the business since inception. "Jaalan Bani Bu Ali will contribute a stimulus to the Bank's plans for the future."

Mr. Khalfan Rashid Al Tal'ey shared information about the Bank's products and services with those present at the function. He observed that the people of Jaalan Bani Bu Ali and the neighbouring areas are already familiar with the brand 'Bank Sohar'. "They have read news about Bank Sohar's focus on personal savings, about our various saving schemes and other financial products. Now with our branch in their neighbourhood, they can experience our products and services. While doing so they can exult in the knowledge that they enjoy the very latest in the world in the area of banking technology."

A traditional band was in attendance throughout the event to entertain invitees and visitors. Before the close of the function, the Chief Guest conducted the Bank Sohar December 20th prize draws. He selected the 14 winners – one customer from each of the Bank's 14 branches who won a sum of RO 1,000 each. The celebrations came to a close with lunch served at the venue for invitees and customers.