

Bank Sohar at Salalah Khareef Festival 2008

For the second year in a row, Bank Sohar will be present and participating in full measure at the Salalah Khareef Festival, 2008. “Bank Sohar’s decision to endorse the Khareef Festival this year is a part of the Bank’s continuing corporate commitment to support and participate in activities of national and cultural significance to the country,” said Mr. Nani B. Javeri, Chief Executive Officer of the Bank. “Last year we participated as a sponsor at the Khareef Festival when we were just a few weeks old in the business and when we had very little to showcase by way of products and services. There has been a dramatic change since then. While we lend the same support for national priorities, we have recently opened a branch in Salalah and we come with a wide range of banking products and services seldom seen in Oman before. Every one of them will be there for the public to check out during the Festival at the Bank Sohar stall and thereafter at our newly commissioned branch in Salalah.”

Bank Sohar has redeemed a pledge made during the Khareef Festival last year. The promise to open a branch of the Bank at Salalah has been fulfilled last month. Customers of Salalah now have access to state-of-the-technology banking and all of the products and services for which the Bank has now become well known. In the brief span of just over a year, Bank Sohar has introduced an entire line of financial solutions to meet the most exacting needs of every segment of society.

“We are very keen that the people of Salalah enjoy the benefits of Bank Sohar’s Al Mumayaz Savings Scheme that has brought joy and rewards to hundreds of customers from the time it was first launched in July last year,” added Khalfan Rashid Al Tal’ey Deputy General Manager, Retail Banking. “During the formal inauguration of the Salalah Branch a few days ago, the Bank conducted the draw for the “Gift of Your Choice, held once every quarter. Two customers of Bank Sohar shared the prize of RO 100,000 and one of them was from the newly opened Salalah Branch. The Al Mumayaz Savings Scheme has been designed to encourage customers to save – the rewards for saving added on by the Bank makes it more than worthwhile,” he said. “At Bank Sohar, under the Al Mumayaz Savings Scheme, customers are always just a few days away from the next prize draw and the promise of enormous rewards for the lucky ones among them,” added Khalfan Rashid Al Tal’ey.