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## **NEWS RELEASE**

### **BML INTRODUCES MALDIVES' FIRST EVER GIFT CARD**

#### **-The Gift Card was launched on Last Night's Maldivian Idol Show**

As part of BML's effort to enhance card services being provided to customers, BML has introduced the nation's first ever Gift Card. The card was officially launched on last night's Maldivian Idol show with special editions of the card gifted to the top five contestants to recognise their achievement. These special commemorative cards featured the performer's image and was valued at MVR10,000.

The BML Gift Card, which has gone on sale to the general public today, is a perfect gift option for family and friends. The card is issued in association with MasterCard.

The BML Gift Card is a prepaid card that carries a fixed cash amount at the time the card is purchased. Currently the Gift Cards are available in denominations of MVR200, MVR300, MVR500, MVR700 and MVR1000. Customers can use the card for purchases through BML POS terminals, the largest network of POS merchants in the country. Each time the BML Gift Card is used, the amount that is spent will automatically be deducted from the balance remaining on the gift card. The cards will be activated upon purchase and be ready for immediate use.

Commenting on the launch, Retail Banking Director, Mohamed Shareef stated, "We believe this will be very positive news for our customers. With BML Gift Cards, customers can now enjoy a better gifting experience that is effortless, convenient and simple. We look forward to make the cards available from more retailers soon."

Currently the Gift Cards are available from selected retailers including Asters, Novelty Bookshop, Round One Bookshop and BML Lite. The Gift Cards will soon be available at a wider range of retail outlets, both in Male' and in the atolls.

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