



For more information please visit our website: www.bracbank.com/TARA
24-Hour Call Center: 16221
For Overseas Callers: +880 2 55668056
For queries please email us at: enquiry@bracbank.com



The TARA Story

BRAC Bank values the undeniable role of women in society and continues to explore avenues that empower women. TARA aims to enhance women's decision making power through better access to knowledge regarding banking and with banking solutions that meet the lifestyle requirements of women in different segments. The idea is to inspire women through sharing of experiences and networking in the new professional and business arenas across the country.

Exclusive TARA Benefits

Start saving today - realize your dreams tomorrow

Special deposit accounts and savings schemes are exclusively designed for TARA customers.

- TARA Triple Benefits Savings Account generates extra returns than any other savings account
- Annual fee for TARA Debit Card is waived 100% in the first year
- Monthly Cash Back offer with TARA Triple Benefits Savings Account on every purchase from grocery stores
- TARA Flexi DPS to plan your future better with higher returns on short tenures

TARA Tuesdays!

On every Tuesday, shop at any outlet with the TARA Debit / Credit Card and avail double reward points! Tuesdays are all yours!

A Sky Full of Savings

Avail exclusive discount features from our partners with TARA (Debit / Credit) Cards.

Basic privileges

- VISA Platinum Credit Card for any TARA customer with a lifetime waiver of 30% on annual fee
- Existing Platinum Card benefits in addition to the TARA exclusive benefits for TARA Premium Banking Customers and Credit Cardholders (see pages 13 & 14)
- First year annual fee is waived 100% for TARA Debit Cardholders having any account with the bank

Lifestyle partner privileges

- Avail membership card of Aarong with only Tk. 1,000/- worth of purchase and gain 5% extra reward points of up to Tk. 10,000/- on your first purchase
- 10% discount at Cats Eye
- Avail up to 70% discount at TARA Happy Hour with Bagdoo.com on their exclusive collections for TARA customers only, available throughout the year
- 10% discount at Banglar Mela
- 20% discount at Leelabali
- 12% discount at Zara
- 15% discount at Nabila and Mansha
- Exclusive 10% discount at Rang Bangladesh available throughout the year
- Exclusive 35% discount at Al Hassan Diamond Gallery and 30% discount at Diamond World available throughout the year
- Exclusive 5% -10% discount on selected items at Esquire Electronics

- Exclusive 10% discount at One School of Driving on driving lesson packages available throughout the year
- Exclusive 4% discount at Chaldal.com available throughout the year
- Exclusive 4% discount on registration fee of IELTS exam for the first time and 30% discount on educational packages at FutureEd
- Avail Pay Flex services for 3 and 6 months and 10% discount at “Berger Illusions” available throughout the year
- Avail Pay Flex services for 3, 6 and 12 months and 15% discount at Studio Cheesecake to capture your moments in a frame available throughout the year

Restaurant and vacation partner privileges

- Enjoy Tk. 1,000 discount upon spending Tk. 4,000 and above on the Al La Carte menu at Water Cress Restaurant available throughout the year
- Flat 20% off at Cold Stone Creamery available throughout the year
- Flat 10% discount at Orange and Half available throughout the year
- Exclusive 8% discount at California Fried Chicken available throughout the year
- Exclusive 10% discount at American Burger available throughout the year
- Exclusive 15% discount at Picasso Restaurant and Sigree available throughout the year

- Exclusive 10% discount at Spit Fire, The Oriental Lounge, Flavours Music Café, Comic Café, Thai Avenue, Paprika Restaurant, A1 Bamboo Shoot, Oriental Sky Lounge and Florentine
- Complimentary night stay in Cox’s Bazar at: Royal Tulip Luxury Hotel, Ocean Paradise Hotel & Resort, Best Western Plus Heritage, Hotel The Cox Today and Neeshorgo Hotel & Resort
- Exclusive discount at Tripping.Com - the Travel Agency and Pay Flex facility with TARA on package offers available throughout the year

Health and beauty partner privileges

- Avail membership card of Persona with Tk. 500/- worth of service and avail the Special TARA beauty package
- 35% discount on Slimming package at VLCC and a free beauty bundle
- Exclusive discount at Labaid on specially designed Women-centric Vaccination, health checkups and other services
- Dedicated Executive to ensure end to end service at Labaid by simply presenting your TARA Card

*conditions apply

Bank on Us

TARA has uniquely designed lending offers (auto, mortgage and personal loan) for the women of our society since we realize how much your family means to you.

- Preferential Interest Rates
- Loan approval within the shortest span of time
- 50% discount on processing fees
- Credit Card offer with 30% lifetime annual fees waived with an additional 10% discount if the card is bundled with retail loan products
- Maximum loan tenure for TARA customers

Shine bright - one star at a time

Empowering each woman is the key to economic wealth. We understand the value of your contribution. The **TARA Entrepreneur** lending package is easy to avail and has unique features.

- SME Loan: From BDT 2 lac to any amount based on your business needs
- Unsecured Loans with a maximum amount of BDT 25 lac
- Repayment schedule depending on cash flow
- Zero processing fees
- 9% Preferential Interest Rate*
- TARA Card benefits

Eligibility Criterion

- Only 1 year business experience required
- Entrepreneurs' age should be between 20 - 60
- Valid trade license and other business documents required

Additional Benefits

- Business documentation support from Shahin's Helpline
- Training and development support from SCITI (Small and Cottage Industries Training Institute)

*Rate subject to Bangladesh Bank refinancing

Shine like the brightest stars

Just like the biggest and brightest constellations in the sky, our development and networking platforms send a strong message of commitment and focus on expanding economic opportunities for women.

To build their capabilities and make their entry into the competitive employment sectors, TARA members are welcome to take part in professional development and networking programs such as:

- Training facilities for professional development
- Focus group discussions by various health and wellness experts for TARA customers
- Networking assistance through various women associations
- Professional documentation support from Shahin's Helpline at exclusive pricing

A skyline full of convenience

TARA members will enjoy dedicated priority services at BRAC Bank branches and also receive home banking services for the first time.

- Dedicated Service Counters and Cash Counters at branches for TARA customers
- Dedicated number at Call Centers for TARA customers
- Friendly, experienced bank officials will provide home banking services to TARA Customers

TARA TONIC Partnership

Be the member of our First 1,000 lending product customers and avail the exclusive TARA-TONIC Package from Telenor Health with 1 year's subscription absolutely free!

- Get up to Tk.100,000 Tonic Cash yearly
- Book appointments with 2000+ doctors nationwide from anywhere, anytime
- Talk to the Tonic Doctors free for 30 minutes monthly and get an unlimited free chat session (up to 24 hours) via Tonic app

The above proposition is exclusive for TARA customers only.
You must avail a TARA product and TARA Card to enjoy the benefits associated with this segment.

Become a TARA

Join a league of empowered women and become agents of change. Visit your nearest BRAC Bank branch to become a TARA today or call 16221 for details.

Restaurant and vacation partners:



Lifestyle partners:



Health, beauty and other support partners:



Additional Offers for BRAC Bank TARA Platinum Credit Cardholders:

- BDT 2500 savings at Agora as welcome offer
- Complimentary year-round access to Balaka Lounge at Hazrat Shah Jalal International Airport with your companion
- Meet and Greet service absolutely FREE throughout the year with your companion
- Complimentary nights at premium hotels & resorts: pay for the 1st night using your card and stay the 2nd night absolutely FREE at our partner hotels and resorts. visit our website at www.bracbank.com/TARA to go through the complete list of hotels & resorts to plan your next trip
- Complimentary Priority Pass membership that gives you access to over 1,000 VIP lounges across the world
- Complimentary companion buffet at the finest restaurants: purchase one buffet with your card and get another absolutely FREE at the following restaurants:

Le MERIDIEN
DHAKA

THE WESTIN
DHAKA

FOUR
POINTS
BY SHERATON
Dhaka Gulshan

Radisson BLU
DHAKA
WATER GARDEN

Radisson BLU
CHITTAGONG
BAYVIEW

Amari
DHAKA

ROSE VIEW
HOTEL

- Latest Recipe Restaurant at Le Meridian Dhaka (breakfast & dinner)
- Seasonal Tastes at The Westin Dhaka (breakfast, lunch & dinner)
- Panash and The Eatery at Four Points by Sheraton Dhaka Gulshan (breakfast, lunch & dinner)
- Water Garden Brasserie at Radisson Blu Dhaka Water Garden (breakfast, lunch & dinner)
- The Exchange at Radisson Blu Chittagong Bay View (breakfast & dinner)
- Amaya at Amari Dhaka (breakfast, lunch & dinner)
- Pearl Orient at Rose View Hotel Sylhet (dinner)
- Fast Rewards: Earn 1 Reward Point for every BDT 50 or USD1 shopping that you do with your TARA BRAC Bank Platinum Credit Card. Additionally, TARA BRAC Bank Platinum Credit Cardholders will earn double Reward Points on Tuesdays
- Card Services: There are dedicated Card Service Ambassadors at our major branches to serve TARA Platinum Credit Cardholders. You can also call our 24-hour Call Center at 16221 or +88 02 55668056 (from overseas) whenever you are in need of any assistance relating to your card.