



Barwa Bank adds yet another Major Industry Award

Barwa Bank wins “Best New Retail Finance Product” at the Banker Middle East Product Awards 2011

Doha, 27th March 2011 – Barwa Bank have received a major award at the Banker Middle East Industry Awards, hosted in Dubai on Wednesday 23rd March.

Following Barwa Bank’s success last year with the “Best Retail Marketing Campaign” at the Product Awards 2010, and the “Best New Bank” at the Industry Awards 2010, the bank has won the “Best New Retail Finance Product” category for its home finance product which was launched earlier this year. –AGM, Head of Retail Banking Mr. Eslah Assem, and Head of Retail Banking Products Mr. Samar Kidawi accepted the award on behalf of Barwa Bank during the ceremony.

The award was given to Barwa Bank in recognition of the innovative features of this new product. Home Finance being offered by other Sharia'h compliant banks is not variable rate, whilst Barwa Bank launched a transparent finance offering, linked to Qatar Central Bank lending rate, which represents a valuable and innovative offering among sharia'h compliant banks in Qatar.

Mr. Eslah Assem, commented on the occasion: “ we are delighted to receive the industry's recognition for our Home Finance product following a very positive response from our own customers since we launched this product. Our home finance offering caters to customer needs through its innovative approach of linking to QCB lending rate, and that was appreciated by both customers and the industry”

The annual Banker Middle East Products Awards are designed to recognize the different product categories of banks and financial institutions that are unique, innovative and customer centered.