

## Al Salam Bank Launches the 2025 Danat Savings Scheme – The Biggest in the Kingdom of Bahrain

**Manama, Bahrain – 15 April 2024:** Al Salam Bank has announced the launch of the 2025 Danat Savings Scheme – the largest and most rewarding edition in the scheme’s history. This year’s scheme marks a continuation of the Bank’s annual flagship campaign to promote a culture of saving, while further establishing Danat as the Kingdom’s biggest savings program in terms of prize value. It also reflects the Bank’s ongoing commitment in rewarding its loyal clients with life-changing financial opportunities.

This year, the total prize value exceeds BD 4 million, with three grand prizes totaling BD 3 million. These include two grand prizes of BD 1 million for two individual winners, and a third BD 1 million prize distributed among ten winners, each receiving BD 100,000 as per the scheme’s related terms and conditions. This step was taken in response to client feedback requesting a wider distribution of the grand prizes.

For the first time in the scheme’s history, a monthly grand prize of BD 100,000 will be awarded for one winner. The scheme will also feature 50 monthly cash prizes of BD 500, and 50 monthly youth prizes of BD 200 for clients aged between 10 to 18 years old. In addition, a monthly loyalty prize of BD 1,000 will be awarded to one winner holding Danat Plus account.

Clients will receive one entry into the draw for every BD 50 invested in Danat or Danat Plus account. Youth clients will be eligible for the youth draws with every BD 5 invested. Danat Plus account holders enjoy the added benefit of bonus entries, which increases with the duration of their investment – up to 12 extra chances per draw.

Commenting on the scheme, Mr. Mohammed Buhijji, Head of Retail Banking at Al Salam Bank, stated: “We are launching the 2025 Danat Savings Scheme at an unprecedented scale, offering the largest prize pool in Bahrain across all savings programs in terms of grand prize value. This initiative is designed to foster a culture of saving and investment, while creating real opportunities to transform the lives of our clients. We have further expanded our grand prizes– tripling the BD 1 million to BD 3 million. In response to our client feedback, we have also allocated one of the grand prizes to be distributed among ten winners. This year’s scheme features a wide variety of prizes that cater to all segments, including youth and loyal Danat Plus clients, as part of our long-term commitment to relationships built on trust and appreciation.”

He added: “Since its inception, the Danat Savings Scheme has transformed the lives of many clients, with over 8,000 winners and total prizes exceeding BD 15 million. The Bank has awarded grand prizes worth over BD 10 million, including luxury villas, gold bars, and annual salary prizes reaching BD 20,000 per month. Most notably, five individuals have won BD 1 million prizes, enabling them to realize their dreams and achieve greater financial security”.

The 2025 scheme was launched immediately following the announcement of the 2024 grand prize winner, ensuring continuity, maintaining client excitement, and encouraging further saving and participation in upcoming draws.

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