

Vyasa Bank to issue Centralcards

By A Staff Reporter

BOMBAY, October 18: Vyasa Bank has entered into an agreement with Central Bank of India for credit card business and will issue to its customers Centralcard. It will further enrol new member establishments and will provide services to cardholders holding Centralcard and Mastercard.

Centralcard was introduced in India by Central Bank in 1980 and it has received overwhelming popularity. The number of its cardholders has exceeded 25,000 and the member establishment accepting such cards have crossed 6000. The member establishments include hotels, restaurants, shopping centres, airlines, emporiums, hospitals, chemists and others.

Centralcard joined hands in 1982 with Mastercard and since then has been a principal member for Mastercard in India and Nepal. On one hand it has given convenience to the foreign tourists and businessmen coming to India and on the other, it has facilitated in increasing the foreign exchange earnings of the country.

Vyasa Bank, a premier bank among private sector banks, has become the first one to join this scheme. Now Vyasa Bank will make available to its clientele the very best banking services — a card of convenience. The agreement which has been signed by Central Bank of India and Vyasa Bank is first of its kind which is being signed in India. The membership of Centralcard will be offered to some more banks and thus, all member banks jointly will be catering to the customers of each other by extending necessary co-operation.