

**Bank Rakyat Launches Card Credit Balance Transfer Campaign**  
**Bernama**  
**September 22, 2011**

KUALA LUMPUR, Sept 22 (Bernama) -- Bank Kerjasama Rakyat Malaysia Bhd on Thursday launched a credit card balance transfer campaign which allows over 200,000 holders of its credit cards to enjoy an annual profit rate of nine percent and a three percent cash rebate.

"This campaign makes it easy for our customers to transfer balances from their other credit cards to Bank Rakyat credit cards.

"This balance transfer with rebates is the first in the country," the cooperative bank's Credit Card Department Manager Khairil Hamzah said at the launch ceremony officiated by Deputy Domestic Trade, Cooperatives and Consumerism Minister Datuk Tan Lian Hoe here.

The minimum balance for transfer is RM1,000 while the maximum depends on the limits offered by Bank Rakyat and subject to cardholders' available balances.

The nine percent profit rate is for a year and no processing fee is imposed on the transfer.

In addition, the outstanding balance will be covered by takaful should the cardholder die or permanently disabled.

"This rebate is a way to show our appreciation to cardholders for their support towards the Bank Rakyat Credit Card programme," Khairil said.

The campaign which ends on Dec 21 is expected to increase the amount of balance transferred by 30 percent from the average recorded in the Jan-July period.

---BERNAMA

Copyright © 2011 BERNAMA

Source: <http://www.bernama.com/bernama/v5/newsbusiness.php?id=615126>