

ADCB and EMKE launch co-branded MasterCard



Ervin Knox - CEO of ADCB, Yusuffali MA - Managing Director of EMKE Group and Denzil Lawson - GM of Master Card launching the ADCB Lulu Mastercard at a function held in Abu Dhabi. Also seen are Saifee Rupawala CEO of EMKE Group and other officials.

Abu Dhabi Commercial Bank (ADCB) and EMKE Group, the owner of the popular LuLu retail chain, yesterday launched a co-branded MasterCard, providing rewards for the retailer's customers.

With 300,000 daily customers, Lulu is seeking to lure its present shoppers to make more purchases, and even attract new customers through the co-brand, which will be marketed across the country.

"We have about 300,000 shoppers per day at our 69 branches across the GCC of which 39 are in the UAE," Yusuffali M.A., managing director of EMKE Group, said.

"This co-branded is intended for rewarding our loyal customers, redeeming to them one percent of their purchase," he added.

"The silver and gold categories of the card are issued and renewed for free, while only the platinum category requires fees," Ervin Knox, ADCB's chief executive officer, said.

The rise of the co-branding in the credit card business has allowed many international brands to increase sales, as it is a win-win situation for all the parties, the brand, the bank, the credit company, and the customer, according to MasterCard.

"MasterCard was the pioneer in co-branding around the world, and three of the largest programmes worldwide, namely General Motors, American Airlines, and AT&T are co-branded with us," said Denzel Lawson, general manager of MasterCard worldwide.