

A card that stands tall... Introducing HSBC Visa Platinum Vertical Debit Card

Stand apart with the country's first ever debit card made out of 85% recycled plastic, and get great deals both at home and abroad!



HSBC Bangladesh is proud to present its first debit card made out of 85% recyclable plastic (rPVC). Through introduction of rPVC debit card, it is estimated that the shift from regular plastic to recyclable plastic will save 73 tonnes of plastic per year and reduce carbon emissions by 161 tonnes globally*. The recycled PVC (rPVC) will lead to a reduction of 7g CO₂ and 3.18 gm plastic waste per card*.

HSBC Visa Platinum Debit Card is not only eco-friendly, but also has a unique vertical design.

- The vertical card concept has been mainly derived from portrait orientation of cards which aligns with the way customers usually hold a card.
- Considering "Tap & Go" technology and EMV chip readers, the vertical design allows ease in customer usage and is a unique offering for customers when compared with other traditional cards.
- The vertical design also includes an arrow at the top and curved out notch at the bottom through which a customer can clearly understand in which direction cards should be inserted in readers and ATMs.

- A more environmentally sustainable solution to your banking needs.
- Unique vertical and ergonomic design.
- All our rPVC cards are VISA Platinum and cardholders will be eligible for all benefits and services under VISA Platinum.



Who can avail the new rPVC card?

- All New to Bank (NTB) customers will get an rPVC card.
- If your card is lost or damaged, you will receive an rPVC card as replacement. In such case, please visit any of our branches or call our contact centre at 16240.

*Source: IDEMIA