

## Press Release

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### **SOCIETE GENERALE GHANA PARTNERS WITH ADANSI TRAVELS TO LAUNCH “TRAVEL NOW PAY LATER” CONSUMER LOAN OFFER**

Accra - Ghana, 14<sup>th</sup> July, 2022

Societe Generale Ghana and Adansi Travels have announced the launch of a new offer that affords individuals the opportunity to travel across the globe without worrying about limited funds. With this offer, interested individuals and customers of the bank can conveniently **“travel now and pay later”**.

This “travel now, pay later” product makes it possible for Ghanaians who want to spread their wings and see the world, access an interest free loan from one of the country’s most trusted banks, Societe Generale Ghana.



Figure: from the left, Mr Gideon Asare- MD of Adansi Travels & Mr. Obed Hoyah – General Manager of Retail Business for SG Ghana

Speaking at the event, Mr. Obed Hoyah, General Manager of Retail Business for SG Ghana stated that **“while it is the desire of many to visit their favourite holiday destinations, lack of adequate funds has been a drawback. It is for this reason that Societe Generale Ghana is today partnering with**

**Adansi Travels, arguably the foremost travel company in Ghana, to assist customers with the realization of their dreams.”**

Mr. Hoyah explained that with the launch of this new offer, customers of the bank and workers on the Controller and Accountant General Department (CAGD) payroll can access an interest free loan to enable them to visit their dream destinations and pay later in flexible monthly installments.

The launch of this product adds to the existing ‘Buy Now Pay Later’ offer under the bank’s Consumer Loan scheme which provides customers the convenience of buying the latest, electronic gadgets, phones, home furnishings and more, with the option to pay later at zero percent interest.

The Managing Director of Adansi Travels, Mr. Gideon Asare, stated that, **“indeed the two teams are experts in their respective fields, therefore complement each other perfectly and have worked tirelessly to produce an offer that capitalizes on their well-honed capabilities in order to bring the luxury of travel to all.”**

He added that, similar to SG Ghana, Adansi Travels started with the aim of helping Ghanaians fulfil their dreams and by launching this offer, the company continues to stay true to its goals.

Our two companies are by this offer opening the doors of opportunity for as many Ghanaians as possible to finally realize their previously unachievable dreams.

### **About Societe Generale Ghana PLC**

*Societe Generale (SG) Ghana is a leading bank in Ghana with 40-networked outlets across the country. The Bank provides Individuals, SME’s and Corporate Clients with dedicated innovative products and services **aimed at** anticipating customers' needs. It is a privately owned company listed on the Ghana Stock Exchange.*


*Societe Generale Ghana is a subsidiary of the Societe Generale Group, one of the leading European financial services groups based in Paris – France. Societe Generale has over 133,000 members of staff in 61 countries and supports on a daily basis 30 million individual clients, businesses and institutional investors around the world. In Africa, Societe Generale is present in 19 countries.*

### **About Adansi Travels**

*Adansi Travels is a leading travel agency based in Ghana that specializes in selling packaged tours to destinations around the globe. A leader in organizing leisure and business travels for individuals, groups and business organizations. The strength of the business lies in the partnerships with many renowned Destination Management Companies (DMCs) around the world that enables them to provide the most affordable and stress-free travel packages.*

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