

ADCB and Landmark Group Unveil Shukran ADCB Credit Card, Offering Unmatched Value in Retail, Lifestyle, and Entertainment

Dubai, UAE – 7 May 2025: Abu Dhabi Commercial Bank (ADCB) and Landmark Group, the region's prominent retail and hospitality conglomerate, unveil the Shukran ADCB Credit Card, a co-branded credit card that offers exceptional shopping rewards, exclusive lifestyle perks, and seamless everyday convenience. This card is designed to enhance the overall customer experience with every transaction.

The card combines ADCB's retail banking expertise with Landmark Group's established Shukran loyalty programme to deliver meaningful rewards across a wide network of popular retail brands.

The new **Shukran ADCB Credit Card** is thoughtfully designed to offer exceptional benefits that significantly enhance customer satisfaction. These benefits include:

- **10% back** as Shukrans on purchases at Shukran brand stores including Centrepunkt, Max, Home centre, Babyshop, Emax, and many more; besides, up to 1.5% back as Shukrans on all other spends.
- **Up to AED 1,200 welcome bonus** as Shukrans for UAE Nationals and up to AED 1,000 as Shukrans for UAE Residents upon spending AED 8,000 in the first two months.
- **Complimentary upgrade to Shukran Platinum Tier**
- **Buy-one-get-one-free movie tickets** at Reel Cinemas.
- **No annual fee** for UAE Nationals and first year free for UAE Residents.
- **Self service digital application** enabling customers to apply and use their Shukran ADCB Credit Card instantly when approved.

Deepak Rochlani, Group Chief Retail Banking Officer at ADCB, said: "We are committed to enhancing the banking experience by providing innovative financial solutions that fit seamlessly into our customers' lives. Through our strategic partnership with Landmark Group and its renowned Shukran loyalty programme, we combine unparalleled banking expertise with cutting-edge retail innovation to deliver a smarter, more rewarding way to spend. The Shukran ADCB Credit Card offers exclusive benefits, effortless digital convenience, and access to a trusted retail network, ensuring that every transaction brings greater value and exceptional customer experience."

Rahul Jagtiani, Group Director, Landmark Group commented: "At Landmark Group, our focus has always been on elevating the customer experience through innovation. This collaboration with ADCB reflects that commitment. By uniting our robust retail presence with ADCB's financial acumen, we aim to deliver even greater value to our customers, in line with our purpose."

"This partnership is crafted to enrich the shopping journey by seamlessly integrating with the enhanced Shukran benefits, ensuring every purchase is more rewarding.", said Mr. Jagtiani.



For more information or to apply for the Shukran ADCB Credit Card, visit the [ADCB](#) or [Shukran website](#).

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