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# Emirates NBD in Consumer Finance (United Arab Emirates)

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## Abstracts

Emirates NBD will continue to compete aggressively and innovatively for share over the forecast period and is thus expected to maintain its leading position. January 2013, for example, saw the bank launch a massive product campaign at select branches, with special offers including free-for-life credit cards and auto lending and “other” personal lending products with attractive interest rates. This campaign also offered 60 iPad Minis or Galaxy 10” tablets as competition prizes. The bank will...

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