

**PRESS RELEASE****23 February 2011**

## **Important support to tea producers with DenizBank and ÇAYKUR collaboration**

**Leading among the private sector banks with the financial support it provides to the agriculture sector, Denizbank carried out an important collaboration with ÇAYKUR. With the collaboration, producers who deliver their products to ÇAYKUR Hopa, Kemalpaşa and Çamlı Factory will receive the product costs and support payments from DenizBank through Farmer Card and will have the opportunity to benefit from DenizBank's agricultural banking services at attractive interest rates and favorable maturities.**

Ranking the first among private banks with its intensive activities for the development of the agriculture sector and its innovative products for the sector, **DenizBank** continues to support producers in all over Turkey by exerting every effort. The Bank, with the aim of bringing quality service with DenizBank difference to producers who need banking service for their agricultural activities all over Turkey, creates collective power in agriculture by collaborating with various institutions, unions and cooperatives. As the private bank which lends the highest amount of credits to agriculture sector for the last 4 years, DenizBank also provides customized solutions for the cash needs and organizes campaigns.

### **Opportunities offered to tea producers**

In this framework, the last step taken by DenizBank has been the collaboration with ÇAYKUR, one of the large and leading institutions of tea sector. The collaboration realized in February brings together many advantages to agricultural producers. The greatest benefit of the collaboration to tea producers is that now producers have the opportunity to make use of DenizBank's agricultural banking services at attractive interest rates and favorable maturities. Within the scope of the collaboration, producers who deliver their products to ÇAYKUR Hopa, Kemalpaşa and Çamlı Factories will be paid the cost of their products and support payments by DenizBank via Farmer Card for 3 years. In addition, DenizBank will give Producer Card to producers who deliver their products to ÇAYKUR and lend cash loans with harvest maturities at special interest rates. Besides, the Bank will offer the opportunity to use agricultural consumer loans under favorable conditions with maturities up to 3 years.

Within the scope of the collaboration, producers who deliver their products to ÇAYKUR will also benefit from Petrol Ofisi diesel oil campaign with 5 month maturities at 0% interest and the fertilizer campaign with 3 month maturities at 0% interest with their Producer Cards. Supporting tea production and tea producers, DenizBank will continue introducing producers with new credit models, products and services in terms of finance.

### **Opportunities provided by the Producer Card...**

Producer Card offers repayment opportunities with harvest maturities for more than 100 products and finds practical financial solutions to the needs of farmers in agricultural production. With its agricultural SME credit which is very easy to allocate, DenizBank breaks new ground in Turkey and offers it to the use of producers with the Producer Card. Farmers can use their Producer Card limits for **withdrawing cash from ATMs** and for **purchasing**:

- Diesel Oil (Opportunity to purchase diesel oil from Petrol Ofisi stations with 5 month maturities of and 0% interest)
- Fertilizer (Opportunity to purchase fertilizers from contracted fertilizer stores with 3 month maturities of and 0% interest)
- Pesticide,
- Feed,
- Agricultural Machinery,
- Seedling,
- Spare parts and other needs from merchants.

### **Opportunities provided to Producers by the Producer Card...**

- As with all agriculture loans of DenizBank, repayments can be made at harvest time.
- Provides convenient use as it is needed.
- There is no risk of carrying cash.
- Offers the possibility of early repayment.
- Makes it possible to benefit from discounts or other shopping opportunities provided by the Producer Card from contracted stores.