

Press Release

Canara Bank has launched the “Canara Crest” Membership program - First-of-its-kind initiative by the bank

Bengaluru, 28 January 2025: To cater to the evolving demands of high-net-worth individuals, Canara Bank, one of India’s leading public sector banks, has launched the “Canara Crest” Membership program, offering a personalized and premium banking experience. This first-of-its-kind initiative by the bank program is available exclusively to individual savings account holders who meet the eligibility criteria, providing them with personalized and priority services across any branch to enhance both their banking and lifestyle.

The Canara Crest program is structured into two segments: **CREST & CREST PLUS** for customers maintaining balances between ₹10 lakh to less than ₹50 lakh and ₹50 lakh and above respectively. This Zero Cost Membership is available either by invitation for eligible existing customers or through the opening of a new savings account under the Canara Crest product, making it accessible to all those who truly value the finest in banking services. Eligible customers can easily join the program through a simple digital interface, assisted by a dedicated Relationship Manager, ensuring smooth and hassle-free enrollment.

Canara Crest goes beyond traditional banking by offering a range of exclusive lifestyle perks. Members can enjoy **premium dining offers** through an Easy Diner Membership, a **Fitpass Pro Max Membership** with unlimited gym access, and **exclusive stay benefits at luxury hotels** with privileges like anytime check-in. The program also includes access to a **second medical opinion** by renowned physicians from across the globe, underscoring the emphasis on providing holistic benefits to members.

With **priority service** across branches, dedicated relationship manager, round-the-clock direct call center support, and other banking benefits, Canara Bank’s Canara Crest membership program reflects its commitment to providing a superior banking experience ensuring that members receive the attention and convenience they deserve.

Canara Crest program, a balanced blend of **luxury services** and **banking conveniences**, is a fresh take on premium banking in the Indian market. The bank sets a new benchmark in premium banking services, designed to meet the aspirations of today’s discerning customers.

For more information, please visit your nearest Canara Bank branch or explore the details on the official website.

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