

Nedbank seeks low-income clients

Nedbank is trying to transform public perceptions that it is exclusively aimed at elite, wealthy people and has embarked on extensive publicity campaigns to attract people in the low-income brackets according to Ingrid Johnson, the bank's group managing executive for retail and business banking.

In an article published on Business Live, Johnson says that ideally Nedbank is aiming to open more Nedbank Savvy accounts for people in middle-income brackets and attract low income earners to the Ke Yona offering.

The Ke Yona account allows clients to open a pay-as-you-transact account for just R5 and provides them with immediate funeral cover worth R2 000.

Read the [full article](#) on www.businesslive.co.za.