

CIMB Launches Sustainable Living Home Solutions To Encourage Adoption Of Low-Carbon Lifestyle



Alex Cheong Pui Yin 25th April 2023 - 3 min read



CIMB Bank has announced the launch of a full suite of sustainable living home solutions, which includes offerings and perks such as preferential rates for green home financing, solar panel financing, as well as deals on energy-efficient appliances. Rolled out in conjunction with the recent Earth Day – which took place on 22 April – this makes CIMB the first bank to introduce a “one-stop suite of solutions” so that customers can adopt low-carbon lifestyles more easily.

In a statement, CIMB said that the suite of solutions will be made available on a dedicated online platform, where interested customers can look for deals that meet their home and lifestyle needs. Some key highlights include preferential mortgage financing rates for green building certified homes, as well as a 0% instalment payment plan for the installation of solar panels (services to be offered by CIMB’s panel of selected solar companies, such as VASOLAR).

On top of that, CIMB customers will also be able to tap into 0% Easy Pay plans when they purchase energy-efficient appliances from participating merchant partners to make their homes more sustainable and to reduce electricity bills. These merchant partners include Tan Boon Ming (TBM), Harvey Norman, and E.S.H. Electrical.



(Image: The Star)

In addition to this new suite of sustainable solutions, CIMB also highlighted another recent partnership with smart electric motorcycle brand, Blueshark, which allows customers to opt for CIMB's 0% credit card easy payment plans when they purchase selected electric scooter models. Specifically, this offer is provided for the purchase of the Blueshark R1 and Blueshark R1 Lite models. This collaboration also marks another significant first for CIMB; it is the first bank to venture into the EV mobility scooter space in Malaysia.

“We are proud to be the first bank in Malaysia to provide consumers with a complete range of solutions that empower them to make sustainable choices, and help them transition towards lower carbon lifestyle. At CIMB, we believe in integrating ESG factors into our offerings to make it easier and more affordable for consumers to reduce their carbon footprint,” said the chief executive officer of group consumer and digital banking of CIMB Group, Effendy Shahul Hamid.

Effendy also emphasised that the bank will continue to work with established partners so that it can inspire and encourage sustainable practices among Malaysians in an accessible and rewarding manner. Meanwhile, interested individuals can check out [CIMB's full suite of sustainable home living solutions on its platform here](#).