

# NBB announces three-month financing and credit cards deferral option

For customers via an innovative Digital Platform

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The National Bank of Bahrain (NBB) has announced a three-month deferral option for its retail customers, effective from 15th April 2026. This initiative falls in strategic alignment with the Central Bank of Bahrain (CBB) directives, aimed at providing financial flexibility to the community during the current period.

The deferral applies to Per-



All applications are submitted through a simplified experience, allowing customers to avail the service without the need to visit branches.

sonal Finance, Mortgage Finance and Auto Finance instalments, in addition to credit card skip payments, offering customers a window to reallocate their monthly liquidity towards other priorities.

Commenting on the announcement, Subah Abdullatif Al Zayani, Chief Executive – Retail Banking at NBB, said, "This measure falls in line with the

directives of the Central Bank of Bahrain, reflecting our ongoing commitment to standing by our customers during the current period. Through an innovative digital platform, customers can easily and seamlessly apply for the instalment deferral option, without the need to visit the branch. Thereby enabling greater flexibility and convenience, allowing them to manage their

personal finances with greater confidence."

The last day for eligible customers to apply for the instalment deferral request is 18th April 2026 through a dedicated digital platform, which is available via a link on the Bank's website and its official Instagram page. Credit card skip payment requests will be accepted through the Contact Centre at

17214433, as well as through the upcoming digital platform, until 30th April 2026.

NBB has also ensured that all applications are submitted through a simplified experience, allowing customers to avail the service without the need to visit branches.

The announcement reinforces NBB's role as a national institution actively working to help safeguard financial stability for citizens and residents across the Kingdom.

# Zain Bahrain's OneCX launches new generation of AI-powered voice agent in Bahraini dialect

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Zain Bahrain, through its dedicated customer experience portfolio OneCX, has announced the launch of Bahrain's first generative AI powered voice agent, marking a major advancement in AI-led customer engagement across the Kingdom.

The newly launched solution reinforces Zain Bahrain's com-

● **First Enterprise grade generative AI voice agent in commercial use in Bahrain, enabling natural, human like conversations in the Bahraini dialect.**

● **OneCX sets a new benchmark for how organizations connect with their customers**

mitment to innovation and customer-centric transformation by empowering organizations to engage with customers through

natural, human-like conversational voice experiences in the Bahraini dialect, delivering culturally relevant engagement

at scale. The AI voice agent is an enterprise-grade platform that uses AI to analyze customer sentiment, summarize calls, and automate workflows. It also connects with systems in real time to handle tasks such as ticket inquiries and service requests, with the ability to seamlessly transfer to human agents when needed.

Designed for inbound and outbound customer engagements,

the solution allows organizations to use multiple AI voice personas tailored to different business needs and customer journeys, allowing AI adoption to scale across operations while maintaining high service quality.

Abdulla Salmeen, Zain Bahrain's Chief Customer Care Officer commented: "With the launch of Bahrain's first generative AI voice agent speaking

the Bahraini dialect, OneCX is setting a new benchmark for how organizations connect with their customers."

This launch further reinforces Zain Bahrain's position as a trusted partner in customer experience and digital transformation, aligned with its vision to lead in innovative digital solutions and advance CX standards across Bahrain and the region.

## JOB VACANCY

Bahrain Aluminum Extrusion Company (BALEXCO)

Invite applications for the following positions: -

### PRIMO SYSTEM SALES MANAGER

Qualification:

- BSc, MTEC/BTEC in Mechanical / Civil / Architectural Engineering
- Minimum seven years' experience in reputed organization with good knowledge on façade systems, Auto CAD, accessories and aluminum profiles.
- Good knowledge of architectural aluminum systems (Orgadata-Autocad, windows, doors & skylight) designing, engineering drawing, and estimating

Job Responsibilities:

Supervise and perform estimation, design, projects, fabrication, quality requirements of department for Primo systems products and achieving the planned sales targets by strategic planning, leadership, direction and budget compliance. Provide technical services support to architects, consultants, quantity surveyors, contractors and customers and ensure adequate support for PRIMO products systems and engineered products. Develop Primo marketing strategies to identify prospective clients, establishing strategic partnership with key business accounts to achieve maximum sale order for PRIMO system.

Software skills

- ORGADATA
- Microsoft
- CAD & other design tools

### SALES & MARKETING HEAD/MANAGER

Qualification:

- Minimum Bachelor degree in Sales & Marketing, Business Administration, Mechanical Engineering, or related major. Preferably MBA in Marketing with a degree in Engineering.
- Minimum of 7 years' hands-on experience in Sales & Marketing managing lead position, preferably in the Aluminum Extrusion field or other Alumn. Downstream industrial organization.
- Familiar with GCC & middle east markets.

Job Responsibilities:

Take over, manage and lead the overall responsibility for sales department activities and operations. Planning, organizing, leading, controlling sales team to achieve organizational goals by setting objectives, delegating tasks, fostering development, monitoring performance, ensuring efficient operations and successful outcomes. Explore markets and prospective clients for BALEXCO's products in accordance with BALEXCO's long-term goal. Committed to achieve the agreed target.

Preferred Candidate profile would be

- Age between 35 – 50 years
- Preferably Bahrainis
- Good command in both Arabic and English language
- Travel without limitations for new markets and visiting customers.
- Sales experience in the aluminum downstream industry within the GCC.

Applicants to submit CV along with a covering letter stating the current and expected salary package, notice period for joining, a passport size photo within 7 days to email: [careers@balexco.com.bh](mailto:careers@balexco.com.bh) or in sealed envelope mentioning the applied position, addressed to - GM Office, Bldg. 267, Road 105 / Block 601/Sitra Industrial Area, Kingdom of Bahrain



## Joyalukkas celebrates historic entry into Australia

● **With Bollywood actor and brand ambassador Kajol Devgan, in Melbourne**

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Joyalukkas, the world's favourite jeweller, has achieved a landmark milestone in its global growth journey with the inauguration of its second showroom in Australia - marking the brand's official and celebrated entry into its 12th country. The grand opening took place in Melbourne on 12 April 2026, welcoming Australia as the newest and most exciting chapter in Joyalukkas' ever-growing international story.

The inauguration was graced by celebrated Bollywood star Ms. Kajol Devgan, who officially opened the showroom in the presence of distinguished dignitaries, including Mr. Lee Tarlamis MP, (Labor Member for the South Eastern Metropolitan Region), Mr. Anish Rajan- Consul General of India, Melbourne, Ms. Cassandra Fernando MP-Federal Member for Holt, Mr. Jim Memeti- Councillor(ex- Mayor), Mr. John Paul Alukkas, CEO Joyalukkas Jewellery; Ms. Sonia Alukkas, Director - International Operations..

**A DEFINING CHAPTER IN A GLOBAL STORY**

Australia's entry into the Joyalukkas network is far more



Bollywood actor and brand ambassador Kajol Devgan inaugurated the Joyalukkas showroom in Melbourne, marking the brand's official entry into Australia. She was joined by Mr. Lee Tarlamis MP, (Labor Member for the South Eastern Metropolitan Region), Mr. Anish Rajan- Consul General of India, Melbourne, Ms. Cassandra Fernando MP-Federal Member for Holt, Mr. Jim Memeti- Councillor(ex- Mayor), Mr. John Paul Alukkas, CEO Joyalukkas Jewellery; Ms. Sonia Alukkas, Director - International Operations.

than a geographical milestone - it is a powerful statement of intent. With a legacy built over nearly four decades across the UAE, USA, UK, India, Singapore, Malaysia and other Gulf nations, Joyalukkas has earned a global reputation on an unwavering foundation of trust, certified quality and designs that honour life's most precious moments. Australia now joins that distinguished legacy.

**WORLD-CLASS SHOWROOMS FOR A WORLD-CLASS MARKET**

The new Melbourne showroom has been conceived as a destination in its own right - a space where master artisanship, contemporary elegance and exceptional customer experience converge. Designed to reflect Joyalukkas' signature aesthetic, the showroom features luxurious interiors, a spacious and immersive retail environment

and curated displays showcasing over one million designs.

**IN THEIR OWN WORDS**

Mr. John Paul Alukkas | CEO of Joyalukkas Jewellery  
"Melbourne, we have arrived - and we couldn't be more excited. This city has a spirit all its own: creative, welcoming and full of life. It feels like the perfect home for our second showroom in Australia. Whether you've trusted Joyalukkas for years or are discovering us for the first time, our doors are open with the same promise - exceptional jewellery, genuine care and complete transparency. This isn't just another store opening. It's a promise to Melbourne. A promise that when life gives you a moment worth treasuring, we'll be here to help you honour it with something beautiful. Welcome to the Joyalukkas family."