**Botswana Savings Bank Launches “Itirele Bontle” Deposit Campaign to Encourage a Culture of Saving**

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Botswana Savings Bank (BSB) is excited to announce the launch of its national savings initiative — the **“Itirele Bontle” Deposit Campaign**. Rooted in the Setswana phrase meaning *“do something beautiful for yourself,”* the campaign inspires Batswana to adopt saving as a meaningful lifestyle choice — one that empowers them to build financial security, achieve personal goals, and reward their future selves.

The campaign introduces promotional rates on select savings products, with BSB offering enhanced options that feature some of the most competitive interest rates in the market. Customers can now open a Fixed Deposit Account and enjoy 7% tax-free interest on a six-month term, or 8% tax-free interest on a 12-month term. With a minimum deposit of just P1,000, the account is accessible to individuals and businesses alike, with higher rates available for corporate clients upon negotiation.

In addition, as part of the promotion which has been running from January 2025, BSB has increased the interest rate on its Ordinary Savings Account from 1.75% to 5.5% per annum. This flexible savings product requires a minimum opening balance of only P50 and offers tax-free interest, making it ideal for short- and medium-term savings goals such as education, travel, home improvement, or emergencies.

The Itirele Bontle Deposit Campaign officially launched in June 2025 and will run until 31st December 2025. It forms part of BSB’s broader commitment to financial inclusion and to strengthening the national savings culture. The featured products are available at all BSB branches nationwide, including Gaborone (Tshomarelo House and Railpark), Francistown, Serowe, Hukuntsi, Gumare, Maun, Molepolole, Kanye, Palapye, and Mahalapye.

“Botswana Savings Bank remains dedicated to delivering accessible, affordable, and impactful financial solutions. Through the *Itirele Bontle* Deposit Campaign, we reaffirm our commitment to financial inclusion and mobilising the nation to save — providing safe, transparent, and rewarding avenues for Batswana to build their financial future,” said **Bomolemo Selaledi**, Head of Marketing and Public Relations.