

CHANGHONG RUBA
— Creating Easy Life —

SILK
EPP
EXTENDED PAYMENT PLANS



Dreams come true
with **0% Mark-up**



SILKBANK 
Yes we can

Silkbank in collaboration with Changhong Ruba offers Silkbank Credit Card customers to purchase Home Appliances and make payment in installments.

Silkbank Credit Card customers can now enjoy 0% mark-up on up to 6 months for Home Appliances by availing Silkbank Extended Payment Plans (EPP) option.

LED

2 Years warranty on Panel and Parts

Key Features:

- LED
- USB Media Player, H.264
- Metal brush processing
- Resolution - 1366 x 768
- 3D comb filter
- Swivel stand
- HDMI
- Ultra slim design
- 19 inch screen

Model

LED19L868

Retail Price

15,900

0% MARK-UP

3	6	12	18	24	36
5,300	2,650	1,643	1,201	981	760



Key Features:

- LED
- Energy saving
- 3D comb filter
- Ultra narrow bezel
- Wide color enhancer
- Special toughened glass stand
- USB movie
- HDMI
- 24 inch screen

Model

LED24D2700

Retail Price

18,900

0% MARK-UP

3	6	12	18	24	36
6,300	3,150	1,953	1,428	1,166	903



Key Features:

- LED
- Energy saving
- 3D comb filter
- Ultra narrow bezel
- Wide color enhancer
- Swivel & toughened glass stand
- 32 inch screen
- USB movie
- 2 HDMI
- Electronic protection

Model

LED32C2000

Retail Price

25,900

0% MARK-UP

3	6	12	18	24	36
8,633	4,317	2,676	1,957	1,597	1,237



Key Features:

- Smart TV
- C-Store
- Built-in WiFi
- Toughened glass stand/double Y type stand
- Magic remote and body sense with game remote supported
- Full HD/HD
- EMR 200Hz
- Multi screen interaction
- Full web browser
- Dual Core
- 32 inch screen
- Android 4.0

Model

LED32D3900i

Retail Price

33,900

0% MARK-UP

3	6	12	18	24	36
11,300	5,650	3,503	2,561	2,091	1,620



Key Features:

- FHD
- Metal back cover
- VGA & PC audio
- Electronic protection (built-in)
- Ultra narrow bezel (four sides)
- 2 USB
- Wide color enhancer
- Digital noise filter
- 2 HDMI
- AV in & out
- Toughened glass stand
- 40 inch screen

Model
LED40D1800

Retail Price

37,900

0% MARK-UP

3	6	12	18	24	36
12,633	6,317	3,916	2,864	2,337	1,811

**Key Features:**

- FHD (1080P)
- EMR 100Hz
- Double Y style stand
- Electronic protection
- 2 USB
- Wide color enhancer
- Urdu language menu
- Ultra narrow bezel (four sides)
- 2 HDMI
- AV in / out & PC in
- 40 inch screen

Model
LED40D1100

Retail Price

38,500

0% MARK-UP

3	6	12	18	24	36
12,833	6,417	3,978	2,909	2,374	1,839

**Key Features:**

- Smart TV
- Full HD/HD
- Android 4.0
- Dual core
- Magic remote & body sense with game remote supported
- 40 inch screen
- C-store
- Full web browser
- Built-in WiFi
- Toughened glass stand/double Y type stand
- Free share
- EMR 200Hz
- Multi screen interaction

Model
LED40D3900i

Retail Price

44,900

0% MARK-UP

3	6	12	18	24	36
14,967	7,483	4,640	3,392	2,769	2,145

**Key Features:**

- Full HD/HD
- USB Media Player
- Full web browser
- Power on mode
- Wide color enhancer
- HDMI & PC input
- Urdu OS supported
- Double Y type stand
- Ultra narrow bezel
- C-store
- Android 4.0
- EMR 100Hz
- Multi screen interaction
- Electronic protection
- Magic remote & body sense gaming
- 50 inch screen

Model
LED50D1000

Retail Price

59,900

0% MARK-UP

3	6	12	18	24	36
19,967	9,983	6,190	4,526	3,694	2,862

**Key Features:**

- Android 4.0
- Full HD/HD
- USB Media Player
- Ultra narrow bezel design
- Power on mode
- 50 inch screen
- Full web browser
- HDMI & PC input
- Urdu OS supported
- Double Y type stand
- Wide color enhancer
- C-store
- EMR 100Hz
- Multi screen interaction
- Electronic protection
- Magic remote & body sense gaming

Model
LED50D1000i

Retail Price

69,900

0% MARK-UP

3	6	12	18	24	36
23,300	11,650	7,223	5,281	4,311	3,340



Key Features:

- 3D PDP
- Slim design
- VGA & PC audio
- 51 inch screen
- Urdu OS supported
- Toughened glass stand
- Digital noise filter
- 600 Hz (Sub-Filed Driver)
- Eye care
- HDMI & PC input
- Metal back cover
- True color, motion picture without delay

Model
PT51C2000S

Retail Price
51,000

0% MARK-UP

3	6	12	18	24	36
17,000	8,500	5,270	3,853	3,145	2,437



Key Features:

- LED
- Power on mode
- USB Media Player
- Energy saving
- Electronic protection
- HDMI
- Toughened glass stand
- Ultra narrow bezel
- 55 inch screen

Model
LED55C2000

Retail Price
89,000

0% MARK-UP

3	6	12	18	24	36
29,667	14,833	9,197	6,724	5,488	4,252



A/C



Key Features:

- Smart
- Low voltage start
- Auto restart
- Hidden LED display
- Auto clean
- Energy saving
- Golden fin
- Strong dehumidification
- Freeze prevention
- Pure copper pipe
- Hydrophilics fins
- Grooved copper tubes
- Drip prevention

Model
12KE

Retail Price
35,000

0% MARK-UP

3	6	12	18	24	36
11,667	5,833	3,617	2,644	2,158	1,672



Key Features:

- Smart
- Low voltage start
- Auto restart
- Auto clean
- Cold plasma
- Energy saving
- Golden fin
- Strong dehumidification
- Freeze prevention
- Sleep mode
- Hydrophilics fins
- Grooved copper tubes
- Drip prevention
- 3 in 1 filter

Model
12JE

Retail Price
37,000

0% MARK-UP

3	6	12	18	24	36
12,333	6,167	3,823	2,796	2,282	1,768



Key Features:

- Low voltage start
- Auto restart
- Auto clean
- 3 in 1 filter
- Drip prevention
- Energy saving
- Golden fin
- Strong dehumidification
- Freeze prevention
- Sleep mode
- Silver luxury panel
- Hydrophilics fins
- Grooved copper tubes
- Tropical working with 53°C
- Negative ion device

Model
12QBE

Retail Price
35,000

0% MARK-UP

3	6	12	18	24	36
11,667	5,833	3,617	2,644	2,158	1,672



Key Features:

- Low voltage start
- Auto restart
- Hidden LED display
- Auto clean
- Active carbon filter
- Energy saving
- Golden fin
- Strong dehumidification
- Freeze prevention
- Pure copper pipe
- Hydrophilic fins
- Grooved copper tubes
- Drip prevention

Model
18QB

Retail Price

45,000

0% MARK-UP

3	6	12	18	24	36
15,000	7,500	4,650	3,400	2,775	2,150

**Key Features:**

- Low voltage start
- Auto restart
- Cold plasma
- Auto clean
- Sleep mode
- Energy saving
- Golden fin
- Strong dehumidification
- Freeze prevention
- Hydrophilic fins
- Grooved copper tubes
- Drip prevention
- 3 in 1 filter

Model
18JE

Retail Price

48,500

0% MARK-UP

3	6	12	18	24	36
16,167	8,083	5,012	3,664	2,991	2,317

**Key Features:**

- Bigger indoor
- Auto restart
- High efficiency
- Gold fin condenser
- Cold plasma
- Energy saving
- Turbo mode
- Low voltage startup
- Stylish remote
- 3 in 1 filter
- 0.5W standby

Model
18FD

Retail Price

49,500

0% MARK-UP

3	6	12	18	24	36
16,500	8,250	5,115	3,740	3,053	2,365

**Key Features:**

- Low voltage start
- Auto restart
- Auto clean
- Tropical working with 53°C
- Negative ion device
- Energy saving
- Golden fin
- Strong dehumidification
- Freeze prevention
- Sleep mode
- Hydrophilic fins
- Grooved copper tubes
- Drip prevention
- 3 in 1 filter
- Silver luxury panel

Model
18JT3

Retail Price

51,000

0% MARK-UP

3	6	12	18	24	36
17,000	8,500	5,270	3,853	3,145	2,437

**Key Features:**

- Low voltage start
- Auto restart
- Auto clean
- Turbo
- Energy saving
- Golden fin
- Strong dehumidification
- Freeze prevention
- Sleep mode
- Hydrophilic fins
- Grooved copper tubes
- Drip prevention
- 3 in 1 filter

Model
24KE

Retail Price

64,000

0% MARK-UP

3	6	12	18	24	36
21,333	10,667	6,613	4,836	3,947	3,058



Key Features:

- Low voltage start
- Auto restart
- Auto clean
- Negative ion device
- Silver luxury panel
- Energy saving
- Golden fin
- Strong dehumidification
- Freeze prevention
- Sleep mode
- Hydrophilic fins
- Grooved copper tubes
- Drip prevention
- 3 in 1 filter
- Tropical working with 53°C

Model
24JT3

Retail Price

66,000

0% MARK-UP

3	6	12	18	24	36
22,000	11,000	6,820	4,987	4,070	3,153

**Key Features:**

- Auto clean
- Freeze prevention
- LED display
- Sleep mode
- 24 hour on or off timer
- Auto operation or smart auto restart

Model
KF-71LW/R

Retail Price

98,000

0% MARK-UP

3	6	12	18	24	36
32,667	16,333	10,127	7,404	6,043	4,682

**Key Features:**

- Low voltage start
- 3 in 1 filter
- Energy saving
- Freeze prevention
- Strong dehumidification
- Cold plasma
- Hydrophilic fins
- Grooved copper tubes
- Auto clean
- DC inverter
- Auto restart
- Sleep mode
- Golden fin
- Drip prevention

Model
12DE

Retail Price

60,000

0% MARK-UP

3	6	12	18	24	36
20,000	10,000	6,200	4,533	3,700	2,867

**Key Features:**

- Low voltage start
- 3 in 1 filter
- Energy saving
- Strong dehumidification
- Hydrophilic fins
- Cold plasma
- Grooved copper tubes
- Auto clean
- Auto restart
- DC inverter
- Sleep mode
- Golden fin
- Drip prevention
- Freeze prevention

Model
18DE

Retail Price

80,000

0% MARK-UP

3	6	12	18	24	36
26,667	13,333	8,267	6,044	4,933	3,822



Deep Freezer

**Key Features:**

- Direct Cooling System
- Adjustable temperature by mechanical control
- 4 sides condensers take prominent freezing performance and efficiency
- Special hinge design
- Super cooling maintain
- Energy Saving and Low Noise
- Wider Voltage working in 187-252V
- T Class Condition

Model
CHR-DF285

Retail Price

28,900

0% MARK-UP

3	6	12	18	24	36
9,633	4,817	2,986	2,184	1,782	1,381



Water Dispenser



Key Features:

- Double condenser
- Stainless steel tank
- Stylish design
- Smart, convenient and efficient
- Bigger refrigerator
- Three temperature settings

Model

WD-CR22

Retail Price

13,000

0% MARK-UP

3	6	12	18	24	36
4,333	2,167	1,343	982	802	621



Model

WD-CR22/Silver

Retail Price

13,500

0% MARK-UP

3	6	12	18	24	36
4,500	2,250	1,395	1,020	833	645



Model

WD-CR33

Retail Price

14,000

0% MARK-UP

3	6	12	18	24	36
4,667	2,333	1,447	1,058	863	669



Refrigerator

(4 Door Direct Cool)



Key Features:

- Direct cooling system
- Adjustable temperature by computer control
- Memory function and intelligent function
- Super wide two vegetable /fruit crisper
- Interior LED lights & LED display
- Smart steel luxury door panel
- Energy saving and low noise
- Wider voltage working in 187-252V
- Tempered glass shelves
- T class condition
- Deluxe handles



Model

CHR-4D480

Retail Price

115,000

0% MARK-UP

3	6	12	18	24	36
38,333	19,167	11,883	8,689	7,092	5,494

Refrigerator

(4 Door Frost Free)



Key Features:

- Frost free cooling system
- Adjustable temperature by computer control
- Memory function and intelligent function
- Super wide two vegetable /fruit crisper
- Interior LED lights & LED display
- Smart steel luxury door panel
- Wider voltage working in 187-252V
- Energy saving and low noise
- Tempered glass shelves
- Removable deluxe handles
- T class condition
- Multi-air flow design



Model

CHR-FF430

Retail Price

129,000

0% MARK-UP

3	6	12	18	24	36
43,000	21,500	13,330	9,747	7,955	6,163

Refrigerator

(Double Door Direct Cool)



Key Features:

- Direct cooling system
- Vertical deluxe handles
- Wire shelves
- T class condition
- Interior light
- Smart steel luxury door panel
- Energy saving and low noise
- Wider voltage working in 187-252V
- Suitable for Pakistani family size
- Adjustable temperature by computer control
- Super wide two vegetable /fruit crisper



Model

CHR-DD220

Retail Price

29,900

0% MARK-UP

3	6	12	18	24	36
9,967	4,983	3,090	2,259	1,844	1,429



Model

CHR-DD349

Retail Price

42,900

0% MARK-UP

3	6	12	18	24	36
14,300	7,150	4,433	3,241	2,646	2,050



Model

CHR-DD479

Retail Price

49,900

0% MARK-UP

3	6	12	18	24	36
16,633	8,317	5,156	3,770	3,077	2,384

Refrigerator

(Double Door Frost Free)



Key Features:

- Frost free cooling system
- Interior light
- Super 2 wide vegetable / Fruit crisper
- Adjustable temperature by mechanical control
- Smart steel luxury door panel
- Energy saving and low noise
- Wider voltage working in 187-252V
- T class condition
- Deluxe recessed handles



Model

CHR-FF425W

Retail Price

59,900

0% MARK-UP

3	6	12	18	24	36
19,967	9,983	6,190	4,526	3,694	2,862

Model
CHR-FF550W

Retail Price

79,900



0% MARK-UP

3	6	12	18	24	36
26,633	13,317	8,256	6,037	4,927	3,817

Refrigerator (Single Door)

3 Years
warranty for
Compressor
1 Year
warranty for Parts

Key Features:

- Direct cooling system
- Outside evaporator
- Mini freezer room
- Adjustable temperature by mechanical control
- Smart steel luxury door panel
- Energy saving and low noise
- Wider voltage working in 187-252V
- T class condition

Model
CHR-SD60

Retail Price

13,900



0% MARK-UP

3	6	12	18	24	36
4,633	2,317	1,436	1,050	857	664

Model
CHR-SD110W

Retail Price

17,900



0% MARK-UP

3	6	12	18	24	36
5,967	2,983	1,850	1,352	1,104	855

Model
CHR-SD110S

Retail Price

18,400



0% MARK-UP

3	6	12	18	24	36
6,133	3,067	1,901	1,390	1,135	879

Model
CHR-SD210

Retail Price

27,900



0% MARK-UP

3	6	12	18	24	36
9,300	4,650	2,883	2,108	1,721	1,333

Model
CHR-SD275

Retail Price

32,500



0% MARK-UP

3	6	12	18	24	36
10,833	5,417	3,358	2,456	2,004	1,553

HOW TO AVAIL SILKBANK EPP OFFER

1. Call Silkbank 24 hours phone banking service at 111-100-777 to place an order for the Home Appliances of your choice through our Silkbank EPP.
2. Enjoy 0% mark-up by opting for installment plan tenure of up to 06 months. Furthermore, Silkbank Credit Card customers can also choose from installment plan with tenors of 12, 18, 24 and 36 months at a rate of 2% per month (Flat).
3. Your selected Home Appliances will be delivered at your doorstep without any delivery charges.

Terms & Conditions

- The offer can be availed by Silkbank Visa Platinum & Gold Credit Card Holders.
- The offer is valid from 1st May, 2015 to 30th April, 2016.
- Silkbank shall process and authorize EPP transactions provided that the amount is within the available credit limit and card account is in good standing as per the terms and conditions of Silkbank Credit Card's and Silkbank policies.
- The approved EPP transaction will appear on the next statement of account.
- The offer cannot be exchanged for cash and is not valid in conjunction with any other special promotions, offers, events or activities as defined by the Silkbank & Alliance Partners.
- Customer or his authorized nominated person must provide his/her CNIC copy and sign the delivery documents at the time of product delivery.
- All products booked through Silkbank EPP will be delivered to the customer within 10-15 working days at the designated address.
- First shipment delivery charges will be borne by the Alliance Partners for all the products booked through Silkbank EPP, however in case of warranty claims and upgrades, customer has to bear the cost of shipment and other related things as per standard terms & condition of Alliance Partners.
- Delivery of the products would be subject to the availability of stock and prices are subject to change without notice.
- Card member's account(s) that are closed or terminated or delinquent prior to the offer period date will not be eligible for Silkbank EPP.
- Product warranty shall be determined as per the Alliance Partners warranty terms & condition for the particular item.
- Silkbank's decision on all matters relating to the offer and in case of any dispute shall be final and binding on all eligible card members and no correspondences in relation therewith shall be entertained.
- The offer provided by Silkbank is subject to change anytime, however new products can be offered in the future and subject to availability of stock maintained by Partner.
- Silkbank will not be responsible for the services or product quality, provided it is not to the satisfaction of Silkbank customers. In no event shall Silkbank, any of its representatives / affiliates, be liable or responsible for any loss, damage or expense arising out of or otherwise in connection with the offer / services.
- EPP processing fee of Rs. 500/- shall be applicable on each EPP order / plan booking. Please refer to the Silkbank's schedule of charges for processing / service fees.
- Silkbank, at its absolute discretion shall have the right to terminate the offer or change processing / service fee without assigning any reason and without prior notice, and shall not be held liable for any inconvenience / damage caused due to such termination of the offer.
- In case the card member decides to cancel his/her EPP then the card member will be liable to pay prepayment penalty amount as per the Silkbank's schedule of charges.



Leading Brands



Competitive Pricing



Easy Payment Options



Shopping Anywhere

111-100-777

 www.silkbank.com.pk

SILKBANK 
Yes we can