

After Signing a Strategic Partnership with the Ministry of Housing and Urban Planning and Eskan Bank to Launch the "TumooH" Programme..

Al Salam Bank Introduces Its Exclusive Offer via the Al Salam Life Planning Account

Manama, Bahrain – 9 December 2025: Al Salam Bank has announced the signing of a strategic agreement with the Ministry of Housing and Urban Planning and Eskan Bank to participate in the recently launched TumooH Program. This initiative was unveiled on the sidelines of Cityscape Bahrain 2025 and is designed to support citizens at the beginning of their homeownership journey.

The program enables citizens to initially purchase an apartment and, over time, access additional complementary financing that aligns with their evolving housing needs throughout various life stages. It is part of a broader national effort aimed at enhancing residential stability for Bahraini families through innovative and sustainable housing finance solutions.

In line with its commitment to social impact initiatives, Al Salam Bank announced exclusive benefits for clients who have obtained financing through the Tas'heel or Tas'heel+ programs to purchase apartments under the TumooH initiative. Through the Al Salam Life Planning Account, clients can build their savings through affordable monthly contributions with special competitive profit rates, while also benefiting from free Takaful insurance coverage. The account is designed to empower beneficiaries in achieving their future homeownership goals with confidence and financial stability.

On this occasion, Her Excellency Mrs. Amna bint Ahmed Al-Rumaihi, Minister of Housing and Urban Planning, commented: "The TumooH Program stands as one of the most progressive initiatives launched to enhance Bahrain's housing finance ecosystem. It reflects our vision of providing flexible housing finance solutions that evolve with the needs of citizens, from their initial home purchase to future expansions. We greatly value the collaboration with national financial institutions, particularly Al Salam Bank, whose contributions are instrumental in delivering on the government's strategic housing objectives and supporting residential stability for Bahraini families".

Mr. Abdulla Talib, General Manager of Eskan Bank, added: "We are proud to activate new partnerships with leading local banks to launch the TumooH Program, which marks a significant step in diversifying housing finance tools available to citizens. Our collaboration with Al Salam Bank is a strong example of effective public-private sector synergy that enables us to provide integrated housing finance solutions tailored to support citizens in purchasing their first homes while also considering their future housing aspirations".

Commenting on the partnership, Mr. Anwar Murad, Deputy Group CEO – Banking at Al Salam Bank, said: "We are honored to be part of the TumooH Program, a transformative initiative that represents a paradigm shift in Bahrain's housing finance framework. Our participation aligns with our ongoing support of national efforts to strengthen housing stability for citizens through flexible, innovative solutions. At Al Salam Bank, we believe in financial empowerment, and our Al Salam Life Planning Account is a reflection of that commitment—offering clients a tailored savings plan that supports their long-term housing goals. We look forward to contributing to a culture of responsible saving and supporting citizens in achieving sustainable homeownership in line with national development priorities under the leadership of the Ministry of Housing and Urban Planning."