

Banorte, first to offer salary advances

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Mexico, D.F. July 19th, 2010. Grupo Financiero Banorte, seeking to offer innovative products that satisfy client's needs, launched a nation-wide product, Adelanto de Nómina (Salary Advance), a line of credit of up to Ps 10,000 in cash available 24 hours a day at any of the bank's ATMs via online banking.

This novel product benefits employees as much as the companies that pay their employees through Nómina Banorte. In this way, Banorte reaffirms its commitment to Mexico and Mexicans, to support and be more accessible to them.

Employees receive an additional benefit for receiving their wages in Banorte through a means within their reach to finance set-backs or immediate cash needs, by way of a very simple and accessible process that can be conducted at any branch of the institution.

Aside from the practical automatic deduction of monthly installments, Salary Advance doesn't limit the client from requesting a traditional payroll loan, enabling clients to access both options.

Salary Advance also benefits companies. By giving Banorte the ability to grant loans to employees, companies can dedicate their resources entirely to the business, with the peace of mind that to their personnel are being looked after under the best conditions.