

14 March 2018

HSBC rewards Cardholders with Golden moments this Avurudu with the “Ran-Run” Campaign

During the upcoming New Year season, HSBC credit cardholders will get to enjoy a golden deal whereby they will be rewarded with limited edition 22K HSBC Gold sovereigns through the banks ‘Ran Run’ seasonal campaign valid until 30 April 2018.

In addition to the Gold sovereigns, Cardholders, will be able to win over three million worth of gift vouchers from merchant partners that matter most during the season and at the same time enjoy up to 50% discounts at a wide range of shopping and retail stores across the country.

Instead of limiting cardholders to shop at a predefined list of retail stores to enjoy holiday savings, the campaign is designed through a general points system (“Ran” points) which allows customers to swipe their credit card anywhere they wish locally or overseas and be rewarded on the accumulation of “Ran points” earned on all their transactions. While points will be awarded for a minimum transaction value of Rs 3,000, cardholders who earn the highest number of “Ran” points during the campaign period will be rewarded with limited edition gold sovereigns.

Nadeesha Senaratne, Country Head of Retail Banking & Wealth Management stated, “We understand that Avurudu is a time of celebration and revolves around traditions, yet it can be a very rushed time with many things to juggle, all at once. Routinely, we are all pressed for time, so during the season we want to make it less stressful and give cardholders the freedom to shop wherever they wish and still be able to enjoy seasonal benefits. Therefore, regardless of where you shop, you can accumulate your ‘Ran’ points and be eligible for limited edition HSBC branded gold sovereigns and enjoy relevant offers across many shopping categories.”

While the top 100 primary HSBC Cardholders with the highest number of points get to walk away with the limited edition 22k Gold sovereigns, the next 1000 Cardholders get to win gift voucher worth Rs.3000/- each from any one of the following merchants – Keells, Cargills, Arpico, Odel, Cool Planet & CIB.

The points system has been broken down into the type of transaction a customer performs as follows;

- Merchant Transactions and cash advances equals 1 point
- Transactions at the preferred merchant partners equals 3 points
- 0% Installment Payment Plans performed at merchants equals 3 points
- Online transactions equals 5 points
- Transactions performed overseas equals 5 points

Apart from this, customers can avail themselves to savings of up to 50 % on dining, local holidays and shopping throughout the Avurudu season.

For more details, customers can visit www.hsbc.lk/RR

ends/more

Media enquiries to:

Tharanga Gunasekera

+94 11 5451350

tharangagunasekera@hsbc.com.lk

Note to editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves our customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from around 3,900 offices in 67 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,522bn at 31 December 2017, HSBC is one of the world's largest banking and financial services organisations.

ends/all