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HSBC enables a virtual shopping experience for cardholders this Avurudu

The upcoming Avurudu season is a busy time with everyone trying to beat the queues, the traffic and the rush to shop for gifts. HSBC is offering customers the peace of mind to shop online (virtual malls) and get ready for Avurudu, while cardholders get more time to spend with their loved ones.

The e-commerce driven campaign is centered on the theme ‘when it’s easy as kokis go with it’, to help customers beat the Avurudu rush by clicking through relevant shopping categories to make their purchases, at their own convenience. It’s not just convenience, it really is the smarter way to shop during the season.

Nadeesha Senaratne, Country Head of Retail Banking and Wealth Management stated, “Growth in mobile and internet penetration has increased with the use of smartphones, which has resulted in more customers using e-commerce and we have seen an exponential growth in credit card transactions. With the pressures of urbanization in Sri Lanka, customers also strive to live a balanced life and spend quality time with family. This was the key insight that led us to conceptualize this campaign that epitomizes the amount of time you can save, if you shop online. Imagine heading out to do your shopping and before you know it, you’re stuck in a traffic jam or caught up in tight crowds with your long shopping lists; that can easily take away the joy of the entire season. This is when online shopping really proves its worth: no lines, no crowds, and no closing hours.”

Partnering HSBC during the Avurudu season are several leading e-commerce partners across many categories ranging from white goods to retail, dining, daily essentials, travel and health that offer HSBC cardholders special discounts online.

Shopping for gifts during Avurudu can become a stressful affair. Cardholders can visit Daraz.lk, the premium online shopping site in Sri Lanka to shop for gifts at their own convenience, as well as enjoy a further 10% discount on existing Avurudu Wasi offers with 0% payment plans valid for 3, 6 & 12 months.

Cardholders can also shop for the latest designs in clothing at popular online clothing stores and be styled for Avurudu.

When it comes to dining, cardholders can celebrate special Avurudu moments with family and friends by ordering a wide variety of cuisine right to their doorstep on UberEats or Pizza Hut, which is just a click away. They can also enjoy stress free chauffeur driven rides for Avurudu shopping and to visit relatives and friends on PickMe.

Furthermore, cardholders can shop for daily essentials and enjoy the convenience of not having to stand in long queues at the supermarket, as they can shop online at www.keellssuper.com.

To help fulfil their travel plans, there are many attractive installment plans on overseas holidays through multiple airline/travel partners.

E-commerce is particularly convenient for customers who are undecided on what to buy or for last minute shoppers. They can simply visit www.hsbc.lk to check out more information and enjoy special deals that are not restricted to only certain days of the week, as shopping is at the convenience of the cardholder 24X 7.

For more details on the Avurudu offers and activities, customers can visit www.hsbc.lk

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Note to editors:

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