

5 July 2024

## **HSBC Sri Lanka celebrates 30 years of innovation and excellence in Credit Cards**

*- Celebration to feature an exclusive campaign for customers with 30<sup>th</sup> Anniversary Gold sovereigns, LKR 30,000 in cash rebates and rewards and 30% savings for cardholders -*

HSBC Sri Lanka proudly marks a significant milestone, celebrating 30 years of delivering credit card services to its valued customers. Since the introduction of credit cards in 1994, HSBC has consistently led the market with innovative products, customer service and a commitment to deliver exceptional value.

To commemorate the milestone, HSBC has launched a special 30<sup>th</sup> anniversary campaign throughout the month of July to reward its loyal cardholders with exclusive 30<sup>th</sup> Anniversary Gold sovereigns, LKR 30,000 in cash rebates and rewards, including a whopping 30% saving at over 30 fabulous hotels, restaurants, department stores, and more, so customers can shop and dine to their heart's content.

Customers with the highest spend in July will be eligible to win exclusive 30<sup>th</sup> Anniversary Gold Sovereigns, as well as LKR 30,000 in cash rebates or rewards points.

“Celebrating 30 years of credit card services is a testament to our unwavering commitment to innovation and customer satisfaction, stated James Rebert, Head of Wealth & Personal Banking, Sri Lanka. We are incredibly proud of the trust customers have placed in us and remain dedicated to enhancing their financial experience as we continue this journey.”

Over the past three decades HSBC has transformed the credit card landscape by introducing numerous firsts, including the pioneering instant Rewards program, contactless payment solutions, and comprehensive fraud protection measures. Today, HSBC credit cards are synonymous with convenience, security, and unparalleled benefits, serving a diverse clientele across the country.

Enhancing cardholder protection, the bank introduced EMV chip technology in 2007. In 2017, expanding its digital banking services, introduced the HSBC Mobile App, enabling seamless card management and payments on the go, and in 2020 launched contactless payment options to provide customers with faster, more convenient transactions.

Apart from these, the bank implemented the country's first 0% interest installment schemes and launched first-of-their-kind promotions, such as Cardholder Dines Free, Cardholder Stays Free and Cardholder Flies Free promotions, and implemented the largest credit card network, with best-in-class seasonal promotions for cardholders over the last few decades.

HSBC is also the first bank to introduce sustainable payment cards made from 85% recycled plastic in Sri Lanka.

Through continuous innovation and a customer centric approach, HSBC aims to remain the preferred choice for credit card users for many more years to come.

To find out more about the 30<sup>th</sup> anniversary cards campaign, visit [www.hsbc.lk/spend&win](http://www.hsbc.lk/spend&win)

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**The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of US\$3,001bn at 31 March 2024, HSBC is one of the world's largest banking and financial services organisations.

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