

Cargills Bank Introduces Image Credit Card In Sri Lanka



Mahesha Amarasuriya, Assistant General Manager – Cards Services, Cargills Bank and Kumar Dharmasena, International Cricket Umpire and former Sri Lankan Cricketer.

Cargills Bank once again proved its agility and commitment to digital empowerment and financial inclusion with the launching of ‘I’, Sri Lanka’s first ever Image Credit Card. The new image card enables customers to customize their physical credit card with an image of their preference. This would set forth to a new proposition in lifestyle banking as it would give customers a new experience of being able to capture their special moments in their wallets by having their memories of friends

and loved ones on the credit card. Customers can either select an image from the available Image Gallery or use an image of their choice. Upon successful verification, the Bank will print the Image on the Credit Card. While this is available for all new credit card customers, the existing customers too can replace their Credit Card with an ‘I’ Card.

The first Cargills ‘I’ Card was ceremoniously handed over by Mahesha Amarasuriya, AGM – Cards Services, Cargills Bank to Kumar Dharmasena, International Cricket Umpire and former Sri Lankan Cricketer.

Commenting on the launch of Cargills image credit card, Mahesha Amarasuriya, Assistant General Manager– Cards Services, Cargills Bank said, “We are truly delighted to unveil the new contactless image card as we demonstrate how we use technology to make banking an enjoyable experience while assuring convenience. With the ability to capture an individual’s special moments and memories on the Credit Card, we expect the new ‘I’ to build engagement among the youth and adults. Further, by inte□grating with EMV compliant chip and pin technology, we have assured greater security to safe guard our customers from emerging card thefts”.

Adding further, Mahesha said, “While the initial launch of ‘I’ was for the Credit Card, this latest feature will be soon available on the Debit Card as well. Our customers can get more details on the ‘I’ Card by contacting the 24-hour Contact Center or by simply accessing the Bank’s website. The latest Image Card initiative opened doors to greater opportunities for us in the cards business as we keep delivering new experiences to customers giving true control into their hands.”