

ComBank Adjudged The Most Engaging Banking Partner Of The Year



Left Image: Thiraththa Sunaravansa, Head of Card Centre, Commercial Bank receiving the award for 'The Most Engaging Banking Partner of the Year' from Rakhal Fernando, Managing Director, Daraz at the Seller Summit 2020. Right Image: representatives of the two institutions at the event.

Commercial Bank of Ceylon was adjudged as 'The Most Engaging Banking Partner of the Year' at the Daraz Seller Summit 2020, Sri Lanka's premier online shopping destination owned by Alibaba Group. The award was pre-sented to the Bank for process- ing the most number of transactions from a single card base and for sustaining a large base of debit and credit card holders in a single year. Commercial Bank's card promotions with Daraz to- gether with Ant Financials, Singapore, an affiliate of the Alibaba Group, to improve the success rates of its card trans- actions were attributed to the Bank achieving its target and winning the coveted award. The Bank has partnered with Daraz both on a campaign basis and with daily offers to provide instalment plans and payment discounts to online shoppers to increase engage- ment. The Bank has been a part of the Alibaba ecosystem includ- ing Daraz from 2018 and is recognized as the longest partnering bank with Daraz. The collaborative efforts of both Daraz and Commercial Bank continue to empower Sri Lanka's digital economy, the Bank said.