

HNB - Daraz Collaboration Offers SMEs Access to an E-Commerce Platform



Sanjay Wijemanne, Deputy General Manager Retail & SME Banking, HNB exchanging MOU with Rakhil Fernando, Managing Director, Daraz in the presence of (from left) HNB Undergraduate Trainee Nelomi Neranjana; Niluka. T. Amarasinghe, Head of SME Products & Partnerships, HNB; Kailavasan Indravasan, Assistant General Manager SME, HNB; Gerald Sathiyasiva, Deputy Chief Commercial Officer, Daraz; Saed Meera, Head of Seller Marketplace, Daraz; and Dulika Jayamanne, Head of Payments and Partnerships, Daraz.

Strengthening the digital presence of Sri Lankan businesses, HNB partnered with Daraz to onboard the Bank's extensive network of SMEs.

The collaboration enables HNB SME customers to access a wide range of services and facilities to establish an online presence. Sanjay Wijemanne, Deputy General Manager - Retail & SME Banking, HNB, and Rakhil Fernando, Managing Director, Kaymu Lanka, were present at a ceremony to sign the MoU.

"Given the present economic conditions, the possibility of opening physical stores is drastically slim, but thanks to technology, businesses now have a lifeline online. As the bank with the largest SME portfolio, we must provide our customers access to new opportunities and set their growth trajectories. Our partnership with Daraz will

regionally open new avenues and marketplaces for our customers. We hope many will use this unique opportunity to strengthen their online presence," HNB Assistant General Manager – SME Kailaivasan Indravasan said.

Customers who have established new businesses have unlimited access to educational material provided by Daraz University. Moreover, the commission for the first three months would be waived off for HNB customers.

"We are excited about this partnership with HNB that offers the bank's wide-ranging SME client base the opportunity to strengthen their e-commerce capabilities. E-commerce has the potential to drive inclusive growth and level the playing field for all types and sizes of businesses. It also provides a cost-effective gateway for SMEs to explore new markets. Given the wide reach, large active buyer base and the powerful platform technology of Daraz, this partnership will enable small businesses to reach millions of customers island-wide while taking advantage of our technical support for marketing and logistics," stated Rakhil Fernando, Managing Director of Daraz.