HNB introduces ‘The Happiness Card’ for a new way of living



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HNB has launched its Happiness Cards campaign, introducing a new way of living with seasonal savings, flexible payment options, and lifestyle benefits. The card is designed around what matters most to customers during the festive season, covering shopping, travel, dining, household purchases, and special occasions.

This campaign positions HNB Cards as an essential part of customers’ plans, priorities, and experiences. At its core, the Happiness Card is about making valued experiences more accessible. HNB presents the card as a partner that helps customers access important purchases and special moments with greater ease and flexibility. Upul Adikari, Vice President Marketing and Corporate Communications, noted that HNB’s brand enables customers to live life fully and achieve their ambitions.

This thinking has evolved HNB Credit Cards into the Happiness Card, positioned as more than a financial tool but an enabler of experiences. It reflects HNB’s belief that happiness should not be postponed, giving customers the freedom to access their version of happiness when and how they choose. Every day spending is transformed into meaningful experiences. For Avurudu, the Happiness Card offers savings of up to 70 percent, zero-interest instalment plans, and benefits across over 300 merchant partners. Cardholders enjoy offers across supermarkets, fashion, electronics, home appliances, dining, travel, and wellness. Flexible repayment remains central, with instalment plans up to 48 months for larger purchases.

Visa Club Infinite Credit Card holders can also win a three-day trip to the FIFA World Cup 2026, reinforcing HNB’s focus on access, flexibility, and rewarding experiences during the festive period ahead.