HNB Launches UnionPay International acceptance for E-Commerce Transactions

HNB is delighted to announce the successful launch of UnionPay International (UPI) acceptance for e-commerce transactions, in line with its strategic roadmap and commitment to advancing customer experiences and enhancing payment acceptance capabilities in the market.

This strategic partnership comes at a favorable time, given the booming growth of the tourism sector and the expansive card base of UPI. The collaboration marks a significant milestone and offers a substantial opportunity for HNB merchants to tap into a new and diverse customer base, thereby strengthening the bank's market presence.

This initiative is supported by the bank's state-of-the-art payment gateway services, which ensure that merchants' technical requirements are comprehensively met, facilitating the smooth processing of UPI transactions. This strategic move underscores HNB's continued dedication to innovation, customer- centricity, and its position as a leader in the ever-evolving landscape of financial services.

Sanjay Wijemanne, DGM – Retail Banking Group, HNB, expressed that "HNB always aims to remain committed to enhancing business organizations through innovative and diverse payment acceptance modes. The successful launch of e-commerce UnionPay International transactions, complemented by the bank's technologically sophisticated tools, signifies a strategic step towards realizing the bank's vision within this competitive market landscape."

Crispin Weerasekara, UPI Country Manager (Sri Lanka and Maldives), stated that "the successful collaboration between HNB and UnionPay International (UPI) highlighted the effective provision of acquiring services across all HNB Point of Sale (POS) platforms. The growing demand for digital transactions has led us to focus on meeting consumer needs while improving the bank's competitiveness in the dynamic financial environment."

The strategic focus of the partnership is to enhance HNB’s presence in the e-commerce market and contribute to the evolving landscape of digital payments.