

# MCash Wins Gold For 'Online Brand Of The Year'



*Gayana Kalugamage, Assistant Manager – Mobile Financial Services, Mobitel accepting the gold Award from Thilanka Abeywardena, Vice President Events, SLIM along with Jayamali Weerahandi, Assistant Manager, Brands, Mobitel (extreme left); Rishani Gunaratne, Manager – Mobile Financial Services, Mobitel and Shehan Perera, Assistant Manager, Mobile Financial Services, Mobitel.*

mCash, Mobitel's mobile money platform, was bestowed with a gold award under 'Online Brand of the year' at the 2019 SLIM Brand Excellence Awards 2019.

SLIM Brand Excellence hails brand champions for their excellent achievements in innovating brands, which strive to deliver superior convenience through their exceptional marketing efforts.

mCash is the industry leader in providing online digital services to infuse greater convenience for its customers, while transforming the way financial transactions are conducted. As a result of the platforms' sheer convenience as well as consistency, mCash has become one of the most popular mobile financial services platforms in the country.

As Sri Lanka's biggest financial services retail network, mCash is forging partnerships with strategic partners to widen its reach to transform the way Sri Lanka conducts its financial transactions.

As a result of these partnerships, mCash customers can now look forward to a wide range of benefits, such as new products and services, while simultaneously

expanding mCash's influence as the most versatile and convenient money platform.

MCash's Business to Business (B2B) solutions is transforming business, particularly the mCash Robust Platform, which is empowering sectors such as banking, insurance, finance and travel to name a few.

mCash facilitates an array of financial services via the mobile phone such as deposits, withdrawals, sending and receiving money, paying utility and institute bills, shopping, online payments, making charitable donations, digital standing orders and robust B2B business solutions.