Mobitel Partners With VISA Via MCash



(L – R): Rishani Gunaratne, Manager – Mobile Financial Services, Mobitel; Gayan Kalugamage, Assistant Manager – Mobile Financial Services, Mobitel; Lasru Dissanayake, Senior General Manager – Marketing, Mobitel; Nalin Perera, CEO, Mobitel; T R Ramachandran, Group Country Manager, India-South Asia, Visa; Anthony Watson, Country Manager Sri Lanka and Maldives, Visa; Nalin Dissanayake, Director MS&A Sri Lanka and Maldives, Visa; and Avanthi Colombage, Director Business Development Sri Lanka and Maldives, Visa.

Mobitel, the national mobile service provider of Sri Lanka forged a partnership with Visa to enhance digital enablement in Sri Lanka via its mobile money platform, mCash.

Mobitel’s partnership with Visa will enhance mCash usability, allowing customers to experience an array of new products and services. The partnership will propel the reach of mCash services across its 20,000+ partner network by empowering them with many benefits that will further enhance their digital capabilities to serve customers.

mCash facilitates a wide array of financial services via the mobile phone such as top ups, withdrawals, sending and receiving money, paying utility and institute bills, shopping payments, online payments, digital standing orders and B2B business solutions.

Nalin Perera, CEO, Mobitel said, “Delivering unmatched customer services is our priority at all times and we are pleased to forge a partnership with Visa to offer mCash customers innovative and enhanced usability. This cooperation will encourage greater use of digital transactions among millions of users.”

R Ramchandran, the Country Manager for India and South Asia said, “We are excited to be partnering with Mobitel in our efforts to further drive mobile

commerce in Sri Lanka. We look forward to enabling millions of Sri Lankan consumers on the Visa network for a fast, seamless and secure payment experience on their mobile phones.”

mCash works in partnership with corporates across various sectors in order to make its mobile payment platform available for enhanced convenience and speed in conducting financial transactions. In addition to ex□tending financial inclusion, mCash has redefined the way consumers carry out transactions with the use of a mobile phone.