

# Revolutionising Gold Loans with People's Leasing & Finance's GoldCash Card



*(L-R): Prabath Gunasena, Senior Deputy General Manager/CTO ICT Group; Sanjeewa Bandaranayake, CEO/ GM, PLC; Pradeep Amirthanayagam, Chairman, PLC; M. Sudakar of Pettah Branch; Senaka Munasinghe, Head of Gold Loan Operations (behind); and Fazmil Mowlana, Chief Manager Islamic Finance & Digital products.*

People's Leasing & Finance launched the GoldCash Card. This product is designed to give customers an ultra-convenient, flexible, and secure way to leverage their gold assets for credit.

Sanjeewa Bandaranayake, CEO, PLC, stated, "The GoldCash Card embodies our commitment to providing innovative financial solutions that address the diverse needs of our customers. GoldCash offers convenience, seamless accessibility, flexibility, and security, while empowering individuals and businesses to manage

their finances more effectively and confidently seize new opportunities. By making gold loans and financing more accessible, we are also helping to improve financial inclusivity.”

Pradeep Amirthanayagam, Chairman, PLC remarked, “I am proud to see the GoldCash Card come to life, stemming from an idea proposed by one of our employees as part of our Chairman’s Award initiative. This reflects our commitment to nurturing product development within our organization. At PLC, we believe in growing ideas from within, ensuring that our innovative spirit continues flourishing.”

In addition to offering unparalleled convenience, products like the GoldCash Card contribute to environmental sustainability through a paperless process. With digitizing loan applications and transactions, customers can apply for loans, check their balances, and make payments online via the card and mobile app, providing seamless access to funds anytime and anywhere. By eliminating the need for physical documentation and branch visits, these innovations enhance customer convenience and support greener practices by reducing paper waste and promoting efficiency. The GoldCash Card features a revolving loan facility, allowing customers to borrow, repay, and borrow again based on their financial needs, giving them complete control over their borrowings and credit limits.

Flexible repayment options further enhance the product’s appeal, ensuring customers can settle their dues in a way that suits their financial circumstances. The facility also includes automatic loan renewal if interest payments are made on time, simplifying the process and eliminating the need for periodic reapplications. Security is a top priority with the GoldCash Card. Customers can minimize the risks associated with theft or loss by reducing the need to carry large amounts of cash. Additionally, they can easily track and manage their spending and loan repayments through People’s Leasing & Finance’s secure online banking platforms, ensuring complete control over their financial activities. This new financial tool is a lifeline for small business owners, homemakers, retirees, individuals with irregular incomes, and other consumers. It enables them to increase their loan limits by adding more gold to their accounts.

People’s Leasing & Finance continues to provide innovative, customer-centric solutions, ensuring that individuals and businesses can access credit flexibly and securely.