

Shop with Visa

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Visa announced International the winners recently of the “Shop With Visa and Win” promotion. The Visa promotion attracted almost 45,000 entries indicating the growth of payment cards in Sri Lanka. The grand prize winner, N Perera, a Visa cardholder from HSBC, will receive a 5-night 6-day Star Cruise package for two. In addition, selected Visa cardholders will receive a variety of prizes. Five hundred merchant establishments actively supported this promotion with displays of promotional material and the maintenance of drop boxes for the convenience of cardholders. On the occasion of announcing the winners, Santanu Mukherjee, Country Manager for South Asia, Visa International Asia Pacific, said, “We are delighted and overwhelmed with the response to Shop With Visa and Win. The response indicates that cardholders in Sri Lanka realise the advantages of using payment cards for their purchases. “Visa will continue to partner with member banks, merchants and other organizations on similar promotions to benefit

consumers. Shop With Visa and Win encouraged consumers to use their cards enabling them to experience the flexibility, reliability and convenience of Visa to meet their everyday payment needs.' Shop With Visa and Win was launched in August 2005 and was available to customers of all Visa member banks in Sri Lanka. Credit as well as debit cardholders were eligible to participate. Cardholders had to make a purchase of Rs500 or more, using their Visa Credit or Debit card to participate in the program.