

# **SLT-MOBITEL's mCash celebrates 11 years of Revolutionizing Digital Payments**



SLT-MOBITEL's mobile money platform, mCash, celebrates eleven years of empowering Sri Lankans with cutting-edge digital payment solutions. Since its inception in 2013, mCash has redefined the financial landscape in Sri Lanka, supporting financial inclusion and driving the nation toward a cashless future.

With a dominant market share in mobile money circulation, mCash is recognised as a leader in Sri Lanka's competitive fintech industry, which includes over 25 mobile payment apps, 20+ banking institutions, and two licensed mobile money facilitators. Furthermore, mCash has built a robust ecosystem over the past decade with 100+ bill payment partners and 20,000+ merchant partnerships, enabling seamless financial transactions across the island.

Reflecting on over a decade of success, mCash reaffirms its commitment to advancing digital inclusivity and innovation in Sri Lanka. Through continuous evolution and customer-centric solutions, mCash is poised to lead the nation toward a fully digitalized financial ecosystem, empowering millions of Sri Lankans in their journey toward financial independence.

From digital loans to co-branded credit cards and insurance products, mCash's offerings cater to the evolving needs of individual consumers and businesses, renowned as a trusted Fintech partner. mCash's product portfolio continues to deliver unparalleled convenience to consumers and businesses through a comprehensive range of innovative financial services. At the core of the mobile money wallets, consumers also enjoy seamless utility bill payments, mobile reloads, peer-to-peer money transfers, and LankaQR payments through a secure and user-friendly mobile application.

The platform's collection management and biller sharing capabilities are over 40,000 touchpoints nationwide. The extensive network enables smooth payment collections for various sectors, including utility providers, telecommunication services, insurance companies, leasing firms, government institutions, and charitable organizations.

As a licensed LankaQR service provider, mCash is transforming payment landscapes, empowering merchants of all scales, from small and medium enterprises to large supermarket chains. mCash's QR-based payment solutions support online and in-store transactions, providing flexibility and convenience for businesses and consumers.

Significantly, mCash's agency banking model extends financial inclusion to remote areas. Through mCash-authorized touchpoints, customers can access essential banking services such as deposits, withdrawals, credit card repayments, and loan settlements, bridging the vital financial accessibility gaps.