

SCAN AND PAY

Pathway to hassle-free transaction

AFRAIM KARIM

Digitalisation has become an integral part of our lives, and this means that transactions too are increasingly moving towards digitalisation. People have become busier and they are always on the move. Waiting in queue for more than five minutes in a shopping mall or a restaurant is no longer an option for many.

Bangladesh, which is fast catching up with the world, is making rapid transition to cashless transaction. Introduction of new payment technologies is making our payment ecosystem faster, easier and inclusive. Payment via QR (Quick Response) is one such digital innovation. The QR code system is a two-dimensional code, which is made up of black-and-white squares that can be read by smartphone cameras, point of sale (POS) terminals or other devices.

The technology of using QR codes for transaction remains as simple as using the camera of your smartphone. Get a QR code enabled app on your handset, scan the QR code displayed at shops, restaurants or any other merchants, and pay

QR code scanners the users themselves control it," shares Muhammad Abul Khair Chowdhury, Head of Business and Strategy, iPay Systems Limited. Control over their information not only gives a sense of security to the users, but also gives them the opportunity to keep their information restricted.

Among the MFS, bKash is leading in adoption of QR code-based transaction. Customers can make the payment more easily by merchant QR code

ing QR code-based payment in banking and payment services. More banks are catching up. The City Bank has introduced its QR code-based payment system 'citypay' for everyday spending. Through its 'citytouch' app, users can make payment from either credit card or bank account and also send or receive money from/to any City Bank account. With such adoption, users no longer have to look for a booth or a branch in times of emergencies, since their banks will be in their pockets, fully secured and controlled by the users themselves.

Innovation of QR code transaction further complements the flourishing e-commerce industry in Bangladesh. As cashless transaction in the form of QR codes gets integrated with the e-commerce industry, consumers can receive their items from anywhere at any time due to the ability to pay instantly.

All the developed countries are heading towards adoption of QR code transaction for ease and convenience. However, users in Bangladesh are yet to

tap into the idea of using such advanced forms of transactions. All that is required to ease them into such transactions is to make them aware of the benefits and high security offered by the QR code transaction method. As explained by Mr Mir Nawbut Ali, Chief Marketing Officer of bKash, the usage of QR codes ensures security regarding all data, as no credentials have to be shared with the merchants. He further elaborates that currently such QR code transactions are limited to payment systems in Bangladesh, but in the near future QR code scans will save the data of the users so that each individual will have a unique QR code and they'll use that code for all kinds of transactions. With an expanding consumer base, the future of such innovative transactions looks bright, taking Bangladesh a step forward to fin-tech development.

Afraim Karim is a contributor to The Daily Star.

scan on bKash app. To make the payment via the app, customers have to tap the 'make payment' icon to enter the merchant number either manually or scan the

“People want control over their own transactions. While in cash or card transactions the payment has to be controlled by the salesperson, for QR code scanners the users themselves control it which gives them a sense of security.”

from either your card or bank account or MFS (Mobile Financial Services) account. You can also send or receive money by using the QR code.

“People want control over their own transactions. While in cash or card transactions the payment has to be controlled by the salesperson, for

QR code at the merchant point. Then, they have to put the amount in the next screen to complete the transaction.

QR code is also gradually being integrated with the banking system in Bangladesh. Bank Asia and The City Bank are the path-breakers in Bangladesh when it comes to adopt-



citypay

Payments via QR code

City Bank brings Citypay, the QR code based payment system for your everyday spending. Get Citytouch app on your handset, scan the QR code displayed at shops, restaurants and other merchants and choose to pay either from your credit card or bank account. Also send or receive money from/to any City Bank account using the Citypay option in your Citytouch app.

To know more, please call **16234**

Application available on:
[Get it on Google play](#) | [Download on the App Store](#)

www.citytouch.com.bd
 www.thecitybank.com
[f/TheCityBank](#)

citytouch DIGITAL BANKING | **city bank**™ making sense of money

CASHBACK AND DISCOUNT

Cashless Eid-ul-Azha

ARSHAE HAQ

Digital payment methods have had a significant impact on the lives of Bangladeshis almost since the service's introduction in the country. This near-revolution in the field of technology has not only made it easier for people to make financial transactions with barely a couple of clicks on their cellphones or the swipe of a card, but also provided users with incentives in the form of cashbacks and discount benefits.

As Eid-ul-Azha approaches, mobile financial services and cards are offering lucrative cashback and discount offers to cash in on the shopping frenzy ahead of the grand festival.

bKash, the largest mobile financial service provider in the country, is offering up to 20 percent cashback on bKash payment at selected outlets (around 2,500 outlets of 125 reputed brands) in lifestyle, e-commerce, super shops and restaurants across the country on the occasion of Eid-ul-Azha. It is the largest payment campaign the mobile financial service provider has ever done in terms of categories and number of outlets.

Having started on July 31, the offer will continue until August 25. Category-wise, the maximum cashback limit for a customer on a single transaction is Tk 300 to Tk 1,000 and a total of Tk 2,000 during the offer period after fulfilling certain terms and conditions. The customer will receive instant cashback in his or her bKash account soon after making the payment through the bKash app or USSD channel *247#.

When asked about the campaign, Mr Zahedul Islam, Deputy General Manager, PR & Media Relations, Corporate Communications, bKash, adds: "Transactions increase during festivals, particularly in the merchant payment segment where the cashback offer plays a catalyst role." As for the merchants, he said: "Partnerships

facilitate companies to reach 30 million bKash users where cashback also helps them to register increased sales volume." Eastern Bank Limited Typically, around the time of Eid-ul-Azha, the demand for refrigerators and freezers soars, as people look to ensure that the meat of the sacrificial animals is well-preserved for a long period of time. Keeping this in mind, Eastern Bank Limited is offering 5-50 percent discounts for EBL cards used to buy a wide range of home appliances at different renowned brand shops. Global card giant MasterCard is also

“As Eid-ul-Azha approaches, mobile financial services and cards are offering lucrative cashback and discount offers to cash in on the shopping frenzy.”

offering up to 15 percent discount for its debit, credit or prepaid cards to buy electronic appliances during this Eid.

Moreover, credit card users have the option of availing equal monthly installment facility on home appliance purchase, thereby spreading the payment load to an extended period without having to pay any interest. For example, BRAC Bank is offering 3 to 36 months' interest-free instalments for a wide range of home appliances through its P@yFlex programme during this Eid festival.

Arshae Haq is a contributor to The Daily Star

ঈদে শপিং যেখানেই হোক পেমেন্ট বিকাশ করুন

২০% ইনস্ট্যান্ট পর্যন্ত ক্যাশব্যাক*

১৩০ টির বেশি ব্র্যান্ড | ২৬০০ টির বেশি দোকান

সহ ১৩০টির বেশি ব্র্যান্ডের ২৬০০টির বেশি দোকানে

প্রতি সেনেমে সর্বোচ্চ ক্যাশব্যাক: সুপার স্টোরে ৩০০ টাকা, অনলাইন শপে ৫০০ টাকা এবং অন্যান্য ক্যাটাগরিতে ১,০০০ টাকা
 সর্বমোট ক্যাশব্যাক: ২,০০০ টাকা (সুপার স্টোরে ৫০০ টাকা এবং অন্যান্য ক্যাটাগরিতে ১,৫০০ টাকা)

বিকাশ, একটি ব্র্যান্ড ব্যাক প্রতিষ্ঠান

* অফারটি ২৫ আগস্ট ২০১৮ পর্যন্ত চলবে * শর্ত প্রযোজ্য

বিস্তারিত জানতে: @16247 | bKash.com/payment