

Maybank introduces Deepavali cash gift service via ‘DeepaMONEY’

Maybank has introduced another option for presenting cash gifts to loved ones during this Deepavali celebration through its ‘DeepaMONEY’ online service.

Inspired by the success of its e-Duit Raya and e-Ang Pow services, Maybank has now extended this facility for the convenience of customers celebrating the Deepavali festive season.

Maybank Head of Community Financial Services Datuk Hamirullah Boorhan said that customers are now increasingly more comfortable with sending e-festive cash gifts. He said it not only offers greater convenience especially when sending gifts to loved ones living away, but was also more environmentally friendly as well as fast and safe.

“Since the introduction of e-Duit Raya and e-Ang Pow services, we have seen strong growth in the number of customers sending cash gifts to loved ones via this special service on M2u,” he said. “For instance, the number of transactions for our e-Duit Raya rose by more than six-fold this year with over 20,000 transactions compared with 3,000 transactions in 2015. Our pioneer e-Ang Pow service in 2016 recorded close to 16,000 transactions.”

Datuk Hamirullah added, “For our DeepaMONEY service which we are introducing for the first time, we are expecting about 4,000 transactions.”

The DeepaMONEY service enables customers to enjoy the convenience of receiving and sending Deepavali cash gifts to loved ones digitally via their mobile devices or computers via Maybank2u. Customers using this service can send money to be credited into a recipient’s account maintained at Maybank or even at other banks. Customers can send a maximum of RM5,000 per day to 10 accounts in a single transaction.

The DeepaMONEY service will be available from 27 October until 11 November via the Maybank2u website and mobile.

Added Datuk Hamirullah, “At Maybank, we are constantly looking for opportunities to leverage our online capabilities and delight our customers with a wide range of services that will enhance their lifestyles. We hope this DeepaMONEY service will enhance the Deepavali festive celebrations and help meet the needs of our customers who want to send cash gifts to their loved ones near or far.”

Maybank2u currently holds a leading market share for online banking in Malaysia, with more than RM170 billion in transaction value between January to September 2016.