

Press Release

13 June 2018

Maybank sees e-Duit Raya transaction value doubling this year - My Raya QR to boost P2P transactions

Maybank is expecting a 100% increase of 'e-Duit Raya' transaction value this year compared to 2017, reaching some RM2.7 million compared with RM1.3 million last year.

The anticipated increase is based on the growing acceptance of cashless convenience in festive gifting among customers as well as the introduction of a new and faster payment feature aptly named My Raya QR.

Maybank's My Raya QR is the first peer-to-peer instant transfer service in Malaysia which enables Maybank App customers to instantly send and receive Duit Raya by scanning a QR code using their mobile devices. It aims to make it easier to send and receive Duit Raya using a simple QR code. This new feature comes embedded in the new Maybank App.

Maybank's Head of Community Financial Services Malaysia Datuk Hamirullah Boorhan said that the e-Duit Raya, e-Ang Pow and DeepaMONEY are now a popular go-to service sought after by Maybank App users to send festive cash gifts to loved ones.

"When we first pioneered this service in 2015, we recorded over 8,600 festive cashless transactions. Since then, this act of giving electronic cash has gained tremendous momentum, increasing by over three times in terms of number of transactions. In 2017, more than 30,000 festive e-cash transactions were made by our customers."

Datuk Hamirullah added that the introduction of the My Raya QR feature is expected to attract more people to use the e-Duit Raya service owing to its simplicity and speed.

"This uptake in our Maybank2U services is also being driven by the increase in our customers embracing our digital offerings. Our large base of 10.8 million registered users for Maybank2U has been one of the main catalysts for us to continue innovating in this space."

The e-Duit Raya service enables customers to send up to 10 festive cash gifts at one-go to recipients with just their mobile numbers, which must be a registered Malaysian number. Customers can send up to RM5,000.00 daily via the e-Duit Raya service which is available on the Maybank app and website.

To add to the Hari Raya festivity, Maybank has also introduced a special in-App game feature - 'Raya Ride' - this year. Raya Ride requires players to navigate their personalised car on the road and avoid obstacles to earn points. The interactive game is hosted on the new Maybank app and is open to both Maybank and non-Maybank customers. Customers must compete against each other to be on top of the leader board for a chance to win attractive prizes worth RM40 million which include Samsung Galaxy S9+, MacBook Air, iPad Pro, and e-vouchers from FAVE, Zalora, Airpax, Shopee, JomPay, Klook and Grab.

Maybank's e-Duit Raya and Raya Ride are available from now until 15 July 2018.