

Press Release

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Maybank expects eDuit Raya transactions to grow 30% for Hari Raya in the new normal

- Also introduces Zakat Fitrah QRPay convenience

Maybank is foreseeing a spike in festive giving via its online platform this year as Malaysians celebrate Hari Raya under a “new normal”.

Datuk Hamirullah Boorhan, Maybank’s Head of Community Financial Services Malaysia says that the Bank is expecting a 30% rise in the volume of eDuit Raya transactions performed, and projects more than RM33mil worth of eDuit Raya being sent amongst family and friends.

He added that the eDuit Raya has gained much popularity since its launch in 2015. “Over the years, we have been enhancing the eDuit Raya feature which has contributed to its strong acceptance. After the Raya QR was introduced in 2018, the transaction volume grew by more than 10 times while transaction value almost doubled. We continued to see exponential growth in 2019 with more than 700,000 transactions for eDuit Raya.”

The eDuit Raya can be given in two simple ways - via Raya QR on the Maybank2u App (a P2P transaction method by scanning the receiving person’s QR code), or via phone number using the MAE e-wallet in the Maybank2u App. It is open to all, including non-Maybank customers, who can easily sign up for MAE from the Maybank2u App fully online, and start using the feature immediately. MAE is the first and only Shariah-compliant e-wallet in Malaysia.

Datuk Hamirullah also announced that as an added convenience this year, the Bank has expanded the list of zakat bodies collecting Zakat Fitrah online and introduced QRPay Zakat Fitrah services to enable its Muslim customers to fulfil their obligations this Ramadan via Maybank2u and Maybank QRPay in a safe and convenient manner. With these cashless options, he expects Zakat Fitrah payments via Maybank to grow by more than 100% this year.

“The convenience in having the eDuit Raya and Zakat Fitrah online services is particularly significant this year as we have to observe social distancing, crowd control and limit travelling

while celebrating this festivity,” he said. “But as the spirit of giving is important and encouraged during the Holy month of Ramadan and Hari Raya, we want to enable our customers to fulfil their obligations of paying zakat, and keep the tradition of giving Duit Raya to their loved ones despite the constraints. With Maybank2u, we can continue to share our blessings and help the less fortunate while prioritising safety.”

Zakat Fitrah online can be paid via the Maybank2u website while customers who prefer to use the QRPay Zakat Fitrah only need to scan the QR code on the respective State Zakat Board’s websites to make payment through their Maybank2u App. Currently, 10 State zakat bodies accept payments via Maybank2u - Kedah, Kelantan, Penang, Perak, Perlis, Sabah, Sarawak, Selangor, Terengganu and Wilayah Persekutuan - while Penang, Wilayah Persekutuan, Sarawak and Perak are also able to accept payment via QRPay.

To add to the Raya festivity this year, Maybank is also rewarding customers through the Raya Paling Gempak (RPG) campaign with prizes worth up to RM2million. For every eDuit Raya transaction of minimum RM5, and other transactions such as bill payment, prepaid reload, Tabung Haji transfer, overseas transfer etc., customers can earn a chance to spin the Roda Gempak on the Maybank2u App, and stand to win, amongst others, cash rewards, electronic gadgets, shopping and mobile upload vouchers.

During the campaign period, customers can also donate to the less fortunate customers via Maybank2u website and app. Additionally, Maybank2u App users can also choose to donate the cash rewards they receive from the ‘Roda Gempak’ to MaybankHeart’s People’s Campaign, an initiative to raise funds for at risk communities during the Covid-19 outbreak. This feature was first introduced in 2019 and managed to raise over RM600,000 in donations for the less fortunate during the various festive seasons that year.
