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HSBC TO FACILITATE DBL LIFESTYLES WITH SEAMLESS DIGITAL PAYMENTS

Enhancing Local Retail Payments Digitisation

The Hongkong and Shanghai Banking Corporation Limited (HSBC) Bangladesh and DBL Lifestyles Ltd., the flagship retail brand of DBL Group, have recently collaborated to enhance DBL Lifestyle's digital payment services. The collaboration will enable a seamless cashless payment experience for the customers of DBL Lifestyles Ltd. through HSBC's newly launched digital collection solution, Omni Collect. DBL Lifestyles Ltd. is the authorised seller for brands such as Puma, Nike, Adidas, and Levi's in Bangladesh.

The agreement signing ceremony was held recently with the presence of **M. A. Rahim**, Vice Chairman, **M. A. Quader**, Deputy Managing Director & Group CEO of DBL Group; **Stuart Rogers**, Regional Head of Commercial Banking, International Markets, Asia Pacific, HSBC; **Newaz Musharraf**, Head of Global Payments Solution, HSBC Bangladesh; and senior officials from both organisations.

As part of the agreement, Omni Collect will allow retail customers of DBL Lifestyles to effortlessly make digital payments by simply scanning a QR code through their smartphones at the checkout. This solution will also facilitate the retailer to receive their sales proceeds via different digital channels such as Credit Cards, Debit Cards, Mobile Financial Service (MFS) and Internet Banking along with providing a comprehensive view of collections, helping enhance operational efficiency.

In this regard, **M. A. Rahim**, Vice Chairman said, "DBL Group has longstanding business relationship with HSBC Bangladesh with impeccable partnership record and we appreciate new technologies given by HSBC.

DBL Group always welcomes innovative solutions that helps expediting our growth journey and believes that Omni Collect solution will bring more efficiency in our treasury operations of retail business wing."

Stuart Rogers, Regional Head of Commercial Banking, International Markets, Asia Pacific, HSBC, added, "Digital transformation remains an integral part our customers' strategies. At HSBC, we are committed to introducing innovative solutions to cater to the evolving needs of all our customers. We firmly believe that this partnership will prove to be mutually beneficial, and we will continue to provide unwavering support to DBL Group throughout their digital transformation journey."

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Note to editors:

The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 60 countries and territories. With assets of US\$3,099bn at 30 September 2024, HSBC is one of the world's largest banking and financial services organisations.

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