

Prizes presented for debit card users

Promoting debit card usage is an important mechanism in promoting cashless society

Mr. Prasong Puntanet, Permanent Secretary of Finance, recently presented prizes to winners of the 12th Debit Card and State Benefit Card Lucky Draw program. The winners of the first prizes, each worth ฿1 million, are Miss Prangthip Meedej, who used a debit card from Siam Commercial Bank Public Company Limited for transactions, and Thong Sa-nga Trading, the flagship Pracharat store in Nakhon Phanom province, which installed an EDC machine from Krungthai Bank Public Company Limited.

On this occasion, Mr. Pornchai Thiraveja, Financial Policy Advisor to the Fiscal Policy Office (FPO), as Joint Secretary of Sub-Committee on Promotion of National e-Payment, Mrs. Oranut Siraprapa, First Executive Vice President, Managing Director Retail Banking Product & Strategy Group, Krungthai Bank Plc. and Miss Pimjai Tongmee, Executive Vice President, Payments Product Sales and Delivery Division, Siam Commercial Bank Plc. also extended their congratulations to the winners.

The Debit Card Lucky Draw program is a part of the National e-Payment strategy to encourage people to use debit cards and state welfare cards in place of cash. The program also encourages merchants to install EDC equipment to help expand channels for debit card usage.



Top executives from the Ministry of Finance, Siam Commercial Bank Public Company Limited and Krungthai Bank Public Company Limited congratulate the prize winners of the “12th Debit Card Lucky Draw” campaign.



Miss Prangthip Meedej, lucky prize winner, who made transactions with her debit card from Siam Commercial Bank Plc.



Thong Sa-nga Trading, the flagship Pracharat store in Nakhon Phanom province, which installed an EDC electronic payment system from Krungthai Bank Plc.

The lucky draws have been held 12 times to date, with prizes totaling Bt84 million sponsored by the Government Lottery Office (GLO). Since its inception, the project has been successful in bringing about change in spending habits and promoting cashless society. The number of debit cards in use is currently around 62.1 million, up 11.2 percent from the same period last year, with total transaction volume noticeably increasing over the duration of the campaign. The total transaction volume has risen to 80.2 million, an increase of 38.3 percent compared to the same period prior to the campaign, while total transaction value amounted to Bt148,975 million, an increase of 22.2 percent.

Even though the debit card program has now ended, the benefits of electronic payments over cash payments in terms of reduced administrative costs, increased speed and improved security in the payment of goods and services, as well as overall improvements in national competitiveness, will continue to accrue. Members of the public are encouraged to continue using electronic payment systems rather than cash through a variety of convenient channels, whether debit cards, PromptPay, QR Code or other online banking channels.

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