

press release

Standard Chartered and Amazon.ae Introduce Seamless Instalment Payment Plans for Customers in the UAE

Payfort, an Amazon company, is enabling the service through using its online payment gateway

Dubai, United Arab Emirates, 10 September 2020 – Standard Chartered Bank and Amazon.ae announced today the launch of new instalments payment plans. The new service allows Standard Chartered credit cardholders shopping on Amazon.ae to seamlessly convert their purchases into monthly instalments for a period up to 12 months.

Payfort, an Amazon company, is enabling the service through using its online payment gateway. The new service allows customers to convert their purchases into installment plans online without calling the bank or filling in any forms.

“We are extremely excited to be working with the Standard Chartered Bank to introduce his new service for their credit card customers in the UAE, allowing them to make purchases and choose to pay via monthly installments directly on Amazon.ae,” said Omar Soudodi, Managing Director of PAYFORT, an Amazon company. “We have seamlessly integrated this new payment option into the Amazon.ae checkout journey so that customers can avail of the new pay by installments option without needing to leave the Amazon.ae store. Trust and convenience are key when it comes to payment methods, and we will continue innovating on behalf of our customers in this space.”

Purchasing via instalments is becoming increasingly popular across the region offering clients greater flexibility and convenience. Commenting on the launch of this innovative service, Sethu Ramaswamy, Regional Head of Products and Segments for Africa and Middle East at Standard Chartered Bank said: “We are extremely pleased to have partnered with Amazon through their payment company Payfort in making this possible for our clients. At Standard Chartered, we strive to offer innovative and convenient banking experiences to our customers. Instalment plans give consumers greater purchasing power by allowing them to better manage their cash flows. We are proud to be among the first international banks in the UAE to launch this powerful feature on Amazon.ae”.

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About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.

About PAYFORT

PayFort (an Amazon company) was established in 2013 to solve payment challenges in the Arab World. We offer technology and solutions across major markets in the GCC & Levant countries, operating in the UAE, Egypt, Saudi Arabia, Lebanon, and Jordan. Our dedicated team has been helping merchants in different countries around the region in establishing relationships with our acquiring partners, designing payment experiences to increase conversions on various payment channels and to minimize the risk associated with online businesses. In addition to credit card acceptance, PayFort offers many value-added services such as Local payment methods, Tokenization, Fraud Management, Invoicing, Reports & Analytics, Real-Time Monitoring, and Installments. To learn more about PAYFORT, visit payfort.com

About Standard Chartered

We are a leading international banking group, with a presence in 60 of the world's most dynamic markets and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India. For more stories and expert opinions please visit [Insights](#) at sc.com. Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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