



press release

Standard Chartered unveils innovative solution for Hindu Endowments Board to enhance its digital payments platform

30 September 2020, Singapore – Standard Chartered Bank (“the Bank”) announced the launch of its first digital payment link solution globally that enables the Hindu Endowments Board (“HEB”) in Singapore to receive payments from devotees, enhancing its current payment platform.

With this capability, HEB can now collect payments by sending their devotees a URL link via email, SMS, digital or physical invoice, or social media platforms such as WhatsApp. These payments can include donations to temples administered by HEB in Singapore or the amount rendered for the booking of temple services and facilities. Upon clicking on the digital payment link, the devotees are directed to Standard Chartered’s Straight2Bank payment gateway page that shows the specific payment amount due, and PayNow as the payment method.

With current safe distancing and work-from-home advisories amid COVID-19, HEB is able to turn to additional digital payment solutions to continue with its operations effectively.

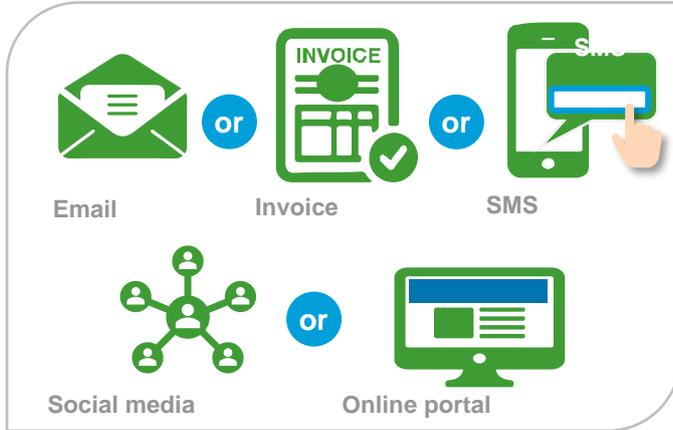
“Standard Chartered listened to our needs and delivered above and beyond what we expected – this fuss-free and innovative digital payment solution is most suitable for the

current times that we are living in. We are able to keep our temple-goers safe and at the same time allow them to continue engaging with us with minimal investment or operating needs on our part,” said T Raja Segar, CEO, Hindu Endowments Board. “Standard Chartered truly lived up to its *Here for Good* promise and we are excited to continue on our digital journey with them.”

Standard Chartered, while committed to building its own digital capabilities to enhance customers’ experience, also pledges to support its clients’ digital journey, from strategy to execution.

“Digital is fast becoming a new way of life for many of our clients across different sectors. This ‘lite-touch’ digital payment solution that requires minimal technical effort on the statutory body’s part delivers a convenient and seamless experience not only to HEB’s end users but also to HEB’s staff and volunteer management committee members,” said Ankur Kanwar, Head of Cash Products, Singapore and ASEAN, Standard Chartered Bank. “By enabling HEB’s end users to continue performing regular transactions with their temples safely via digital means, we are both supporting our client and the wider Hindu community in Singapore’s ongoing fight against the global pandemic.”

1 A payment URL link is sent to the HEB devotee via the following platforms.



2 Upon clicking on the URL link, payer is directed to Standard Chartered's Straight2Bank payment gateway page showing the payment amount. Select PayNow to proceed.



3 A dynamic QR code is generated.



4 Payer scans the dynamic QR code and completes the payment via PayNow.



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Note to Editors:**About Standard Chartered**

Standard Chartered Bank in Singapore is part of an international banking group, with more than 150 years of history in some of the world's most dynamic markets. 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.

The Bank has a history of 161 years in Singapore, where we opened our first branch in 1859. In October 1999, we were among the first international banks to receive a Qualifying Full Bank (QFB) licence, an endorsement of the Group's long-standing commitment to our business in the country.

Singapore is home to the majority of our global business leadership, our technology operations, as well as SC Ventures, our innovation hub. In 2013, the Bank transferred our Singapore Retail and SME businesses to a locally-incorporated subsidiary, Standard Chartered Bank (Singapore) Limited ("SCBSL"). And in May 2019, we fully consolidated our business operations in Singapore through the transfer of our Commercial Banking, Corporate & Institutional Banking and Private Banking businesses to SCBSL. SCBSL is one of the highest-rated banks globally: A1/Stable by Moody's Investor Services, A/Stable by Standard & Poor's and A/Stable by Fitch Ratings. In August 2020, we were the first and only bank to be awarded by the Monetary Authority of Singapore the status of "Significantly Rooted Foreign Bank".

In Singapore, we support both individual and corporate needs to build wealth and drive commerce at every step of their journey. We do this by offering an entire range of financial services across personal, priority and private banking as well as our business, commercial and corporate banking teams. The Bank has a network of 16 branches, 5 Priority Banking centres, 1 International Banking and Priority Private Centre and 27 ATMs.

For more information please visit www.sc.com/sg.

About Hindu Endowments Board (HEB)

The Hindu Endowments Board or HEB is a statutory body set up under the Hindu Endowments Act in 1968. The Minister for Culture, Community and Youth appoints prominent figures from the public and private sectors of the Indian community as Board members.

HEB's primary function is to operate four Hindu endowments placed under its administration. These endowments include the Sri Mariamman Temple, Sri Srinivasa Perumal Temple, Sri Sivan Temple and Sri Vairavimada Kaliyamman Temple.

In addition to managing temples, the Board is involved in numerous initiatives that benefit the community. HEB's broad based community service includes the administration of HEB-Ashram since 1999, a halfway house of IPC status to rehabilitate substance abusers. HEB-Ashram offers its residents guidance and support and equips them with skills to allow them to be gainfully employed. 'Gift from the Heart' a programme that provides disadvantaged families with free monthly food rations is also offered through HEB-Ashram.

In 2011, HEB started the HEB-Sivadas Education Fund – a financial assistance initiative that offers two different support schemes – one targeting pre-schoolers and the other meant for tertiary students, including those attending polytechnics and ITEs. The scheme provides bursaries and grants to ensure that Hindu children are not deprived of a good education.

HEB actively supports interfaith activities and is a member of the Inter-Religious Organisation, Singapore. While HEB's mission is to meet the spiritual and welfare needs of the Hindu community, its vision is to foster greater understanding and harmony amongst religions.

For more information, please visit www.heb.org.sg