

Bank of Ayudhya PCL in Financial Cards and Payments (Thailand)

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Abstracts

As well as building strong portfolios of credit cards, debit cards and store cards consumers, the company also focuses on developing more efficient mobile applications to satisfy the increasing demand for m-commerce in Thailand. The company successfully increased the number of Krungsri App to 600,000 downloaders within the first six months. The average number of mobile transactions per month was three million in 2013. At the same time, Krungsri internet banking is another important service that...

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