



YOU CAN NOW USE YOUR ALFALAH DEBIT CARD FOR ONLINE TRANSACTIONS

Welcome to our world of VISA Debit Cards. As a Bank Alfalah Debit Card holder, you can enjoy a plethora of benefits and services designed carefully to meet your needs:

Features & Benefits:

- **Country-wide Acceptability:** Alfalah VISA Debit Card saves you from the hassle of carrying cash or writing cheques, along with the freedom of making electronic payments anywhere in Bangladesh. It is compatible with VISA, NPSB and Q – Cash network.
- **World Class Security:** Alfalah VISA Debit Card comes with enhanced EMV chip based security features to make it more protected from fraud risks. The new EMV chip based cards have in-built security functionalities in areas like card authentication, card holder verification and transaction authorization.
- **e-Commerce Transactions:** You will be able to avail the benefits of e-commerce transactions such as online shopping with your Alfalah VISA Debit Card.

With an aim to provide you with more convenient services to improve your banking experience with us, we are excited to announce that we have enabled e-commerce transactions on your Alfalah Debit Card. With this feature, you can now use your Alfalah Debit Card for online transactions such as online shopping, food delivery, online grocery, online movie ticket, mobile top-ups, utility bill payments etc.

Below are few helpful FAQs regarding e-commerce transactions for your convenience.

FREQUENTLY ASKED QUESTIONS

1. What are the benefits of online/e-commerce transactions?

Convenience.

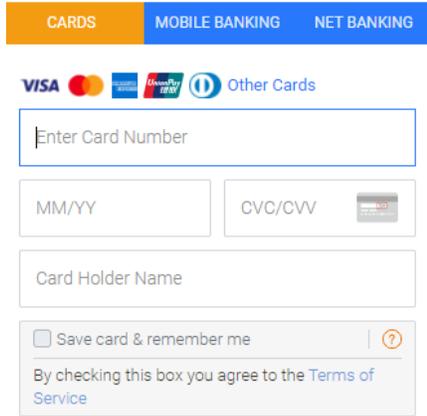
You can now use your Alfalah Debit Card to buy products or services from the convenience of your home. Shop online or pay utility bills with you Alfalah Debit Card absolutely hassle free anytime, from anywhere.

2. What are the steps for conducting e-commerce transactions?

To purchase products or services with your Alfalah Debit Card, just go to any e-commerce platform and follow the below steps:

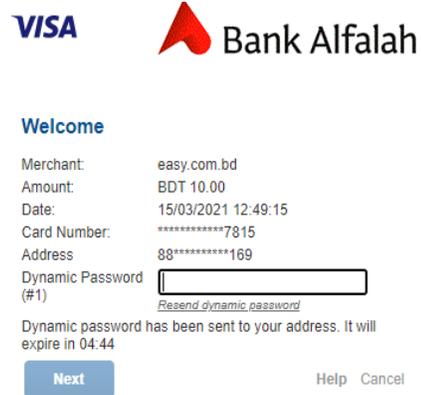
Step 1:

Input your card details i.e. card number, expiry date, CVV number, your name and Submit.



Step 2:

On the next screen, Enter OTP sent to your registered mobile number, press "Next" and **You're Done!**



Your CVV number is the three-digit number at the back of your debit card.

3. What are the limits for online/e-commerce transactions?

Below limits are applicable for online/e-commerce transactions using your Alfalah Debit Card.

Transaction Type	Limits
No. of Transactions Per Day	10
Volume Per Day	BDT 100,000

4. Can I conduct online/e-commerce transactions with my old non-EMV (magnetic stripe) Debit Card?

No.

For your security, e-commerce transactions are not enabled in non-EMV (magnetic stripe) debit cards. You will have to replace your non-EMV (magnetic stripe) debit card to our new EMV chip based card to avail e-commerce transaction feature. For information on how to replace your old card, please call our 24/7 phone banking service @ 16515.

5. Can I transfer funds to my bKash/Nogod wallet using my Alfalah Debit Card?

Yes.

Just select add money from card option to transfer funds from your Alfalah Debit Card to your bKash/Nogod account.

6. Is performing online transaction safe/secure?

Yes.

e-commerce transactions use Two Factor Authentication (2FA) technique where an OTP is sent to your registered mobile number making it more secure than traditional POS transactions.

If you have any further queries, please call our 24/7 phone banking service @ 16515 or visit your nearest branch at your convenience.