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Unique joint project of Citibank, UCS and Partia and Domino merchant networks



The first Equal Payment Plan at point of sale purchase ("Partia" & "Domino" store)



Digital camera - the first purchase

Now instalment payment on Citibank Credit Cards can be booked on-line right at the cashier' desk.

Citibank, Russia, UCS and Partia and Domino merchant networks have launched a unique credit card offer. In any Partia and Domino branch one can book an Equal Payment Program credit card transaction in-store right at the cashier desk.. For the first time in Russia instalment payments have been fully automated and can be booked on-line.

Under Equal Payment Plan, along with the standard transactions, one can pay for goods purchased with Citibank credit cards in equal monthly instalments. Apart from facilitating the payments, Citibank extends loans to its Equal Payment Plan customers at privileged interest rates - from 1% per month (in Citibank partner merchants) up to 1.67% per month (on purchases above 1.800 Roubles in other merchants).

The software was developed by Citibank and UCS specialists; and Partia technicians provided support during its installation at the POS terminals. The goal of the new project is to make the loan acquisition process unnoticeable for the customer. Upon the authentication of the credit card the POS service unit will offer two options to the Citibank credit card holder - to pay in a single sum or by equal instalments.

The credit card holder just has to advise the cashier of the option chosen by him/her and preferred tenor for the Equal Payment Plan Program. The repayment term, monthly instalment amount and interest rate will be specified in the slip printed out for the customer.

As Citibank's key partners Partia and Domino were the first to introduce the in-store on-line loan booking in all their outlets. In addition, both merchants grant to Citibank credit card holders discounts of up to 20%. As a result, their sales on Citibank credit cards soared. Now, Partia and Domino are the most popular merchants among Citibank credit card holders and account for every tenth credit card purchase.

The joint Citibank - UCS effort on creating a credit card acquiring support network would encourage more merchants to accept credit cards, promote more card-related services and enhance the service standards. The project participants are confident that their joint efforts would help to increase the number of credit card holders and further develop the credit card market.

In an interview devoted to the launch of Citibank credit card Willian Keliehor, Head of Credit Card Business and Vice - President of Citibank said that Citibank together with UCS and the leading merchants was increasingly enlarging the scope of credit card acceptance and that process was gaining momentum along with personal income growth. He noted that in many countries the governments granted tax privileges to credit card holders, since credit cards helped to promote economic prosperity, as globally, people spend on average 20% more on credit cards than in cash or on debit cards.