International Post Corporation

Romanian Post, Visa and CEC Bank launch a new digital service that brings the bank closer to Romanians â€“ DIRECT CASH DEPOSIT

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The National Company "PoÈ™ta RomânÄƒ" marks a new step towards digitalization, launching together with Visa and CEC Bank an innovative financial service that allows cash to be deposited directly on bank cards, regardless of the issuing bank.

Through this initiative, individuals and legal entities will be able to deposit cash in over 1,500 post offices and through the extensive network of over 9,000 PDA terminals equipped with postal couriers. The deposited amounts will be transferred quickly and securely to any bank card, providing easy and convenient access to funds, without the need to go to a bank or an ATM.

Instant access to money. Wherever you are.

Deposits arrive on the card in real time, and the service is available nationwide. This solution is designed for both individuals and companies that need a fast and secure system for collecting cash from the territory.

"The Romanian Post is no longer just a traditional institution, but an active partner of the state in the process of digitalizing Romania. I thank Mr. Gregor Teodorescu and his team within the Financial Services Business Unit for taking an important first step towards transforming the Romanian Post into a universal counter and a strategic partner of the Romanian state. The launch of the new service through which cash can be deposited directly onto bank cards represents another step forward in our mission to be with Romanians, wherever they are in the country. We are the only institution capable of offering this service at a national level, thanks to our extensive and accessible network," said Valentin È˜tefan, General Manager of the Romanian Post.

Essential service for areas without banking infrastructure

The new direct cash deposit service on bank cards brings a modern and efficient alternative for rural communities or for those who, for various reasons, cannot access banking services in a traditional way. PoÈ™ta RomânÄƒ thus assumes an active role in promoting financial inclusion and in the digitalization of public services.

"The partnership with PoÈ™ta RomânÄƒ and CEC Bank reflects our constant commitment to bringing innovation closer to people, through solutions that specifically respond to everyday needs. The new functionality offers a practical and efficient option for depositing cash directly onto debit cards, through a vast and accessible national network – both in post offices and at couriers' mobile terminals. Through this collaboration, we manage to reach even remote communities and support people who, until now, have had limited access to banking infrastructure. At the same time, the initiative contributes to an essential behavioral change: the shift from the predominant use of cash to modern, fast and secure payment methods – an important step towards a more connected and efficient economy", added Elena Ungureanu, Visa Country Manager in Romania.

"The partnership with PoÈ™ta RomânÄƒ and Visa reconfirms CEC Bank's commitment to its social role, with a focus on increasing financial inclusion and education. In a context where accessibility is becoming essential for any financial product, we want our solutions to be easy to use and as close to people as possible. In line with the assumed strategy, we support the digitalization of companies in Romania and facilitating access to modern financial services. CEC Bank maintains its territorial footprint at the national level, including in rural areas, ensuring that we remain a trusted partner for all clients and through this approach, we actively contribute to the modernization of the country's financial infrastructure", stated Bogdan NeacÈ™u, President of CEC Bank.

Source: Posta Romana

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