Providing digital payment service in taxis in Ajman

Published: 22 Jun 2021

As part of its keenness to support digital transformation initiatives, the Ajman Government Finance Department and Transport Authority signed an agreement with First Abu Dhabi Bank and Magnati; It...

As part of its keenness to support digital transformation initiatives, the Ajman Government Finance Department and Transport Authority signed an agreement with First Abu Dhabi Bank and Magnati; It will provide a safe and convenient electronic taxi fare payment service instead of cash, in a move that contributes to providing various payment options and enhancing the level of safety while transporting passengers through the taxi fleet. The agreement was signed by His Excellency Marwan Ahmed Al Ali, Director General of the Department of Finance in Ajman, His Excellency Omar Mohamed Lootah, Director General of the Ajman Transport Authority, and Mr. Ramana Kumar, CEO of Magnati wholly owned by the First Abu Dhabi Bank Group. The agreement aims to improve the quality of services provided to taxi users, and reduce the risks of transmission of the (Covid-19) virus under the current circumstances.

This initiative stems from the keenness of Ajman Finance and the Ajman Transport Authority to support the Ajman government's vision of promoting a cashless economy, meeting the aspirations and aspirations of customers, and raising the level of their satisfaction, by providing multiple payment options in taxis, including credit cards, Samsung Pay, and Apple Bay.

Under this agreement, the Department of Finance also provides a payment service through the Ajman digital wallet of the Ajman Smart Payment Platform AjmanPay, which is the smart and official payment platform for the Ajman government. Commenting on this initiative, His Excellency Marwan Ahmed Al Ali, Director General of the Department of Finance in Ajman, said: “This agreement comes within the framework of the Ajman Department of Finance’s endeavor to achieve the vision of our wise leadership and the digital transformation plan for the Emirate of Ajman. The department continues to implement strategic initiatives that will enhance the level of customer satisfaction. Through this cooperation with the Ajman Transport Authority and First Abu Dhabi Bank, taxi users will be able to complete the payment process with ease and comfort using credit cards or the Ajman digital wallet of the Ajman Pay smart payment platform.” For his part, His Excellency Omar Mohamed Lootah, Director General of the Transport Authority - Ajman, said: “We are happy to hold this strategic partnership, which could not have come at a more appropriate time given the challenges posed by the Covid-19 epidemic, in addition to that we always strive to adopt the latest means that contribute to Developing the infrastructure of the transport sector and we are keen to devise the best solutions to get out of the pandemic with positive results by relying extensively on the digital transformation system, which in turn benefits customers, in accordance with the strategy adopted by the Ajman government aimed at improving the government work tool and providing services at a high level of quality ”. On the other hand, Mr. Ramana Kumar, CEO of Magnati, owned by the First Abu Dhabi Bank, said: “We are proud of our cooperation with the Department of Finance and the Transport Authority-Ajman to provide the best digital payment solutions to collect taxi revenues, in a step towards the emirate’s direction towards relying on a cashless economy. We are

confident that the use of the Magnati digital payment platform will enhance the efficiency and accuracy of Ajman taxi revenue collection processes, while providing taxi users with a safer and easier experience. For us at Magnati, our goal is to highlight the role of digital payments in providing diverse social and economic benefits to consumers, businesses and government agencies alike.

" Imad Ahmed Abdel Wahab, General Manager of Business Development and Government Payments Solutions at Magnati, owned by First Abu Dhabi Bank, said: "We are constantly keen to invest in innovative technological solutions that facilitate customers and provide them with a seamless payment experience. We are proud to contribute to supporting Ajman's strategy towards digital transformation through this cooperation that facilitates the payment process for taxi users and highlights the company's quest to provide diverse and smart solutions." This strategic partnership encourages taxi users to take advantage of electronic payment options and reduce contact, especially in light of the outbreak of the Corona virus, and the necessity of adhering to preventive and precautionary measures. This service will be available to the public during 2021.