

Easypaisa, Bookme.pk enhance cooperation to further disrupt e-ticketing space in Pakistan

Islamabad – March 22, 2018: Easypaisa and Bookme.pk partnership is enabling thousands of customers to book bus, movie and event tickets conveniently online and pay through their Easypaisa Account, Visa or MasterCard, or any of the 75,000+ Easypaisa shops nationwide. Customers can also avail the service by calling Bookme.pk helpline, get their tickets reserved and pay via Easypaisa mobile money agent close to their home.

To further facilitate customers Pakistan's leading microfinance banking institution, Telenor Microfinance Bank has enhanced its cooperation with Pakistan's leading online ticketing platform Bookme.pk to help customers purchase their cinema, bus and event tickets through Easypaisa app. The new arrangement to book tickets via Easypaisa app will bring the facility a finger tap away from the customer. With the end to end complete API integration, easypaisa mobile app users can select their desired seats, avail special offers from cinema and bus companies and pay directly from their mobile account.

Ecommerce in Pakistan is booming with more and more people buying online. Same goes with Bookme and Easypaisa online payments where Easypaisa online payments processed 50,000 transactions for Bookme in 2017, while processing more than 50,000 transactions during last 3 months. Easypaisa online payments process more than 170,000 USD worth of transactions every month for Bookme and serves as a key element in Bookme's success.

"We are glad to take forward our collaboration with Bookme.pk for further enabling our customers and bringing amazing e-ticketing experience in their palm." Shahid Mustafa, President & CEO – Telenor Microfinance Bank said. "Easypaisa has revolutionized Pakistan's financial landscape through innovative use of technology. We are glad that our contributions work towards overall empowerment of the society. Easypaisa has processed thousands of transactions for Bookme.pk and we are eager to see this partnership see unprecedented growth with time."

Sharing his thoughts, Faizan Aslam – CEO and Founder Bookme Tickets Pvt. Ltd. said: "Easypaisa and Bookme.pk have jointly achieved multiple extraordinary milestones. Launching e-ticketing in easypaisa app using Bookme API's will give access to e-ticketing features across entire Telenor easypaisa mobile account customer base. The latest innovative addition furthers the shared commitment of both the organization to bring greater enablement to their customers. Now that the convenient booking of a bus or a movie ticket is a finger tap away, Easypaisa mobile account customers will feel more empowered in their lives."

Telenor Microfinance Bank's digital financial service Easypaisa has revolutionized Pakistan's financial landscape by stimulating an exponential increase in financial inclusion of the underserved people. The bank leverages digital innovation to bring greater enablement to the people of Pakistan to help them improve their standard of life.

About Telenor Microfinance Bank Limited

Telenor Microfinance Bank Limited, established in 2005, is the first scheduled microfinance bank in Pakistan. In 2009, we launched Pakistan's first mobile banking platform, Easypaisa, which now has the largest nationwide footprint. Telenor Microfinance Bank was awarded the 'Best Microfinance Bank' and 'Bank the Unbanked' award at the Pakistan Banking Awards in 2016 and 2017. For more information, please visit: <http://www.telenorbank.pk>