

Telenor Microfinance Bank, TPL Insurance expand scope of 'Sehat Sakoon'



Karachi – March 26, 2018: Telenor Microfinance Bank and TPL Insurance have enhanced the scope of their successful joint venture, 'Sehat Sakoon', which now offers life insurance to its subscribers.

It was announced in a special event organized to celebrate the success of the product here at Movenpick Hotel, Karachi. President & CEO Telenor Microfinance Bank, Mr. Shahid Mustafa and CEO TPL Corp Ali Jameel also attended the event. Colleagues with extraordinary performances were recognized and awarded at the event.

Telenor Microfinance Bank and TPL Insurance collaborated to introduce health insurance product 'Sehat Sakoon' in 2014 in order to provide convenient, affordable and easily accessible insurance to common people. Telenor Microfinance Bank's nationwide Branch' network was leveraged to offer the product across the country.

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The product witnessed unprecedented success and acceptability amongst its users. Following its launch, the number of policies sold per month increased to more than 12,000 now as opposed to about 8500 in October 2017.

“Provision of affordable and accessible services is part of Telenor Microfinance Bank’s long term pledge to foster financial inclusion in Pakistan.” Shahid Mustafa – President & CEO, Telenor Microfinance Bank said while speaking at the event. “Financial services are crucial for enabling and empowering the society, besides furthering financial inclusion across the country. We are committed to further expand branch and digital insurance business to make it convenient and easily accessible for all.”

Also present at the occasion was Ali Jameel, Group CEO – TPL Corp said “Telenor Microfinance Bank has pioneered a host of innovative and industry – first digital and financial initiatives to usher in greater enablement to people. The bank continues to create synergies with financial players in the country to extend quality financial services to underserved people.”

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About Telenor Microfinance Bank Limited

Telenor Microfinance Bank Limited 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>