

Easypaisa User Wins a Car



Left: Aslam Hayat, Acting CEO, Telenor Microfinance Bank, congratulates Maqsood Ahmed, winner of Easypaisa's 'Grand Eidi Campaign', and presents him the keys of his new car. Right: Maqsood Ahmed with his new Honda City.

Karachi: July 16, 2019 – Easypaisa, Pakistan's first digital lifestyle enabler, handed over a new car to Maqsood Ahmed, the winner of its 'Grand Eidi Campaign'. The keys of his new Honda City car were presented to him by Aslam Hayat, Acting CEO, Telenor Microfinance Bank.

Sharing his joy at the handing over ceremony, Maqsood Ahmed, winner of the prize said, "I have been using Easypaisa regularly for the past four years. One day I received a call from Easypaisa telling me that I had won a car. At first, it took me quite by surprise; I simply could not believe it! I am thankful to Allah and Easypaisa who have made me the proud owner of this new car."

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About Telenor Microfinance Bank Limited

Telenor Microfinance Bank (TMB) offers Easypaisa, Pakistan's first mobile financial services platform launched in 2009, which is also the first and only GSMA Mobile Money Certified service. Easypaisa has since developed into the largest branchless banking service in Pakistan in terms of agent network, active accounts, and transaction value, according to the State Bank of Pakistan. TMB also provides microfinance and related financial services to the less privileged and unbanked segment of the Pakistani society.

Ant Financial Services Group ("Ant Financial"), an affiliate of Alibaba Group has bought 45% stake in Telenor Microfinance Bank, a subsidiary of Telenor Group, to further develop TMB's mobile payment and digital financial services. This strategic partnership between Telenor Group and Ant Financial combines TMB's knowledge and local market presence and Ant's technology in Alipay, the world's largest digital payment platform, and other financial services, to bring mobile payment and inclusive financial services to individuals as well as small and micro businesses in Pakistan. For more information, please visit: <http://www.telenorbank.pk/>