

## Easypaisa Salary Disbursement Solution Implemented at Artistic Fabric & Garment Industries



**KARACHI– March 20, 2019:** Easypaisa has entered into an agreement with Artistic companies, Artistic Fabric & Garment Industries Pvt. Ltd. (AFGI) and Artistic Apparels (AA) for salary disbursement through Easypaisa Mobile wallet services. Artistic is one of the biggest names in denim manufacturers in Pakistan, supplying denim products to leading multinational brands globally.

The Easypaisa Salary Disbursement solution offers both a cost effective and time efficient solution for salary disbursement to employees in remote locations and those employees who do not have a bank account. The salary is instantly disbursed to the employee’s mobile account and an SMS is received by the customer confirming the same. Employees have the convenience of withdrawing salaries from over 75,000 Easypaisa locations and 1Link ATM’s across Pakistan. Furthermore, the solution allows employees to withdraw salaries in any denomination, transfer funds to family or friend’s mobile account and pay utility bills.

Sharing his thoughts on the development, Aslam Hayat, Acting CEO, Telenor Microfinance Bank, said, “We are glad to extend Easypaisa’s Salary Disbursement Solution to support AFGI & AA. Easypaisa, with the help of its expansive network of agents all over the country, will be instrumental in facilitating smooth and convenient salary disbursement. The agreement comes in connection with Easypaisa’s commitment to facilitate everyday transactions as part of its long term socioeconomic empowerment goals. We will continue to develop partnerships and support interoperability to enhance financial inclusion in Pakistan.”

Speaking on the occasion, Executive Director Mr. Ahmed Javed at AFGI, said, “At AFGI we believe in always investing in our team and finding new ways to interact with our employees. Through Easypaisa

not only are the payments easier, but our staff now also has easy access to micro loans, that go a long way in securing our workers' future. Through digital wallets, we aim to elevate the lives of those at Artistic into a new era of automated convenience.”

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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”), subsidiary 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/>