

Easypaisa and Careem collaborate to offer ‘Top Up’ service for Mobile Wallet users



Center Right, Khurram Malik, Head of Branchless Banking, Telenor Microfinance Bank. On his left, Shahzad Jamal, GM North, Careem Pakistan at the signing ceremony along with senior executives of both the organizations.

KARACHI: April 09, 2019: Easypaisa, the first and largest mobile financial service (MFS) provider in the country, in collaboration with Careem, a leading ride-hailing app of the region, offers users the ability to ‘Top Up’ their Careem wallets conveniently via the Easypaisa app. Users will have the convenience of digital payments and will also get extra value added every time they ‘Top Up’. This move is aimed at further driving the cashless ecosystem in Pakistan.

Telenor Microfinance Bank’s branchless banking platform – Easypaisa, is the ideal solution for Pakistan’s largest ride hailing service Careem to create a shared ‘cash-less’ digital economy that will create value for all stakeholders. By utilizing the Easypaisa app to conveniently recharge a Careem Wallet users will not have to experience the burden of carrying cash for basic transportation transactions. Furthermore, the variety of ‘top up’ incentive offers include added benefits in the form of bonuses for users and the convenience of automatic payments to Captains at the end of a ride.

The agreement was signed at a ceremony recently held in Islamabad which was attended by Khurram Malik, Head of Branchless Banking, Telenor Microfinance Bank and Shahzad Jamal, GM North, Careem Pakistan along with representatives from both the organizations.

“As Pakistan’s primary digital lifestyle partner, we are constantly looking for innovative ways to facilitate our customers and consistently add value to our products and solutions, we are happy to have joined hands with Pakistan’s trusted ride-hailing service Careem once again to bring amazing deals to our mutual customer base. The partnership is part of our concerted efforts for the development and promotion of a digital ecosystem in Pakistan that aims to extend the benefits of communications technology to the common man in every part of the country,” said Khurram Malik, Head of Branchless Banking, Telenor Microfinance Bank.

Commenting on the occasion, Shahzad Jamal, General Manager, North said, *“Careem’s partnership with Easypaisa is a step towards our focus on improving lives of our customers and their experience. This will allow customers to engage with another avenue towards cashless services.”*

PRESS RELEASE



Easypaisa is at the forefront of empowering people through innovative, technologically driven, and low cost financial services with more than 75,000 Easypaisa outlets across the country, to cash-in their Easypaisa wallets and buy Careem Vouchers.

###

Press Contact

Subul Naqvi
Corporate Communications, Telenor Microfinance Bank
Email: press.center@telenorbank.pk

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/>