

Easypaisa Joins Hands with Haidri Beverages Pvt. Ltd & Northern Bottling Co. Pvt. Ltd for Retailer Commissions Disbursement Solution



KARACHI – May 29, 2019: Easypaisa, the first and largest mobile financial service provider in the country has entered into an agreement with Haidri Beverages Pvt. Ltd. and Northern Bottling Co. Pvt. Ltd. for disbursement of retailer commissions through Easypaisa’s cashless distribution solutions. Haidri Beverages and Northern Bottling are the largest franchisees of Pepsi Cola International, covering the entire AJK region, KPK, Gilgit-Baltistan, Federal Capital and Northern Punjab.

The Easypaisa Retailer Commissions Disbursement Solution offers a convenient solution which is not only time efficient but also minimizes risks associated with cash handling. The solution will assist retailers operating in remote locations and also those who may not possess a conventional bank account. Retailers will now have the convenience of withdrawing their commissions from over 130,000 Easypaisa locations which will be instantly disbursed to their accounts. Furthermore, the solution allows them to withdraw commissions in any denomination and also transfer funds.

Sharing his thoughts on the development, Aslam Hayat, Acting CEO, Telenor Microfinance Bank said, “We are glad to extend Easypaisa’s Retailer Commissions Disbursement Solution to support Haidri Beverages and Northern Bottlers. Easypaisa, with the help of its extensive network of agents across the country, will be instrumental in facilitating smooth and convenient commission disbursement. The agreement comes in connection with Easypaisa’s commitment to facilitate everyday transactions as part of its long term goal of digitizing cash payments and

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we will continue to build such partnerships in order to support interoperability and enhance financial inclusion in Pakistan.”

Speaking at the occasion, Mr. Qasim Jaffery – Group CFO, Haidri Beverages Pvt. Ltd and Northern Bottling Co. Pvt. Ltd, said, “It gives us immense pleasure to have partnered with Easypaisa for our commission disbursement, thus giving our retailers the ease and flexibility to access their commissions in a reliable and secure manner. Retailers are at the core of our business and as leading bottlers in Pakistan, we believe in connecting with our retailers by giving them greater accessibility to services by partnering with innovative financing solutions like Easypaisa.”

Since its launch in 2009, Pakistan’s pioneer branchless banking service Easypaisa has been instrumental in transforming the banking and finance outlook of the country through groundbreaking products and services. It has played a pivotal role in bringing the unbanked population into the fold of banking services through its initiatives aimed at strengthening financial inclusion in Pakistan.

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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/>