

Corona Health Services Available on Easypaisa

Karachi - 23 April 2020: Corona Health Services, one of the most affordable health packages in the country that provides exclusive access to Corona Tele-Doctor Helpline and comprehensive coverage including up to PKR 50,000 in Coronavirus hospitalization charges is now available on Easypaisa, Pakistan's leading digital platform. The third-party service is being offered to all Easypaisa customers at lower than market rates.

The Coronavirus outbreak has impacted lives of people in unprecedented ways and is undoubtedly cumbersome for the effected patients and their loved ones. All Easypaisa users can now subscribe for the plan through Easypaisa app and USSD menu (dial: *786*5*4#) from their mobile phones for PKR 1,000, which is 90 percent less than other similar products being offered in the market.

Under the plan, customers are entitled to as much as PKR 50,000 (max PKR 5,000 per day limit) in hospitalization charges which cover Coronavirus diagnostic test and medical facilities in case of positive diagnosis of Coronavirus, room charges, doctor consultation fee, unlimited calls to the specially setup Corona Tele-Doctor Helpline for information, precautions and counselling as well as an easy 6-month payment option.

Commenting on the development, M. Mudassar Aqil, President & CEO, Telenor Microfinance Bank / Easypaisa said; "The country is going through a tough humanitarian and economic crisis where health and safety have become top priorities for individuals. We are continuously assessing the situation and looking to offer innovative solutions in collaboration with other companies to ease the burden that our fellow citizens are facing. With the availability of Corona Health Service on Easypaisa, we are giving consumers a convenient support mechanism that they can rely on. We remain committed to serving Pakistan through innovative solutions in this difficult time".

Easypaisa has been at the forefront of bringing innovative products and services to the masses during the prevalent situation. A coronavirus updates section was also added to the Easypaisa app recently and with the introduction of this affordable health plan, the organization is making sure that people can ensure their health and financial well-being in these trying times.

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Disclaimer: Telenor Microfinance Bank / Easypaisa is only an agent/facilitator and not an insurance service provider.

Press Contact

Eman Ahmed Shaikh

Corporate Communications, Telenor Microfinance Bank

Email: press.center@telenorbank.pk

About Telenor Microfinance Bank Limited

Motivated by its vision of ‘transforming the financial landscape of the country’, Telenor Microfinance Bank, the leading microfinance institution of Pakistan is on a mission to provide ‘instant access to convenient digital financial services’ that benefits the people of Pakistan. With Easypaisa, the country’s largest branchless banking service, and a range of innovative digital banking solutions, the bank is committed to catering to the ever-growing needs of the people it serves.

Easypaisa, Pakistan's first mobile financial services platform launched in 2009, is also the first and only GSMA Mobile Money Certified service. Easypaisa since then has evolved into a digital payments platform, which empowers people across Pakistan to truly adopt the digital way of life.

Telenor Microfinance Bank is partly owned by Telenor Group, the leading telecommunications company across Scandinavia and Asia with 174 million customers, and Ant Financial, one of the leading fintech companies in the world and an affiliate company of Alibaba Group. Together with the new shareholders and strategic partner, and the Bank’s local market presence and knowledge, Telenor Microfinance Bank aims to digitally enable and empower the underserved segments of the Pakistani society.

For more information, please visit: <http://www.telenorbank.pk/>