

Easypaisa celebrates International Day of Family Remittances

KARACHI: Easypaisa, Pakistan’s leading digital payments platform has marked the International Day of Family Remittances by celebrating with customers who use the service to send and receive remittance payments around the world. Easypaisa along-with its network of partners spread across the world is enabling people to send and receive remittances in a digitally secure and convenient manner.

The 16th of June has been declared as the International Day of Family Remittances by the International Fund for Agricultural Development (IFAD) of the United Nations Organization (UNO) and is celebrated with fervour in Pakistan also under the leadership of Pakistan Remittance Initiative (PRI), whose mission is to facilitate remittances through the legal channels in Pakistan. Making remittances has always been a challenge for Pakistanis and Easypaisa is addressing this by forging collaborations with some of the leading international payment players to facilitate and simplify the process of sending money to loved ones in Pakistan from across the globe.

Sharing his thoughts on the occasion, M. Mudassar Aqil, President and CEO, Telenor Microfinance Bank / Easypaisa said, *“The International Day of Family Remittances is a yearly reminder to recognize one of the most vital elements in the financial value chain, i.e. the people receiving and sending money from overseas to Pakistan. It has been our privilege to serve one of the largest customer base in the country and it gives us great honour to witness the trust that is placed with us every day. On this day, we renew our commitment to remain focused to providing our customers with most innovative yet user-friendly and secure payment services in the market”.*

The COVID-19 pandemic has placed a lot of stress on the global economy and Pakistan is not any different. In these trying times, Easypaisa and its diverse services including remittances empower people to support their families and loved ones through a convenient, secure and reliable payments medium.

ENDS.

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/>