

Easypaisa becomes 'Eidipaisa' in spirit of the Eid-ul-Fitr

Easypaisa, Pakistan's leading digital financial services provider, is joining its millions of customers across the country in sharing the blessing of this prestigious occasion Eid-ul-Fitr. The Easypaisa app now provides users with an 'Eidi' feature that allows them to send personalized eidi to all their loved ones throughout the country. The brand logo for the app is also changing to 'Eidipaisa' depicting the beginning of the festive season for all Muslims. Customers can stay home and stay safe while still celebrating Eid with loved ones spreading care digitally this year.

The COVID-19 pandemic has brought a lot of significant changes into our lives and although businesses have resumed, social distancing rules still apply. There is a 'new normal' lifestyle now which entails the use of digital tools for communication and financial transactions to keep loved ones safe as the danger still persists. Easypaisa being the pioneer service in the mobile payments market understands the need to connect and share especially on Eid. Keeping in line with the long running objectives of bringing tailor-made solutions for all customer segments and occasions, the specially launched 'Eidi' feature allows users to send love across to their friends and family while caring for each other's wellbeing at the same time.

Telenor Microfinance Bank CEO, Mudassir Aqil expressed his pleasure about the launch of the new feature by stressing the fact that we have to adopt new norms in our lives. *"Much has changed in the wake of the COVID-19 pandemic and as we return to our daily routines, albeit, with certain restrictions, the 'new normal' standards apply to us all. Easypaisa acknowledges how the world and Pakistan in particular is dealing with uncertain times and we wish to offer the masses a unique way to care and protect those that they love the most. This Eid, stay home, stay safe and go digital for the benefit of those who hold a special place in your heart"* he said.

Easypaisa has become one of the most frequently used transaction mediums and has been constantly upgrading its service pack with new and innovative services especially since the lockdowns began. Besides

the already available range of elaborate features, the app now offers affordable health insurance, situation updates, ecommerce opportunities and now the ability to send custom eidi bundles to loved ones across Pakistan.

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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/>