

## Students win big at Easypaisa's AppCon 2020



January 22, 2021 – Pakistan’s digital ecosystem is rapidly evolving and Easypaisa, the country’s leading digital payments platform, is playing its role in this change through collaboration and technology. As part of its ambition of transforming the society, Easypaisa organised AppCon 2020, its flagship intervarsity app design competition involving some of the most prominent universities in Pakistan like IBA, NUST, FAST, LUMS and GIKI to highlight the potential of progressive app development within the country.

AppCon 2020 brought together 25 teams from 5 universities who were tasked with designing, creating and launching an app based on one of two distinct categories, i.e. a banking app with voice recognition-based input and budget tracking or an app for employee recognition. Teams Code Phoenix and Awaaz Pay from NUST bagged the first and second prizes of Rs. 175,000 and PKR 125,000 respectively while TriCodery from FAST won the third prize of Rs. 75,000. All winners will also have a chance to intern with Easypaisa in order to learn and hone their skills even further.

Speaking at the occasion, Khurram Gul Agha, Chief Information Officer - Telenor Microfinance Bank / Easypaisa, commented; “The youth in our country have tremendous potential and it is up to them to lead this country on the path of a digitally enabled future. At Easypaisa, we continue to strive towards empowering the thought leaders of tomorrow through innovation and making sure that they have the right tools at their disposal. It is crucial that we rise together and collaborate in order to transform Pakistan into a digitally enabled society”.

The COVID-19 pandemic came as a stark reminder to the world that the key to robust economies is digitization. Easypaisa has been fostering this vision for years and continues to make comprehensive efforts towards promoting a digital financial landscape within Pakistan.

**Press Contact**

Eman Ahmed Shaikh  
Corporate Communications, Telenor Microfinance Bank  
Email: [press.center@telenorbank.pk](mailto: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 Group, 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/>