

Easypaisa Partners with PCB for Upcoming Cricket Series



September 16, 2021: Easypaisa, Pakistan’s leading digital payments platform, has once again joined hands with Pakistan Cricket Board (PCB) to revel with the nation as international cricket comes to Pakistan. The flag-bearer of Pakistan’s fintech revolution has become an Official Associate Partner for the upcoming New Zealand and England international cricket series.

Passion for cricket runs deep in Pakistanis and the nation stands with its team especially with added excitement when matches are held at home ground. Easypaisa, the leading payments app of the country, celebrates the enthusiasm that Pakistanis have for cricket and with the Easypaisa logo now adorning team jerseys once again, the brand is all set to support upcoming home series. Besides sponsoring the national team, Easypaisa is also offering fans the chance to win exciting prizes like a golden ticket to the match through QR code scans and other promotions.

Commenting on the development, Omar Moeen Malik, Business Head, Easypaisa said; “For Pakistanis, passion for cricket runs very deep and we at Easypaisa always try to resonate with these emotions. As we renew our sponsorship with Pakistan Cricket Board for the upcoming series with New Zealand and England, we are extremely proud to be supporting our boys in green. We are thankful to PCB for this opportunity to support cricket, a sport that is a symbol of pride for the entire country”.

This is the second time Easypaisa has joined hands with PCB to sponsor the national team during its international tours. The first sponsorship began in August 2020 with the team’s tour to England for a

Test and T20 series. The partnership provides Easypaisa with an opportunity to build brand awareness while working towards its goal of building a cashless Pakistan.

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About Easypaisa / Telenor Microfinance Bank Limited

Easypaisa, powered by Telenor Microfinance Bank is at the forefront of revolutionizing fintech in Pakistan by delivering innovative, cutting-edge technology solutions. We began our journey in 2005 by establishing a national footprint, with the launch of micro-lending programs. In 2009 we created history by launching the country's first mobile banking service that has evolved to become the most used digital payments platform.

Backed by the largest fintech in the world, Ant Group (affiliate company of Alibaba Group), and the leading multinational organization across Scandinavia and Asia, Telenor Group, we aim to promote financial inclusion by empowering all Pakistanis to adapt convenient and secure digital financial solutions.

OUR VISION | Creating a transparent economy that all Pakistanis can participate in |

OUR MISSION | Transform Pakistan into a cashless and financially inclusive society by creating value through the power of collaboration and technology |