

A daily chance to win up to PKR 100,000 with Easypaisa & the Coca-Cola Company



October 01, 2021: Living up to its ambition of driving innovation through collaboration, Easypaisa, Pakistan’s leading digital payments platform, has partnered with The Coca-Cola Company to enable cashless prize disbursements to winners of the ‘Peel and Win’ campaign.

During this campaign, all Sprite and Fanta bottles will come with a label that customers can peel to reveal a code. This code when entered into the Easypaisa App will allow the customer a chance to win up to PKR 100,000 every day. Participating customers will also be eligible for cashback prizes against all promotional bottles of 500ml and 1.5 L of the Sprite and Fanta brands, in accordance with the terms and conditions of the promotion available at <https://bit.ly/3ih4vVV>

All existing 8 million Easypaisa App customers can purchase a Sprite or Fanta bottle and try their luck at the Peel and Win campaign and all new customers who download and start using the Easypaisa App for the first time will also get a chance to avail other worthwhile benefits including a PKR 50 voucher on registering their Easypaisa app and a PKR 50 cashback on the first easyload purchase of PKR 100 or more through the Easypaisa App.

Incentivizing customers has proven to play a major role in the behavioral shift that the country has witnessed towards digital payments and over the years, Easypaisa has continued to expand its offerings to users in creative ways.

Commenting on this campaign, Omar Moeen Malik, Business Head – Easypaisa, said; *“Our goal of transforming Pakistan into a cashless society is an immense task and it cannot be achieved by one player alone. As we partner with Sprite and Fanta, one of the country’s big brands, the ultimate objective remains to give greater access to digital financial services for all. With the power of collaboration like this*

one, we aim to drive more traffic towards the digital payments ecosystem while also providing new and existing users across the country an exclusive chance to win exciting rewards”.

This is the second time that Easypaisa and The Coca-Cola Company have come together for the Peel and Win campaign with an attractive offer for their customers. With one lucky draw happening every day and every customer getting two chances in each draw, users have new possibilities to embrace digital payments while winning big.

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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 |