

## Easypaisa Users Donate PKR 23 Million during Ramadan



**May 28, 2021:** Easypaisa, Pakistan's leading digital payments platform, has once again been at the forefront of empowering a shift towards digital payments. The platform facilitated 97,000 transactions amounting to PKR 23 million during the month of Ramadan.

In Ramadan every year, philanthropic efforts reach an all-time high. With the COVID-19 pandemic and various restrictions in place, this year it was difficult for people to make their donations in a safe manner. Easypaisa's donations feature, with an option to donate to various charitable causes solved this problem. The donations tab was also brought to the main page of the Easypaisa App to make it more accessible for users. A total of 30,000 unique subscribers sent donations to a wide variety of organizations working on numerous social causes across the country. Edhi Foundation, Shaukat Khanum Memorial Cancer Hospital, Saylani Welfare, Shahid Afridi Foundation, AlKhidmat and Akhuwat were amongst the ones which received major chunks of the donations.

Pakistanis are amongst the most philanthropic nations in the world and Easypaisa's donations feature is an effort to ensure that daily routines of users are not affected in any way, despite difficult circumstances. Easypaisa has been continually evolving as a platform over the past few years, adding a diverse range of unique use cases to its portfolio in order to transform Pakistan into a cashless and financially inclusive society.

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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 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/>