

djuice Appportunity winners to represent Telenor Pakistan at global App contest in Norway

Islamabad - October 09, 2015: Telenor Pakistan's youth centric brand "djuice" has announced the winners of the annual Appportunity contest 2015 today.

The team comprising Arusha Imtiaz, Asad Ullah and Hafiz Arslan Hafeez has won the contest for developing My Smaced App. It is a smart education ecosystem, which connects homes to schools by bridging the communication gap between parents, teachers, students and the institute itself. The winning team will represent Telenor Pakistan at Global Digital Conference in Oslo, Norway and compete for USD 13,000 against Apps from around the world.

Aqeel Iqbal, Hamza Khalid and Syed Zaid Hassan are the first runners-up for developing Kindergarten Prep, an App to support interactive digital learning for kids, and have won PKR 150,000. Musstanser Tinauli, developer of Fori Mazdoori has won PKR 100,000 by taking the second runner-up position.

Congratulating the winners of djuice Appportunity 2015, Deputy CEO and Chief Marketing Officer, Telenor Pakistan, Irfan Wahab Khan said, "The determination, talent and passion exhibited by our youth is a testament of the fact that Pakistan is accelerating towards a digital era. djuice Appportunity 2015 owes its success to all the highly talented participants of Pakistan and the very supportive partners and brand ambassadors" he added.

Other respective category winners include Kids ABC Learning, Doc Locator, Bar Puzzle and Save The Bird, all receiving PKR 50,000 cash prize each. All winning Apps will also be featured on the Telenor App store free of cost.

djuice Appportunity 2015 Judging Panel comprised of representatives from Microsoft, OPEN Islamabad, GEW, two of the leading technology bloggers from Pakistan and experts from Telenor Pakistan.

This year, the contest was organized for the fifth consecutive year and received over 1400 idea submission, highest number in the competition's history. 275 submissions were accepted for Android, iOS (iPhone/iPad) and Windows phone mobile platforms. djuice partnered with Microsoft, OPEN and GEW to provide required mentorship and guidance to all participants for refining their ideas and making them suitable for implementation.

About Telenor Pakistan

Telenor Pakistan is a provider of high quality telecommunication services in Pakistan since 2005. It has over 32 million subscribers, over 3,000 employees and a nationwide network. Telenor also holds a majority share in Tameer Micro Finance Bank Limited. Telenor Pakistan is 100% owned by Telenor ASA and adds on to operations in Asia. For more information, please visit: <http://www.telenor.com.pk>