

## Easypaisa launches Pakistan's first Mobile Account credit

**ISLAMABAD – Jun 9, 2016:** In the true essence of financial empowerment for the masses of Pakistan, Easypaisa is once again leading the industry with the launch of a term deposit plus running finance offer.

Based on its reputation for understanding customer needs, Easypaisa's dual value product is unlike any other currently in the market. It offers a fantastic term deposit with attractive returns and credit facility with instant approval bundle for Easypaisa account users. The deposit product offers 10% return on savings with a monthly profit payout; these are one of the best terms available by any bank in the country. Furthermore, customers can get credit line at cheapest available borrowing rates without having to break their deposit. The customer journey for the product is a major innovation, dropping tedious paperwork requirements and wet signatures. No longer do people need to stand in queues, and submit extensive paperwork for basic financial services. This brings unparalleled convenience, the first of its kind to eligible Easypaisa customers.

Pleased at the launch of Pakistan's first mobile account credit offer, Muhammad Yahya Khan, Head of Easypaisa, said, "With our pioneering digital products suite, we have paid special attention to the needs of our customers by expanding the value proposition of Easypaisa Account, while reaffirming our ambition of Banking-for-All."

The Easypaisa account has been the cornerstone of financial inclusion, offering banking and other financial services on the mobile phone. Now with the addition of term deposits and credit facilities, Easypaisa Account has become a full service banking solution which is available instantly in a safe and convenient manner.

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### About Easypaisa

Pakistan's first and largest branchless banking solution, Easypaisa, was launched jointly by Tameer Micro Finance Bank and Telenor Pakistan in 2009. Easypaisa has the largest financial footprint in Pakistan with over 75,000 Easypaisa shops in more than 800 cities across the country. Nearly 650,000 transactions are conducted on Easypaisa every day by 20 million active customers. In 2015, Easypaisa moved nearly 3% of Pakistan's GDP. Easypaisa has the largest product portfolio of services for its customers including remittances, payments, savings and insurance and offers ATM cards and IBFT services that work with all banks connected through 1-Link in Pakistan. In February 2014, out of more than 250 Mobile Money services around the world, Easypaisa was awarded two GSMA Awards, including the "Best Mobile Money Service in the World" at the Mobile World Congress, Barcelona, Spain.

For more information, visit: <http://www.easypaisa.com.pk>

### About Tameer Microfinance Bank Limited

Tameer Microfinance Bank Limited (TMFB) is the first scheduled and largest Microfinance Bank in Pakistan and a part of Telenor group. Incorporated in 2005, it provides micro-finance, branchless banking and related financial services targeted to the underserved segment. In 2009, it jointly launched easypaisa with Telenor Pakistan. Tameer Bank currently has 176 customer touch points and over 75,000 agents nationwide; and offers a wide range of financial services including Deposits, Loans, Mobile Accounts, Peer to Peer money

# Press Release



transfers, Health Insurance, Remittances, Cash management services, Bank on Wheels. The credit rating company JCR-VIS has reaffirmed the entity rating of Tameer at "A+/A-1". Outlook on the assigned rating is 'Stable' as of April 28th, 2016.

For more information, please visit: <http://www.tameerbank.com>

## **About Telenor Pakistan**

Telenor Pakistan is a provider of high quality telecommunication services in Pakistan since 2005. It has over 37 million subscribers, over 3,000 employees and a nationwide network. For more information, please visit: [www.telenor.com.pk](http://www.telenor.com.pk)

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