

## Telenor Pakistan automates milk collection network in partnership with Engro Corp

**ISLAMABAD – August 08, 2016:** Strengthening its position further as the country’s most preferred digital services provider, Telenor Pakistan has partnered with Engro Corporation to automate the nationwide milk collection network. The project aims to facilitate Pakistan’s dairy farmers in collection of payments for their yield by digitizing the traditional manual transactions that are tedious and unsecure.

The contract was signed between Irfan Wahab Khan, CEO Telenor Pakistan, and Khalid Siraj Subhani, President & CEO Engro Corp. The automation project will facilitate more than 135,000 farmers at 1,600 Engro milk collection centers across the country by providing cutting-edge digital data collection and payment system.

As part of the project, Telenor Pakistan will provide special software platform installed at all of Engro’s Milk collection centers for recording the data. The data will be transmitted to a central server hosted by Telenor through its network after which payments will be released to the farmers easily and securely.

Commenting on the development, Irfan Wahab Khan, CEO Telenor Pakistan, said, “This partnership is yet another step for fulfilling our vision of empowering Pakistan and a testament to our commitment of bringing the benefits of technology to the grassroots. Dairy being a sprawling business in Pakistan needs advancement so that some unnecessary hardship could be removed from the farmers’ lives. As a result of this partnership, dairy farmers could focus more on their harvest.”

Also sharing his thoughts on the development, Khalid Siraj Subhani, President Engro Corp, said, “This partnership is of paramount importance for Pakistan’s dairy industry and showcases our commitment to developing the local industry by introducing technological platforms to the rural communities of Pakistan. We have always felt the need for a convenient and secure automated payments solution for our dairy farmers, and are hopeful that this innovative project will finally result in further development of the dairy innovation ecosystem in the country.”

Once the system is in place, Engro would be able to provide other value added services/information to the farmers like weather, fodder and animal health management system in later stages of the project. The partnership will also educate rural communities of Pakistan about the power of internet and connectivity, and will encourage the communities to opt for technological uptake. In addition, the project will aim at bringing women from rural communities within the fold of digital inclusion by extending the benefits of technology to their vocation.

~ENDS~

**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)

# Press Release



## About Engro:

Engro Corporation (PSX: ENGRO) is a Pakistani home-grown multinational corporation widely regarded as one of the largest conglomerates in Pakistan. Engro's portfolio consists of a variety of businesses including fertilizers, foods, chemical storage & handling, trading, energy and petrochemicals. Fueled by the vision of becoming the premier Pakistani enterprise with a global reach, Engro's investments are all designed to deploy inclusive business models to pursue an integrated and inclusive growth for all who interact with its businesses. For more information, please visit us on [www.engro.com](http://www.engro.com).



Caption: Telenor Pakistan has partnered with Engro Corporation to automate the nationwide milk collection network. The project aims to facilitate Pakistan's dairy farmers in collection of payments for their yield by digitizing the traditional manual transactions that are tedious and unsecure. The picture shows (Left to Right) Rehan Ahmed Akhter, Director B2B & B2C Markets, Telenor Pakistan; Naz Khan, CFO Engro Corp; Mr. Khalid Siraj Subhani, President & CEO Engro Corp; Irfan Wahab Khan, CEO Telenor Pakistan; Imran Hussain, Director Finance & CFO Engro Foods; & Saud Ahmed Pasha, Director Milk Procurement & Agri Services.