



Easypaisa celebrates 5 years in Pakistan!

On 15th of October 2009, Telenor Pakistan and Tameer Micro Finance Bank partnered to launch Easypaisa – Pakistan’s first Mobile Financial Service. There were only 5,000 ATMs and 10,000 Bank branches in the entire country. Only an estimated 15-20 million of the total 100 million plus adult population had bank accounts. The rest of the under-banked/unbanked people in the country typically resorted to informal services like Hundi/Hawala for Remittances, or borrowing from family/friends for loans or savings.

5 years later, Easypaisa has crossed many important milestones and has a string of achievements behind it. With 50,000+ Easypaisa shops operating across 800 cities in Pakistan, Easypaisa is easily the largest financial service in the country in terms of touch-points. There are an estimated 6 million unique people who use Easypaisa services every month and there are 2.8 million customers who have subscribed to Easypaisa Mobile Accounts and availing the convenience of carrying out their financial services from their Mobile Phones, anywhere, any time. Nearly 400,000 transactions take place on Easypaisa every day and in 2013, Easypaisa moved 1% of Pakistan’s GDP.

In 2012, Easypaisa was declared as the 3rd biggest Mobile Financial Service in the world by CGAP, a unit within the World Bank and in February 2014, amongst more than 200 mobile money services across the world, Easypaisa won the prestigious GSMA Award for the ‘Best Mobile Money Service’ in the world at the Mobile World Congress, in Barcelona, Spain. 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. For more information, please visit: www.easypaisa.com.pk

