

Easypaisa brings the most affordable and accessible car insurance policy in Pakistan

Islamabad, September 4, 2016: Consistently bringing innovation in Pakistan's financial services framework, Easypaisa, in collaboration with United Insurance Company, is proud to introduce the industry's first 'Easypaisa Car insurance', offering the most affordable and accessible set of auto coverage in Pakistan.

Easypaisa Car insurance can be availed by paying a premium price of 2.5% of the car's market value annually, whereas competitive plans typically cost more. Unlike conventional car insurance policies, customers can subscribe to Easypaisa Car insurance and avail 'third party insurance' and 'terrorism cover', or going as far as to cover the 'car mechanical insurance' that has never been offered in Pakistan before. It covers everything that competitive insurance plans cover, and adds even more coverage! Easypaisa Car Insurance covers engine breakdown, drive axle, transmission, suspension, steering, cooling system, electric fixes and more.

Furthermore, the customer is not required to submit any lengthy documentation; instead they can simply call the Easypaisa helpline at 3737 and an authorized surveyor will guide them through the process. Such universal availability with an easy process makes this car insurance plan accessible to an unparalleled number of people.

The process for Easypaisa Account subscribers is even easier as they can sign up for Easypaisa Car insurance through an SMS command. Soon, customers will be able sign up for Easypaisa Car insurance by visiting Easypaisa shops, Telenor Sales & Service Centre and Telenor Franchises across Pakistan.

Ali Riaz Chaudhry, President and CEO of Tameer Bank said, 'With Pakistan's fiercely growing automobile industry, subscribing to a reliable car insurance policy has become a prerequisite for every car owner. Digitally empowered, Easypaisa Car insurance is here to address all the needs of our customers.'

Muhammad Yahya Khan, Head of Easypaisa said, 'Our valued customers are the source of our motivation to offer convenient and affordable car insurance with features that are completely unprecedented in the Pakistani market. From signing up to making claims, all has been made possible from your mobile phone, without the need of conventional laborious paperwork. Now every car holder can rely on an affordable and yet comprehensive insurance plan for their car.'

Mian Shahid, Chairman United International Group said, 'We admire how Easypaisa digitized insurance's overall claims process. With Easypaisa's visionary leadership, we hope and wish to work on delivering first-rate insurance products throughout the country.'

Easypaisa's new Car insurance plans offers cheaper pricing, better coverage, and is available to more people than ever before. With car insurance, Easypaisa continues to demonstrate the benefits of digital financial services for the common man.

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 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 36 million subscribers, over 3,000 employees and a nationwide network. For more information, please visit: www.telenor.com.pk