

Press Release: 1LINK Personalization Bureau receives Mastercard Personalization Certificate



Karachi, December 19, 2025: 1LINK has further strengthened Pakistan's card payments landscape by achieving Mastercard certification for its purpose built, state-of-the-art PCI compliant Card Personalization Bureau, designed to deliver secure, scalable, and end-to-end personalization and card fulfillment services.

The highly automated facility supports the complete card personalization lifecycle from secure data personalization to packaging with near zero human intervention, while maintaining the highest international security and quality standards.

As a trusted service provider for Pakistan's payments industry, 1LINK's indigenously developed personalization bureau is already supporting more than 10 leading banks, including the country's largest issuers. With the addition of Mastercard certification, the bureau now supports PayPak cards, Mastercard cards, PayPak Mastercard co-badged cards, UPI cards, and PayPak UPI co-badged cards.

This expanded capability enables issuing banks to serve a broader customer base while benefiting from enhanced scale, operational resilience, and international scheme compliance.

In addition to supporting card issuance, 1LINK's personalization bureau also acts as a strategic business continuity partner for banks operating in-house personalization facilities, providing critical fallback assurance, scalability, and operational continuity.

This milestone reflects the growing maturity of Pakistan's local payments infrastructure and reinforces confidence across the banking and payments sector, further positioning 1LINK as a key enabler of secure, interoperable, and future ready digital payment solutions. With this enhanced capability, 1LINK is now well positioned to support the industry through personalization of all Mastercard Debit and Credit cards variants which include Standard, Gold, Titanium, Platinum, World and World Elite providing issuers with greater flexibility, operational resilience, and choice.

Mr. Najeeb Agrawalla, CEO – 1LINK stated “By bringing Mastercard-certified personalization capabilities to our card bureau, we are enabling banks to focus on their core business while delivering cards faster and more reliably nationwide. This capability also supports PayPak issuance and Cards in Force enablement, including PayPak Mastercard co-badged cards, routed locally via PayPak and internationally through Mastercard.”

About 1LINK Pvt Ltd:

1LINK (Pvt) Limited, owned by a consortium of 11 banks, is the now country's first Designated PSO/PSP and largest switch and payment system, providing a host of valuable online banking services like ATM switching, 1BILL billing platform, Inter Bank Funds Transfer, Fraud Risk Management, Switch Dispute Resolution, International Payment Schemes, PayPak – Domestic Payment Scheme, Sohni Dharti Remittance Program, etc. 1LINK is continuously evolving and adding new products and services to benefit the financial industry. For more information, please visit: <https://1link.net.pk>