

1LINK collaborates with KuickPay and Golootlo to facilitate online payment through 1LINK 1ePAY



JULY 27, 2018 - KARACHI: 1LINK (Pvt) Limited recently signed an agreement with Golootlo and KuickPay to offer an online payment facility, 1LINK 1ePAY; where Golootlo customers can make payments directly from their bank accounts. This relationship will facilitate Golootlo's users by allowing them to perform convenient and hassle-free online transactions by providing them a frictionless experience.

1ePAY is 1LINK's online payment system that allows customers to perform transactions using their bank accounts directly through merchant's application or website, without having any payment card or internet banking membership. 1ePAY's core benefits include; ease of payment i.e., payment directly through bank account without any debit/credit card, secured and authentic process using multifactor authentication, no requirement of sharing sensitive information and wide payment acceptability.

Golootlo's is on its way to make Pakistan the first cashless economy in South Asia, by providing them an e-commerce platform which encourages merchants to provide discounts to restaurants, salons, airlines, healthcare and more.

Mr. Najeeb Agrawalla, CEO 1LINK commented, "1LINK welcomes Golootlo's initiative to benefit from 1ePAY. This alliance will lead to more customer facilitation allowing them to perform fast and hassle-free e-commerce transactions directly from their bank accounts. This will also promote a shift from cash to digital payments and platforms which is part of the strategic goals of SBP".

Commenting on the partnership, Mr. Fahad Mahmood, CEO of Golootlo said "The Golootlo app and 1ePAY partnership is a game changer for everyone from banks, to customers and merchants. All customers of 1LINK partner banks can now simply avail Golootlo discounts at over 3,000 leading merchants across Pakistan by making payments through 1ePAY at their favourite merchants. So, Pakistan watch out for the sign 'Golootlo Accepted Here' and save with every rupee spent".

Mr. Saqib Kazmi, CEO KuickPay said, "This partnership can create a unique service by enabling Golootlo customers to pay using their bank accounts at all Golootlo merchants".

About 1LINK:

1LINK (Private) Limited, owned by a consortium of 11 banks, is the country's 1st PSO/PSP and largest switch and payment system, providing a host of valuable online banking services like ATM switching, Bills Payment, Inter Bank Funds Transfer, Fraud Risk Management, Switch Dispute Resolution, Global Payment Schemes, PayPak – Domestic Payment Scheme, Perso Bureau, 1QR, 1ePAY etc. 1LINK is continuously evolving and adding new products and services to benefit the financial industry. For more information, please visit <http://1link.net.pk/>

About Golootlo:

Decagon's brand Golootlo is Pakistan's fastest growing merchant and customer engagement platform. Golootlo has over 3,000 merchants offering discounts in Karachi, Lahore and Islamabad with a target of over 50,000 merchants in 2019. Golootlo branded debit cards in partnership with UnionPay International are being issued by National Bank of Pakistan, Bank Alfalah, Dubai Islamic Bank, MCB Islamic Bank, and Summit Bank, with "e-discounts" available to EasyPaisa customer in a first of a kind partnership. For more information: <https://golootlo.pk/>

About KuickPay:

KuickPay is a brainchild of Innovarge Technologies (Pvt.) Limited. Innovarge is a privately held technology solution provider having expertise in providing payment and other financial solutions to the financial industry including banks, insurance companies, brokerage firms and asset management companies. Kuickpay enables our member banks to offer online payments to their account holders on behalf of many organizations. For more information: <http://www.kuickpay.com>