

Press Release: 1LINK partners with Golootlo to provide discounts on PayPak UnionPay co-badged cards.



Decagon Pakistan (Private) Limited (owners of Golootlo) and 1LINK (Private) Limited signed an agreement to offer discounts and promotions on PayPak UnionPay co-badged cards.

Mr. Fahad Mehmood CEO-Decagon, Mr. Najeeb Agrawalla CEO 1LINK, Mr. Han Wang GM Middle East-UnionPay International and Mr. Majid Bashir Director-Decagon chaired the occasion.

Commenting on the partnership, Fahad Mahmood, CEO of Golootlo said “Golootlo is a customer engagement platform which acts as a nucleus to banks, customers and merchants. With discounts at over 6,000 plus Golootlo merchants ranging from restaurants, salons, airlines to healthcare & more, partnerships with Bank Alfalah, National Bank of Pakistan, Dubai Islamic Bank and with 10 other banks in the pipeline, Golootlo is poised to transform the industry. I would also like to thank UnionPay and 1LINK who have been an integral part of our journey”

Mr. Najeeb Agrawalla, CEO 1LINK further expanded on partnership with Golootlo and mentioned that this initiative reflects 1LINK’s commitment to the industry and will encourage both banks and customers alike to opt for co-badged cards. He praised banks that have already partnered with PayPak and said that the partnership with Golootlo and UnionPay International is a winning combination for all stakeholders that can further expand PayPak’s market. He said that he was looking forward to the alliance and the benefits it can bring to the PayPak UnionPay co-badged customers in Pakistan.

Ceremony was ended with the shields distribution to the esteemed guests for their participation and support.

About Decagon:

Decagon brand Golootlo is Pakistan’s fastest growing merchant and customer engagement platform. Golootlo has over 6,000 plus merchants offering discounts in over 64 cities across Pakistan. As a customer engagement platform Golootlo has held concerts, sponsored sporting events and festivals. Golootlo's partner include PayActiv, Inc USA. Golootlo branded debit cards in partnership with UnionPay International are being issued by National Bank of Pakistan, Bank Alfalah, Dubai Islamic Bank and with “e-discounts” available to EasyPaisa customer and Golootlo app users. Find out more: www.golootlo.pk

About 1LINK:

Pakistan’s first PSO/PSP, largest payment and switch system, 1LINK (Private) Limited is committed to administering and evolving a strong e-payment network in the country to enable efficient, real-time transactions. Along with providing diverse online banking services, 1LINK is also involved in the development and operations of the Inter Bank Network. Find out more: www.1link.net.pk

About UnionPay International:

UnionPay International (UPI) is a subsidiary of China UnionPay focused on the growth and support of UnionPay’s global business. In partnership with more than 2000 institutions worldwide, UnionPay International has enabled card acceptance in 174 countries and regions with issuance in 52 countries and regions. UnionPay International provides high quality, cost effective and secure cross-border payment services to the world’s largest cardholder base and ensures convenient local services to a growing number of global UnionPay cardholders and merchants.