



Careem and 1LINK (Pvt.) Limited have entered into a partnership to digitize payments within Careem platform. The signing ceremony was held at 1LINK Office, Karachi and was attended by Mr. Junaid Iqbal, Managing Director – Careem PAY and Mr. Najeeb Agrawalla, CEO – 1LINK, along with senior officials from both organizations. This partnership aims at transforming the payments ecosystem and drive the digitization of payments in Pakistan.

With this collaboration, Careem app-users can top up their Careem PAY wallet through all 1LINK member bank’s channels instantly in real-time. In addition, it will drive the growth of payments by promoting new, secure, and more convenient ways to pay, and thereby advancing e-payments in established and emerging markets of Pakistan.

Currently, Careem PAY wallet provides customers the facility to pay for ride or food orders, transfer credits between app users and recharge their mobile balance. In the near future, Careem will introduce new verticals for groceries, package deliveries and third-party services, and will serve as a complete lifestyle app supported by a holistic payment solution through Careem PAY. Careem is also in the process of obtaining an Electronic Money Institution (EMI) license from the State Bank of Pakistan to further expand into payment space.

Speaking on the occasion, Mr. Junaid Iqbal, MD – Careem PAY commented, “*Careem has always been a pioneer in bringing innovative solutions that cater to the specific needs of our customers. We believe the payments ecosystem in the country is ready to leapfrog into a digital era and onboarding on 1LINK network is the first step in driving the digitization of payments in Pakistan.*”

Mr. Najeeb Agrawalla, CEO - 1LINK, commented, “*1LINK is excited to partner with Careem for bill Payment services. It is encouraging to see players like Careem, who are disrupting the payment-scape in a way which is customer centric and brings significant convenience to the consumers. We are inspired to witness non-banking players playing an active role in digital payments arena and offer value added services whilst utilizing existing infrastructure.*”

About Careem:

Careem is the internet platform for the greater Middle East. A pioneer of the region’s ride-hailing economy, Careem is expanding services across its platform to include mass transportation, delivery, and payments. Careem’s mission is to simplify and improve the lives of people and build a lasting institution that inspires. Established in July 2012, Careem operates in over 100 cities across 14 countries and has created more than one million job opportunities in the region. For more information please visit: www.careem.com

About 1LINK:

1LINK (Pvt.) Ltd 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, etc. 1LINK is continuously evolving and adding new products and services to benefit the financial industry. For more information please visit: www.1link.net.pk