



Karachi, June 15, 2021: REDRETAIL (JV of REDtone Group & iDMission LLC) and 1LINK recently signed an agreement to enable bill payments across retail stores in Pakistan. By virtue of the agreement, REDRETAIL will be assuming the role of bill initiator using 1LINK’s Bill Payment Service (BPS) which is host to over 1,000 billers and enables entities to collect fixed/invoice based and variable/top-up payments.

Pakistan is growing aggressively in terms of financial inclusion via the country’s economic policies. Through this collaboration, consumers will have the facility to pay their bills for all billers onboarded on 1LINK Bill Payment platform including utility bills, education fees and government associated payments, through retail/kiryana stores. This will give consumers the ease and accessibility with increased access points of paying their bills at their convenience.

Speaking on the agreement, Ms. Mahnoor Nadeem, CEO, REDtone Digital Services said, “With Pakistan, what we’ve seen is a market ready for financial inclusion and on-demand serviceability. Our agreement with 1LINK ensures that we can offer disruptive services to the consumer right at their neighbourhood stores.”

Mr. Najeeb Agrawalla, CEO, 1LINK said, “1LINK is pleased to partner with REDRETAIL for enabling retailers to collect bills via 1LINK BPS. Customers today want convenient ways to engage with and manage their daily financial lives. Retailers under REDRETAIL will empower customers to make bill payments anytime, anywhere through a reliable and secure channel.”

About REDRETAIL

REDRETAIL, a joint venture of the REDtone Group and iDMission LLC, is a retail-digitisation platform that is working aggressively to digitise the retail/kiryana store space across Pakistan. Through REDRETAIL’s proprietary hardware and software ePOS solution, retailers can manage their inventory, distributor/manufacturer relationship and consumer hyperlocal deliveries. For more information, please visit: <https://redretail.io/>

About 1LINK

1LINK (Pvt) 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, International 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: <https://1link.net.pk/>