

HBL enables e-Commerce Transactions for all PayPak Cards

HBL becomes the first bank to enable PayPak e-Commerce acceptance on its Internet Payment Gateway (IPG) which currently services over 400+ e-Commerce merchants. This enablement will allow PayPak cardholders to securely perform transactions with e-Commerce merchants via HBL.

HBL has always been at the forefront of expanding financial inclusion in Pakistan through its technology driven initiatives, in line with its President and Board's vision for the institution as a 'Technology company with a banking license'. HBL, thus, takes enormous pride in announcing its leading role in enabling industry wide PayPak cards for e-Commerce transactions.

PayPak - Pakistan's own domestic payment scheme, was launched with the vision of digitizing the payments landscape of Pakistan and has achieved impressive success so far with countrywide acceptance on ATMs and POS and is now actively engaged in e-Commerce enablement initiatives to enable PayPak cards to transact online.

On the occasion, Mr. Najeeb Agrawalla, CEO 1LINK, commented: "HBL has always been at the forefront of digitization and we value our partnership with HBL. This enablement brings PayPak one step closer to ubiquitous acceptance across the digital payment channels, of which e-Commerce is the new normal in the wake of the pandemic. With 3D secure functionality, all 4 million plus PayPak cardholders will have the confidence to use HBL acquiring and adopt e-Commerce transactions. We congratulate HBL on becoming the first acquiring bank accepting PayPak e-commerce payments."

Abrar Mir, Chief of Innovation and Financial Inclusion at HBL, said: "HBL seeks to expand the access of PayPak users from brick and mortar shops to e-commerce, becoming the first acquiring bank to do so. The bank's ecommerce payment gateway is now equipped for merchants who wish to accept e-commerce transactions from PayPak card holders, thereby empowering them to shop online."

HBL and 1LINK take pride in expanding financial inclusion across the country and believe this would prove to be a milestone for not just PayPak users, but also for Pakistan's digital payments and e-commerce landscape as a whole.

About HBL:

HBL is Pakistan's largest bank that was the first commercial bank to be established in Pakistan in 1947. Over the years, HBL has grown its branch network and maintained its position as the largest private sector bank in Pakistan with over 1,700 branches and 2100+ ATMs globally, serving 30 million customers across three continents. For more information, please visit: <http://hbl.com/>

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/>