

PIA, Golootlo and PayPak enter into a partnership



Lahore (Feb 24, 2022) Pakistan's two flag ship institutions, PIA along with 1LINK, a consortium owned by eleven major banks in Pakistan and Golootlo got into a partnership on Thursday by signing agreement for joint promotions and marketing of each other's products. Under this alliance PayPak and PayPak UnionPay cardholders will be able to enjoy 15% discount on all international and domestic travel tickets unlimited times throughout the year by simply linking their PayPak & PayPak UnionPay co-badged cards on the Golootlo App and using the voucher to pay via PIA booking offices across Pakistan or PIA corporate website.

As part of PIA's restructuring strategy, it is getting into alliances and partnerships to integrate latest technologies and to increase its sales base. With this partnership in place, PIA and Golootlo will jointly promote Pakistan's first truly indigenous payment scheme PayPak, developed under the guidance and advise of the State Bank of Pakistan. Through this strategic alliance, PIA will provide attractive discounts on all international and domestic ticket purchases by the PayPak cardholders and loyalty program members. PIA would also make its inventory available on Golootlo App with attractive incentives and benefits.

PayPak loyalty program and PayPak UnionPay co-cadged cardholders is effectively working towards complete digitization of country's financial services and offers unparallel benefits such as insurance/takaful coverage worth PKR 100,000 for all the cardholders for accidental and natural death (all causes), along with Golootlo deals and discounts across 21,000+ merchants nationwide. Now partnership with PIA will further enable its members to avail quality travel services at much more affordable prices.

The launch ceremony held at Lahore was attended by CEO PIA Air Marshal Arshad Malik, Dy Governor SBP Ms. Sema Kamil, CEO 1LINK Mr Najeeb Agrawalla, Chairman Golootlo Mr. Majjid Bashir and MD Golootlo Mr Syed Ahsan Aslam along with representatives and CEOs of major banks in Pakistan.

Speaking on the occasion CEO 1LINK Mr Najeeb Agrawalla said "We are extremely delighted to take PayPak to the next level with another exciting benefit for our cardholders with our partnership with Golootlo. PayPak has achieved tremendous growth in a short span of time and the alliance with our national flag carrier is another step towards making PayPak card the best debit card scheme in Pakistan and is strengthening our commitment to support the agenda of incentivizing digitization by bringing unique products for banks' customers."

Ms Sima Kamil, Deputy Governor, SBP shared her thoughts with a note of appreciation; "It is indeed a great pleasure to see two national entities joining hands to offer value added services to the public. Unfortunately, I could not attend the ceremony due to an urgent Cabinet Committee meeting. This collaboration will not only bring benefits to the PayPak customers at large but is also another step towards digitization strategy of SBP & GoP. I believe this initiative will cement PayPak's position as the best value for money card in Pakistan."

MD Golooto Mr Syed Ahsan Aslam added "Golootlo strives to bring unmatched value to the Pakistanis and this strategic partnership is yet another feather in our cap. With this alliance, PayPak & PayPak UnionPay co-badged cardholders and Golootlo consumers will be able to enjoy 15% discount on PIA domestic and international flights throughout the year. Golootlo is playing a pivotal role in migrating consumers to digital through incentivization and value adds which are required to form the digital first habit."

CEO PIA Air Marshal Arshad Malik said that he truly believes in creating corporate synergies and it goes in the benefits of the customers who are increasingly becoming more conscious for getting best value for their money. He further said that PIA is integrating technologies in its marketing mix to make customer journey and interaction with their national flag carrier, convenient and user friendly.