

## 1LINK ONBOARDS GROWTECH SERVICES ON 1BILL



Karachi: GROWTECH Services signed an agreement with 1LINK (Pvt.) Ltd, as a biller on 1BILL. This one-of-a-kind strategic partnership with 1LINK will enable GROWTECH Services - a leading Agriculture Technology Company, to digitize the billing and payment cycle through 1LINK 1BILL.

By virtue of this alliance, farmers will be able to make payments any time, using their Bank's Mobile/Internet Banking, ATMs, Branch counters, branchless banking agents and non-banking 1BILL initiators. This is a significant step in the agricultural sector taken for farmers.

The signing of the partnership agreement was held at 1LINK Head Office. Present at the occasion were Mr. Shahnawaz Mahmood - Co-Founder GROWTECH, Mr. Najeeb Agrawalla - CEO 1LINK and other 1LINK officials.

Mr. Najeeb Agrawalla, CEO 1LINK commented "1LINK is pleased to see how keen GROWTECH Services is to digitize its collection process and change behaviors of farmers to shift from cash to digital channels. By virtue of this agreement, one of the major unexplored sectors by 1BILL i.e., agriculture has now become part of this digital payment ecosystem".

Speaking on the occasion, Co-Founder GROWTECH Services, Mr. Shahnawaz Mahmood said "We are pleased to partner with 1LINK to bring digital payments for rural segment of Pakistan". He further added "We are constantly engaged with farmers to enhance their productivity and decrease their input. We have also developed virtual marketplace for agri-commerce where farmers are buying inputs from onboarded merchants and selling output. 1BILL will help to digitize these transactions. This will also help to track government subsidies digitally."

### **About GROWTECH:**

GROWTECH Services ([www.growtechsol.com](http://www.growtechsol.com)) is an agriculture technology company working on a data-driven, scientific basis with its own team of experts and agronomists to support the farmers through analytical advice and recommendations throughout crop cycle with the objective is to have closer interaction with farmers and hence improve their productivity and reduce input costs.

GROWTECH has been providing its services to corporate farmers and individual growers across the country. It has also developed an innovative digital Application, named: 'GrowPak' and a virtual market-place ([www.growpak.store](http://www.growpak.store)). The value-chain of eShops is connecting all the agri stakeholders including merchants on a single platform, creating an option of group buying and selling. The purpose is to empower the farmers to buy inputs and sell outputs

### **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, 1BILL, 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/>