

## INDUSTRY UPDATE

# bKash to bring more innovative products for mass people in 2019

**b**Kash, the largest mobile financial service provider in the country will bring more innovative products and services for common people in 2019 to improve their quality of life through secure, easy and cost-effective financial transactions.

Kamal Quadir, Chief Executive Officer (CEO) of the company announced this while addressing the 'Distributor Meet-2018', the annual conference of nation-wide distributors of bKash held last month at the Hotel Radisson in the city.

"All distributors must enforce AML&CFT law strictly while doing business with bKash", he said.

Talking to Digital Finance, Shamsuddin Haider Dalim, Head of Media and Communications of bKash Limited said digital partnerships are key for organisations looking to get ahead and make an impact in the digital era.

"In the last few weeks we've expanded our partnership base thanks to growing demand for digital payment from millennium customers and unbanked people", he said.



Kamal Quadir, CEO of bKash addressing the Distributor Meet-2018 recently

Around 208 distributors took part in the conference to discuss AML&CFT issues as well as business strategy for the coming years.

"In 2018, we witnessed a tremendous response from potential fintech firms, service providers and development partners to speed up the digitalization process and they are now strategic partners of bKash. With combined efforts, we are going to bring more innovative products at the door steps of common people," he said.

"Be ready to serve the people and enjoy the taste of fruits of digitalization", Kamal Quadir said adding that all bKash distributors and agents must work sincerely keeping in the mind of issues of consumers rights.

Pathao, one of the fastest growing app based on demand ride service platform has made partnership with bKash to facilitate its customers with digital transactions through bKash apps.

"The simple and hassle-free bKash payment process will make customers' lives comfortable as they will not have to solely depend on physical cash for making payment for Pathao rides, Shamsuddin Haider Dalim said.

"Pathao users will also get attractive offers in future on bKash payment for Pathao rides", he said adding that bKash payment will also be available for Pathao food delivery and parcel services soon.

Customers of Walton now can pay their EMI payments