

Easypaisa — Branchless Banking at Scale in Pakistan, With a Persistent Gender Usage Gap

Digital Inclusion · Good practice · Pakistan

Quality score: 88/100

Evidence strength: Strong

Summary

Easypaisa, Pakistan's branchless-banking pioneer launched in 2009, serves roughly 33 million accounts, but independent research shows the mobile-money gender gap remains stark: men are three times likelier than women to actually use the service.

Key dimensions

Dimension	Score
Innovation level	2/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-23

[Telenor Microfinance Bank \(Easypaisa\)](#) — accessed 2026-09-23

[Euromoney: Pakistan tackles financial inclusion through digital banking](#) — accessed 2026-09-23

[PMC / ACM SIGCAS COMPASS 2018: Women's Financial Inclusion in Pakistan](#) — accessed 2026-09-23

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