

YAYVO ANNOUNCES FIRST EVER PAKISTAN DAY GRAND TECH SALE

Karachi 20th March, 2017: Known as the day when the people of South Asia gathered and decided to form an independent homeland, 23rd March – Pakistan Day is a day of great national and international significance.

This Pakistan Day, Yayvo by TCS, the nation’s leading Pakistani e-commerce company is playing its role in taking the nation and its people to new heights through its campaign of **Upgrading Pakistan** with the latest in tech. With great discounts on all your favorite products, Yayvo is all set to help YOU upgrade your technology for less. Set to be held from 23rd to 26th March, the Yayvo [Grand Tech Sale](#) promises customers discounts up to 70% off on mobile phones, gadgets, appliances and much more! Added bonus?



To facilitate customers for ease of payment, Yayvo has partnered with [EasyPay](#) for this sale. EasyPay, under Easypaisa’s umbrella, is Pakistan’s first consolidated Online Payment Solution that facilitates online merchants and their customers with different payment methods options for convenient and secure payments.

“We are extremely happy to have partnered with Yayvo to power their payments for their Grand Tech Sale. As the leading online payments service in Pakistan, we are also very thankful to Yayvo and their customers, for trusting us to process their payments safely and conveniently,” said Omar Moeen Malik, Head of Digital Payments at Telenor Microfinance Bank.

The four-day sale starts as soon as the clock strikes 12 am on the 23rd of March. Playing forward on the mantra of [#SabarNot](#) (don’t wait), Yayvo is also holding a Flash Sale starting at 6 pm on 22nd March, where some of the best deals will be revealed.

“This is the first time that Yayvo and EasyPay have strategically partnered for an event. This is yet another great strategic alliance aimed to benefit all our customers, to bring amazing discounts and easier payment methods, which builds on our vision to deliver beyond customer expectations,” said Adam Dawood, Head of Yayvo.

Customers will be able to avail additional discounts up to 20% off when they check out via EasyPay using either the debit/credit card option, Easypaisa account or by visiting any of the 75,000+ EasyPaisa shops

across Pakistan. To top it all, Yayvo customers can also get additional discounts if they pay through our payment partners - Meezan Bank (flat 20% off) and UBL (flat 15% off).

Time bound deals, flash sales, 1000s of products to select from, 6 major categories, 4 days! PS4s, LED TVs, iPhone 7, air conditioners, microwaves, PS4 games and much more! So what are you waiting for? Be the first one to find out about all the great deals by subscribing at Yayvo.com/Pakistan-tech-sale. Learn how to make your EasyPay account here: Yayvo.com/easypay

About Yayvo:

Yayvo.com by TCS, Pakistan's leading online portal is a one window shopping solution for all your needs. With an inventory stocked up with more than 100,000 SKUs, Yayvo covers niches from apparel to electronic items. One of the most recognizable and preferred e-stores in Pakistan today; Yayvo.com is transforming the online shopping experience in Pakistan by bringing together reputed national and global brands to offer customers genuine products in a fast, convenient and price effective manner.

About Easypay

Easypay is Pakistan's first consolidated Online Payment Solution to facilitate different payment methods for online merchants and their customers. Easypay bundles secure, centralized, instant and convenient payments available through easy to use APIs and plugins developed for popular e-commerce platforms. Customers can pay directly to an online merchant through their Easypaisa Account, or they use any Visa or MasterCard or make payments at any of the 75,000 Easypaisa shops across Pakistan which are open till late at night and also on weekends. Easypay also introduced the first Escrow account functionality in Pakistan called Buyer Protection whereby Easypay provides the guarantee of refunding payments back to the customer if their online merchant fails to deliver the products according to the commitments made. Easypay is being used by all the top e-commerce sites in Pakistan, multiple schools and universities and even for cinema, bus, train and airline ticketing.