

Integrated Payment Services Limited (IPSL) - Transforming Digital Transactions in Kenya

About IPSL

Integrated Payment Services Limited (IPSL) is a leading payment solutions provider in Kenya, dedicated to revolutionizing the financial landscape through seamless, secure, and instant digital transactions. Established to enhance interoperability among financial institutions, IPSL has pioneered PesaLink, a real-time payment service that enables instant money transfers across banks, mobile money platforms, SACCOs, and fintech solutions.

With a strong commitment to innovation, IPSL continues to drive financial inclusion and efficiency, ensuring individuals, businesses, and government institutions can transact seamlessly, anytime and anywhere.

PesaLink: The Future of Instant Payments

PesaLink is Kenya's premier instant payment platform, designed to facilitate real-time financial transactions. Built with cutting-edge technology, PesaLink offers a secure, reliable, and convenient way for customers to transfer funds directly between bank accounts and other financial platforms.

Key Features of PesaLink:

- **Instant Transfers** – Transactions are processed in real-time, ensuring immediate access to funds.
- **24/7 Availability** – PesaLink operates round the clock, including weekends and public holidays.
- **Flexible Transfer Limits** – Customers can send as little as KSh. 10 and up to KSh. 999,999 in a single transaction.
- **Multi-Platform Accessibility** – Accessible through mobile banking apps, USSD, internet banking, ATMs, agency banking, and bank branches.
- **Enhanced Security** – Uses robust encryption and authentication protocols to ensure transaction safety.

PesaLink's Impact in Kenya:

Since its launch, PesaLink has transformed digital payments in Kenya by reducing reliance on cash transactions, lowering transaction costs, and improving efficiency across financial institutions. With over 6 million registered users and transactions surpassing KSh. 1 trillion, PesaLink continues to redefine how individuals and businesses transact.

Our Services

1. Instant Payment Solutions

PesaLink provides instant money transfer services, allowing users to send and receive funds securely across different banking institutions. Whether sending money to family, paying for goods and services, or settling bills, PesaLink ensures a hassle-free experience.

2. Business Payment Solutions

Businesses can leverage PesaLink for seamless transactions, enabling them to

make bulk payments, process supplier invoices, and manage payroll with real-time efficiency. This service enhances liquidity and improves financial operations for businesses of all sizes.

3. Government Payment Services

IPSL partners with government institutions to facilitate instant payments for services such as business registration, passport applications, and tax remittances. Through its integration with eCitizen, PesaLink provides a reliable and efficient platform for making government-related payments with ease.

4. Merchant Payment Solutions (Upcoming)

PesaLink is developing an advanced merchant payment platform that will enable real-time person-to-merchant (P2M) transactions. This will enhance e-commerce payments, improve business cash flow, and reduce dependency on cash transactions.

5. Bulk Payments for Enterprises

Large organizations and SMEs can use PesaLink's bulk payment services to disburse salaries, pay vendors, and process large-scale payments efficiently. This helps businesses streamline their financial operations while ensuring immediate value transfer to recipients.

Technology & Security

Security and trust are at the core of IPSL's operations. The PesaLink platform is built on an advanced technology stack that incorporates:

- **ISO 20022 Standard** – Ensuring richer data exchange, seamless interoperability, and expanded transaction use cases.
- **Multi-Layered Encryption** – Protecting customer data and transaction integrity.
- **Fraud Monitoring & Risk Management** – Leveraging AI-driven security protocols to detect and mitigate fraud in real-time.
- **Regulatory Compliance** – Adhering to the Central Bank of Kenya's regulatory framework to ensure secure and lawful transactions.
- **Real-Time Notifications** – Providing instant alerts for transaction confirmation, improving customer confidence and reducing fraud risk.

How to Use PesaLink

Accessing and using PesaLink is simple and user-friendly. Customers can perform transactions via:

1. **Mobile Banking Apps** – Available through participating banks' mobile apps.
2. **Internet Banking** – Log in to your bank's online platform and select the PesaLink option.
3. **USSD Services** – Dial your bank's USSD code and follow the prompts to send money via PesaLink.
4. **ATM Transactions** – Selected ATMs allow direct transfers through PesaLink.
5. **Agency Banking** – PesaLink transactions can be facilitated through bank agents.

6. **Bank Branches** – Walk into any participating bank branch and request a PesaLink transaction.

Our Partners & Collaborations

IPSL collaborates with key stakeholders in the financial sector, including:

- **Commercial Banks** – Over 30 banks in Kenya have integrated PesaLink into their digital banking platforms.
- **Fintech Companies** – Working with fintech innovators to enhance financial services.
- **SACCOs & MFIs** – Expanding PesaLink services to cooperative financial institutions.
- **Regulators & Government Institutions** – Partnering with the Central Bank of Kenya and government agencies to facilitate secure and compliant financial transactions.
- **Retailers & E-Commerce Platforms** – Partnering with merchants to enable seamless digital payments at checkout.

Success Stories & Testimonials

Thousands of users and businesses have benefited from PesaLink's fast and reliable payment solutions. Here are some of their experiences:

- **John M. (Nairobi)** – "PesaLink has made my business transactions so much easier. I can now pay suppliers instantly without waiting for bank processing times."
- **Mary K. (Mombasa)** – "I love how seamless and secure PesaLink is. Sending money to my family has never been this quick and convenient."
- **ABC Ltd. (Corporate User)** – "We integrated PesaLink into our payroll system, and salary disbursements are now instant. Employees receive their payments on time, every time."

Future Developments & Innovations

IPSL is continuously innovating to enhance its services. Upcoming developments include:

- **Cross-Border Payments** – Plans to extend PesaLink services beyond Kenya to facilitate regional money transfers.
- **QR Code Payments** – Enabling quick and secure merchant payments via QR code scanning.
- **Expanded Fintech Integrations** – Collaborating with fintech companies to introduce new payment solutions.
- **Artificial Intelligence & Data Analytics** – Leveraging AI for enhanced fraud detection and customer insights.
- **Instant Bill Payments & Subscriptions** – Allowing users to pay for utility bills, subscriptions, and other services in real time.

Why Choose IPSL & PesaLink?

- **Fast & Reliable Transactions** – Instant processing of payments with no delays.
- **Secure & Trusted Platform** – Compliant with global financial security standards.
- **Convenient & Accessible** – Multiple channels for transaction execution.
- **Cost-Effective Solutions** – Lower transaction fees compared to traditional banking methods.
- **Innovative & Future-Ready** – Continuously evolving to meet customer needs.

Contact Us

For inquiries, partnerships, or support, reach out to us:

- **Website:** www.ipsl.co.ke
- **Email:** info@ipsl.co.ke
- **Phone:** +254-XXX-XXX-XXX
- **Address:** IPSL Headquarters, Nairobi, Kenya
- **Social Media:** Follow us on Twitter, LinkedIn, and Facebook for the latest updates.

PESALINK'S HOLIDAY BONANZA PROMOTION

Terms and Conditions

The Pesalink Holiday Bonanza Promotion will run from **25th November 2024 to 15th January 2025**. By participating in this promotion, you agree to have read, understood, and accepted these terms and conditions.

1. Eligibility

- a) The Promotion is open to all new and existing Pesalink customers with active bank accounts in Kenya, above the age of 18 years, with valid identification.
- b) This Promotion is **NOT** open to:
 - Pesalink and Kenya Bankers Association (KBA) staff and their immediate family members.
 - Pesalink contractors and their immediate family members.
 - Affiliates of Pesalink, including Board Members, employees, and their immediate family members.

2. Participation

- a) To participate, make purchases using Pesalink at any of the promotion's partner outlets during the promotion period. Ensure to use the Pesalink code "**PHB**" for transaction validation when making the payment to successfully qualify.

3. Pesalink Holiday Bonanza Promotion Partners

a) The promotion has **one retail partner**, Hotpoint Kenya Limited, and **one travel partner**, Bountiful Safaris Limited.

4. Winning Criteria

a) **Retail Partner (Hotpoint Kenya Limited):**

- The **two highest transacting individuals** using Pesalink with "**PHB**" as the reference code at any Hotpoint outlet will each win a **Ksh 50,000 voucher**.

b) **Travel Partner (Bountiful Safaris Limited):**

- The **highest transacting individual** using Pesalink with "**PHB**" as the reference code for any Bountiful Safaris holiday/travel package will win a **fully paid trip for two worth Ksh 100,000**.

c) **Prize Conditions:**

- All prizes are **non-transferable, non-refundable**, and must be **redeemed within two months** of winning.

5. Issuing of Reward

a) The winners will be notified via **phone** using the contact information provided during the transaction.

b) The winners will be announced after the promotion period has ended.

c) The winner must respond **within 48 hours** to the winning notification to claim their prize.

d) If the winner fails to respond within the given time frame, an **alternate winner** may be selected from the remaining eligible entries.

e) Winners must present valid identification (National ID, Passport, or Driving License) and **confirmation of transactions** to claim their prize.

6. Disqualification

a) Any participant found **violating the promotion rules** or engaging in **fraudulent activities** will be disqualified.

b) The promotion organizers **reserve the right** to disqualify any participant **without providing a reason**.

7. General Terms

a) Participants agree to abide by these **promotion rules** and decisions made by the organizers.

b) The organizers reserve the right to **modify or cancel** the promotion at any time, without prior notice.

c) The organizers are **not responsible** for any **technical issues, delays, or errors** that may occur during the promotion.

d) By participating in the promotion, participants **grant the organizers the right** to use their names and images for promotional purposes.

8. Privacy

a) Definition

"**Personal Information**" refers to data that identifies an individual, as defined under the **Data Protection Act**, including but not limited to **name, address, phone number, and account number**.

b) Collection of Information

We are required by law to collect certain personal information and are legally obligated to **deny you the service** if such information is not provided.

Apart from the legal obligation, we also need to collect your personal information for **quality service delivery**. Please note that although this is voluntary, without such information, we may **not be able to provide** the service associated with this promotion.

c) Privacy Commitment

Pesalink is **dedicated to protecting** participant privacy. The **privacy statement** on the Pesalink website details **data handling practices, protection measures, and information-sharing policies**.

9. Extension of Terms

a) Pesalink may **amend these terms** or withdraw the promotion at any time. Notification of such changes will be sent via **SMS** to Pesalink subscribers and will have **immediate effect** or as specified in the notice.

b) **Terms and conditions** are available on the Pesalink website at: <https://www.pesalink.co.ke>

For more information, contact Pesalink Customer Support.

Integrated Payments Service Limited (IPSL) is the real-time payment services company of Kenya Bankers Association. Established in 2015 under the National Payment System (NPS) Act, to address the challenge of inter-bank money transfers in the country. The company provides a secure and instant money transfer rails, branded PesaLink.

PesaLink provides 24 x 7 x 365 real-time payment services for the banking industry in Kenya. The ecosystem, today, consists of banks, payment service providers (PSPs) and savings and credit cooperative societies (SACCOs) and a telco. PesaLink continues to provide a compelling proposition to bank and non-bank financial institutions, consumers, merchants and businesses for real-time transfer, within seconds, enabling immediate value, with same-day settlement capabilities. This has continued to be an exciting reality for consumers across banks with access to PesaLink through various digital banking platforms.

PesaLink Transformation and Modernization

Globally, real-time payments (RTP) rails have become and will continue to be one of the most critical innovations in the banking industry. As digitization of payments gains momentum, this trend has inevitably resulted in technology investment modernize and transform real-time payments infrastructure to ensure a robust, resilient and data enriched 24 x 7 x 365 real-time payment platform for the banking industry.

Kenya, through Integrated Payment Services Limited (IPSL) has now become one of the trailblazers in the industry, migrating to a modernized real-time payment platform based on ISO20022- global messaging standard for instant payments. This transformation would enable partners to develop and launch new 'push' and 'pull' payment use cases.

Board of Directors

Jeremy Ngunze

(non – independent)

Jeremy Ngunze (non – independent)

Chairman

Jack Ngare (non – independent)

Jack Ngare (non – independent)

Laura Chite

(non – independent)

Laura Chite (non – independent)

Dr. Shikoh Gitau (non – independent)

Dr. Shikoh Gitau (non – independent)

Paul Russo

(independent)

Paul Russo (independent)

Jubril Adeneji

(independent)

Jubril Adeneji (independent)

Anthony

(independent)

Anthony Mburu (independent)

Gituku Kirika

Gituku Kirika

Chief Executive Officer - IPSL

Office Hours: 8am-5pm

International Hse, 7th Flr

Mama Ngina Street, Nairobi - Kenya.

