Azimo Switches On Over 20,000 New Cash Pick Up Points

Monday 10 February, 2014

Azimo, the online international money transfer service, has launched 20,848 new cash pick up points across the globe, more than half of which are in India.

Almost 12,000 pick-up points have been added in India, 4,000 in Nepal, 2,700 in Sri Lanka, 2,600 in Indonesia and 2,500 each in Pakistan, Vietnam and the Philippines.

Further cash pick-up locations have been activated in 25 other countries including Jordan, Lebanon, Egypt, Bangladesh and China.

Azimo's cash pick-up service means recipients don't need to have a bank account in order to receive money from overseas.

Azimo founder Michael Kent says Asia is already the company's biggest recipient of remittances: "The Asian remittance market is undergoing an important modernisation and we're playing a vital role in increasing financial access across the region. There is huge demand for an affordable and easy way to transfer money from Europe to destinations across Asia," he said.

"With our rates up to 85 per cent cheaper, our aim is to really maximise the impact that remittances have across the continent.

"Although cash pickup was already available in many of these countries, it was on a much smaller scale. It is a landmark achievement for us to be able to offer the service to close to a further 21,000 locations across the globe," continued Kent.

Azimo launched in 2012 and now has operations across the UK, Ireland, Germany and Austria. The service provides a simple and cost-effective solution to sending money to 190+ countries worldwide, in 12 different languages.

- Ends -

Notes to Editors:

* Figures according to the World Bank

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About Azimo:

Azimo is a refreshing UK-based start-up which is changing the way people transfer money. Honest, transparent and social, it's the cheapest and easiest way to send money to 195 countries across the world, from your smartphone, tablet or desktop and even through Facebook.

Azimo is challenging the big boys of the money transfer market; with rates up to 85 per cent cheaper and a hard-working team who believe in providing the best customer service, Azimo has created a better way to send money between countries.

Committed to ethical trading, by lowering the cost of transferring cash overseas Azimo is having an impact on some of the poorest parts of the world. In addition, the online transfer service has committed to donating ten per cent of its profits to charities which work to support the poorest in society.

Founded by Michael Kent in 2012, Azimo is regulated by the FCA and registered with HM Revenue and Customs. The company is backed by $1.3m in funding.

For more information or to transfer money, go to www.azimo.com, www.facebook.com/azimomoney, @azimomoney

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