

Grameenphone, Mastercard partner to enhance users' digital lifestyle

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Dhaka: Grameenphone has entered into a strategic partnership with Mastercard to explore innovative opportunities that enhance customer lifestyle experiences and strengthen digital engagement across Bangladesh.

The collaboration marks the beginning of a long-term relationship between two industry giants, with a shared vision of delivering value-driven, future-ready solutions for customers, particularly the youth segment, by combining Grameenphone's extensive digital ecosystem with Mastercard's global expertise in payments and lifestyle innovation, said a release.

The partnership will also focus on developing differentiated propositions, including potential co-branded initiatives and exclusive benefits for Grameenphone customers.

The partnership was formalized in the presence of senior leadership from both organizations, including Yasir Azman, Chief Executive Officer, Grameenphone; Farha Naz Zaman, Chief Marketing Officer, Grameenphone; Syed Mohammad Kamal, Country Manager, Bangladesh, Mastercard; and Zakia Sultana, Director, Mastercard.

Through this collaboration, Grameenphone and Mastercard aim to jointly explore new avenues to enhance customer engagement, drive digital adoption, and deliver innovative value propositions that align with modern consumer lifestyles, concluded the release.

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