



Media Release: Theodist & Women's Micro Bank MOU Signing

Date: 19th September 2025.

Theodist and Mama Bank Partner to Empower Women and Communities

Theodist Limited has officially signed a Memorandum of Understanding (MoU) with Women's Micro Bank Limited (Mama Bank) to launch a strategic partnership aimed at advancing financial inclusion and improving access to affordable goods and services for women, families, and small businesses across Papua New Guinea.

The signing ceremony took place this morning at Mama Bank's Head Office in Port Moresby, with senior representatives from both organisations present to formalise the partnership.

Under the agreement, Mama Bank customers will benefit from the **Mama Bank Loyalty Card**, which provides **exclusive discounts of up to 10% on purchases at Theodist outlets nationwide**. The program is designed to support women and rural communities by easing access to essential products that enhance education, livelihoods, and everyday living.

Speaking at the event, **Kumar Baliah, CEO of Theodist Limited**, reaffirmed the company's continued support for inclusive community development: "For over 50 years, Theodist has proudly served the people of Papua New Guinea with quality and affordable products. This partnership with Mama Bank reflects our ongoing commitment to supporting families and communities, while creating real value for women and small businesses through innovative programs like the Loyalty Card."

Gunanidhi Das, CEO of Mama Bank, said the partnership aligns directly with Mama Bank's mission to empower women and drive financial inclusion: "Mama Bank exists to provide opportunities for women and rural communities to be part of the mainstream economy. Through this partnership with Theodist, our customers will not only enjoy discounts but also gain improved access to products that help them build stronger futures for themselves and their families."

The collaboration also includes joint marketing campaigns, community events, and co-branding initiatives to raise awareness and extend the benefits of the Loyalty Card Program. Mama Bank has also named Theodist as its **preferred supplier** for office supplies, equipment, and technology solutions.

The MoU will remain in effect for three years, with potential for renewal. It reflects both organisations shared vision of empowering women, strengthening communities, and contributing to the sustainable development of Papua New Guinea.