

Al Salam Bank Launches “ASB Pay Business” – A Shari’a-Compliant Digital POS Platform to Empower Enterprises and Entrepreneurs

Manama, Bahrain – 28 October 2025: Al Salam Bank has announced the launch of “ASB Pay Business,” a Shari’a-compliant digital POS platform in the Kingdom of Bahrain, developed to meet the specific needs of all businesses from large corporates to micro, small, and medium enterprises (MSMEs), as well as freelancers. This launch aligns with the Bank’s continuous efforts to lead the digital transformation of the financial sector.

The platform offers an end-to-end digital payment solution, enabling merchants to accept payments directly through their smartphones without the need for traditional POS devices. ASB Pay Business supports features such as digital invoicing, payment links, direct bank account integration, and real-time transaction tracking—all through a user-friendly and secure interface. The platform also ensures seamless onboarding experience, with same-day settlement for merchants with Al Salam accounts.

ASB Pay Business aims to empower previously underserved merchant segments, including virtual business license holders and home-based entrepreneurs, by offering a flexible and mobile-first solution tailored to their business models.

The platform introduces a smart Soft POS experience, allowing merchants to process payments directly from their smartphones, eliminating the need for physical hardware. Its streamlined digital onboarding and secure infrastructure provide fast, efficient access to the world of digital acquiring.

It is also designed to support all business types—from home-based startups to medium and large enterprises—offering scalable tools that integrate with accounting systems, e-commerce platforms, and operations management tools.

Commenting on the launch, Mr. Anwar Murad, Deputy Group CEO – Banking at Al Salam Bank, said: “The launch of ASB Pay Business marks a transformative step in the digital payments landscape in the Kingdom of Bahrain and aligns with the Bank’s vision to offer innovative, Shari’a-compliant financial solutions that meet local market needs and enhance the entrepreneurial environment. We are committed to empowering the MSME sector with smart digital tools that improve operational efficiency and support business expansion. We encourage all business owners to benefit from this platform, which enables them to accept payments with ease, both locally and internationally, supported by a suite of services that contribute to business growth.”

This initiative underscores Al Salam Bank’s strong commitment to supporting the MSME segment, which represents a vital pillar of national economic growth. ASB Pay Business serves as a strategic tool in advancing this objective by facilitating access to modern digital financial services that enhance the long-term sustainability and market reach of small businesses. It also reflects the Bank’s corporate social responsibility efforts to foster local entrepreneurship through a digitally empowered banking environment.

For more information, please visit the Bank’s website at www.alsalambank.com or contact us via WhatsApp at 17005500.