

# PAYTM

## BANK IN YOUR POCKET

*India's largest and the leading payment gateway offering comprehensive payment services to general public and businesses, Paytm has quickly emerged as the fastest and the easiest payment system across India & offers mobile payment solutions to more than 7 million merchants*

**P**aytm is the pioneer and of course the undisputed leader of QR-based mobile payments in India, and with the comparatively recent launch of Paytm Payments Bank, its target is to bring the banking and financial services to half-a-billion unserved and under-served Indians.

### POWER OF EASY MONEY

Its strength in the industry can also be judged by the fact that global giants have decided to join hands with it as investors, including Softbank, SAIF Partners, Alibaba Group and Ant Financial. As of January 2018, Paytm is valued at \$10 billion.

Though Paytm initially offered mobile recharges and utility bill payments, it has quickly transformed itself into a full marketplace for all kinds of products, which can be bought through the mobile app itself. Its business network is vast, as it has more than 100 million registered users, and takes more than 60 million orders per month. More than 7 million merchants across India use Paytm platform to accept payments directly into their bank account.

Paytm is an Indian e-commerce payment system and digital wallet company of India, available in 10 Indian languages and offers online services like mobile recharges, utility bill payments, travel, movies, and events bookings as well as in-store payments at grocery stores, fruits and vegetable shops, restaurants, parking, tolls, pharmacies and education institutions with the Paytm QR code.

### AN EXTRAORDINARY JOURNEY

Paytm was founded in August 2010 with an initial investment of \$2 million by its founder Vijay Shekhar Sharma in NOIDA, India. Initially, it started merely as a prepaid mobile and DTH recharge platform, and later added data card, postpaid mobile and landline bill payments in 2013.

Less than one year later, in 2014, it launched the Paytm Wallet, and the

Indian Railways and Uber added it as a payment option. The same year, it started its e-Commerce services with online deals and bus ticketing. In 2015, it started offering more services like education fees, metro recharges, electricity, gas, and water bill payments. In 2016, Paytm launched movies, events and amusement parks ticketing as well as flight ticket bookings and Paytm QR. Later that year, it launched rail bookings and gift cards.

In 2017, it launched Paytm Gold, a product that allowed users to buy as little as ₹1 of pure gold online. It also launched the Paytm Payments Bank and 'Inbox', a messaging platform with in-chat payments among other products. In 2018, it has started allowing merchants to accept Paytm, UPI and Card payments directly into their bank accounts at 0% charge. It also launched the 'Paytm for Business' app, allowing merchants to track their payments and day-to-day settlements instantly.

### A SERIES OF AWARDS

With its great progress, the organization

has received innumerable awards, including the Diamond SABRE Award as Company of the Year, Diamond SABRE Award in Superior Achievement in Reputation Management, and Gold SABRE Award in the category of Financial Professional Services.

