

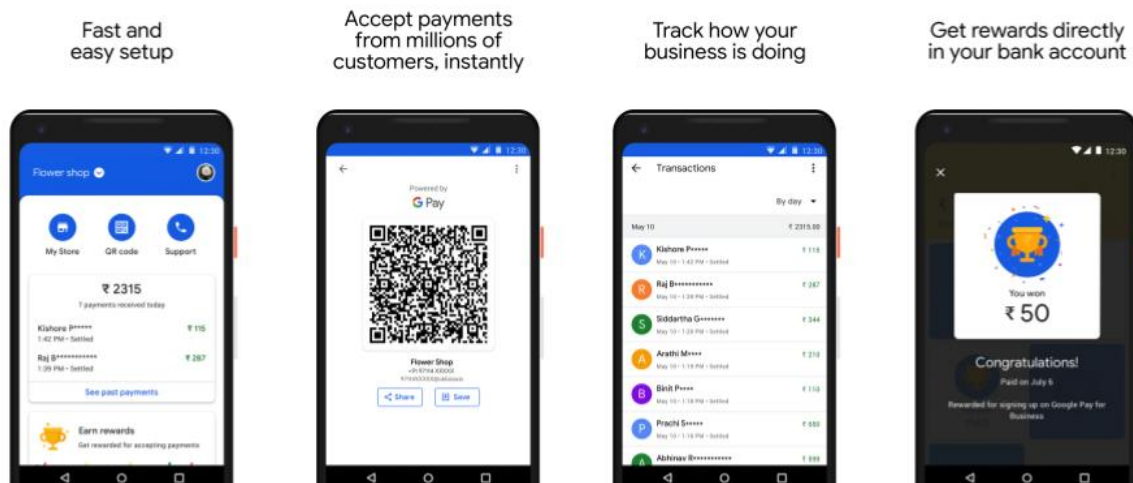


Google rolls out 'Google Pay for Business' offering to merchants in Kolkata

Aims to provide city-based merchants an easy and secure way to accept and manage digital payments

Kolkata, November 26, 2019: In continuation of Google India's commitment to digitally empower India's small and medium business community with initiatives like Google My Business, Google today announced the rollout of its merchant-focused app - *Google Pay for Business* - in Kolkata. Google Pay for Business is a free and easy way for merchants to adopt digital payments in a hassle-free way that vastly reduces the effort and time required in the completion of paperwork and verification.

It also allows small businesses to accept digital payments without incurring any additional cost. Google Pay for Business transfers each rupee that the merchant earns, directly into their UPI-linked bank account.



Encouraging local merchants to explore the benefits of digital payments, **Sharath Bulusu, Director-Product Management, Google Pay** said, *“With UPI clocking over 1 billion transactions in October 2019, there is significant and meaningful opportunity for merchants to adopt digital payments. With Google Pay for Business, we aim to bring to each merchant in Kolkata, the various benefits of taking their business digital, such as zero MDR, easy verification, hassle-free daily accounting and reduced cash management costs.”*

Google Pay is one of India's fastest growing digital payments apps. Being used across 3 lakh cities, towns and villages, over 60% of Google Pay transactions emerge from beyond the metro cities. Apart from popular use cases like bill payments and mobile recharges, users on the platform can also make payments to users outside Google Pay through the external payments feature - a secure process that allows users to transfer money, with a bank account number and IFSC code, instead of a mobile number.



In the past year, Google introduced a range of new offerings for users on the app. For example, its collaboration with IRCTC allows users to book train tickets directly from the app without incurring any transaction fees. Furthermore, users can search, browse, confirm or cancel train tickets, view seat availability, and travel times, right within the app. Further, in collaboration with MMTC-PAMP, Google Pay users can also buy and sell Gold for as little as INR 1. The digital gold is held safely in MMTC-PAMP's secure vaults. Users can sell the digital gold at any time at the day's trading price or redeem and opt for the physical delivery of the gold, right at their doorstep.

Today over 3,000 online merchants spanning the gamut of food delivery (Swiggy, Zomato, FreshMenu), travel (Uber, RedBus, AbhiBus, Golbibo, Yatra), movie and event tickets (BookMyShow) and even trading and investments (Zerodha), accept Google Pay. To further expand merchant based digital payments, Google Pay has collaborated with Pine Labs and Innoviti to enable UPI payments across a massive footprint of POS terminals across the country, spanning thousands of stores in over 3,500 cities and towns.

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About Google

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