

## **Infibeam Avenues Invest in Instant Global Paytech to Develop Next Generation Digital Payment Technology Platform**

Gandhinagar 3<sup>rd</sup> December, 2018: Infibeam Avenues Limited (BSE: 539807; NSE: INFIBEAM), leading e-commerce and payment solution provider to business and government, today announced that it has made strategic investment in Mumbai based Instant Global Paytech Private Limited to build next generation payment technology platform for offline merchants & retailers transactions in tier II & Tier III cities. Estimated 90% of the transactions in the country are still cash based and there are over 700 million people who fall into the category of "unbanked" & "underbanked" who have access to cash and digital instruments but are not comfortable transacting in the digital world.

IGPL is in business of offering next generation payment technology for offline transactions. The technology enables merchants and retailers to offer digital solutions to the largely cash transacting customers. It will lead the payment technology trend for consumers who want to shop and pay offline by delivering next generation digital payment ways, payment options and flexibility. It will enable any financial transaction for anybody from anywhere. IGPL will use part of the capital to acquire customers and merchant and the rest of the capital will be invested in technology and to strengthen the team.

Infibeam Avenues offers multi-channel payment processing services via the brand CCAvenue to an estimated over 70% of India's retail e-Merchants. CCAvenue is a PCI DSS 3.2 compliant payment gateway platform and is India's largest direct debit engine, with 240+ payment option connecting to more than 55+ Indian banks on a real-time basis to process payments through Net Banking and also processes all types of credit cards, debit cards and digital wallet including UPI payments. To increase market share the Company launched BillAvenue, an inter-operable digital bill payments platform, in November 2017. Built over the Bharat Bill Payment System (BBPS) infrastructure, BillAvenue enables service providers to accept bill payments from customers nation-wide, while also offering easy accessible bill payment facility to customers, both online and offline.

• Payment Processed 1H 2019 23,255.15 crore)	– INR 232.55 billion (INR
• Transactions Processed in 1H 2019	– 55.58 million
• CCAvenue Merchants	– over 100,000
• Agents registered with BillAvenue	– over 300,000
• Hotels using ResAvenue	– over 750

## **About Infibeam Avenues Limited**

Infibeam Avenues is India's leading e-commerce and payment solutions provider to businesses and the government. It is the only profitable and publicly-listed e-commerce company in India. Its two main offerings are: E-commerce Solutions via the brand BuildaBazaar, an end-to-end SaaS (software as a service) solution that allows merchants to set up an online store, manage the back-end (orders, inventory, logistics), marketing, integrate with marketplaces and accept payments; and Payment Solutions via the brand CCAvenue, which is one of India's most trusted online payment gateways, providing payment solutions to an estimated over 70% of India's e-merchants. The Company has over 500,000 merchants across its web services (e-commerce solutions and payment solutions) offerings, including reputed brands such as Amul, Adani, Nilkamal @Home, Saudi Telecom, Jumbo Electronics, Spykar, Esbeda, Panasonic, Blackberry, EsselWorld, Imagica, Idea Cellular, Emaar, Government of India, Taj Hotels, Oberoi Hotels, ITC Hotels, Hilton, MakeMyTrip, ClearTrip, Shopclues, Myntra, McDonalds, Starbucks, Airtel, DishTV, Go Daddy, BookMyShow, Vistara, Indigo, Vivo, GAIL gas, among many others. Infibeam Avenues also owns and operates a multi-category consumer e-commerce website Infibeam.com, strategic to its E-Commerce Solutions offering.

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For more information on the company, please go to, [www.ia.ooo](http://www.ia.ooo) and [www.ccavenue.ooo](http://www.ccavenue.ooo).