



UPI AUTOPAY goes live on Gaana

- *With UPI AUTOPAY functionality, Gaana users can streamline their subscriptions and enjoy uninterrupted music and premium content*
- *Gaana is the one of the first players in the Media and Entertainment industry to integrate UPI AUTOPAY functionality*
- *Extends partnership with Paytm Payment Gateway for UPI AUTOPAY subscription services*

Mumbai, February 25, 2021 - National Payments Corporation of India (NPCI) has announced that UPI AUTOPAY has now gone live on Gaana. Its integration with UPI AUTOPAY has made Gaana the first player in the Media and Entertainment industry to rollout the innovative e-mandate feature on UPI. The introduction of UPI AUTOPAY will empower Gaana's users to experience a smooth and seamless mechanism of renewing their subscriptions. Customers can enjoy premium, uninterrupted streaming of their choicest music, podcasts and radio without having to remember about the subscription renewal date.

With UPI AUTOPAY feature in Gaana, customers can create, approve, modify as well as pause the auto debit mandate for their subscriptions. The strategic role played by Paytm and Juspay as payment aggregators will create a superior transaction experience for the customers. Based on the mandate, the subscription amount will be deducted automatically on the authorized date without entering UPI PIN.

Kunal Kalawatia, Chief of Marketing, NPCI said, "We are happy to witness the integration of UPI AUTOPAY on Gaana. In the current scenario, streaming platforms have grown immensely and the introduction of the first-of-its-kind UPI AUTOPAY facility on Gaana will enrich users' experience in terms of auto renewal of subscriptions. We are confident that this association is a stepping stone to the widespread adoption of UPI AUTOPAY across categories as it has the huge potential to transform the way people perceive recurring payments."

UPI AUTOPAY augments the customers' convenience and ease of transacting by enabling them to set recurring e-mandates of upto Rs. 5000. The pattern for auto debit mandate has been created keeping in mind customers' spends on recurring payments which makes it an optimized and evolved payment model. The mandates can be set for one-time, daily, weekly, fortnightly, monthly, bi-monthly, quarterly, half yearly and yearly, tailored to suit the custom needs of the users.

A lot of merchants including The Hindu, Times Prime, PayU, FSS, Testbook.com, Open, Angel Broking, 5paisa.com, among others have introduced UPI AUTOPAY for customers and businesses to have a frictionless payment experience. With UPI AUTOPAY taking care of customers' fix payments schedule by



providing customizable integration, the ecosystem may see more and more merchants adopting this innovative functionality in days to come.

Prashan Agrawal, CEO, Gaana said, "With the rising popularity of UPI, it was imperative for Gaana to adopt it in order to offer users a seamless experience when purchasing a Gaana Plus subscription. We expect UPI to drive a major chunk of subscription revenues over the next few months. We will work closely with the NPCI and others in the fintech ecosystem to facilitate subscription-related payments in a seamless and secured fashion."

Saloni Malhotra, Vice-President, Paytm Payment Gateway said, "We are thrilled to have further strengthened our partnership with Gaana to bring the convenience of always-on music with the UPI AUTOPAY option on their App. Our Paytm Payment Gateway offers a superior payment technology with the highest success rate processing bulk transactions on the platform. We hope users enjoy the convenience that NPCI, Gaana and Paytm are bringing in this solution."

Sheetal Lalwani, COO, Juspay said, "UPI AUTOPAY ensures transparency and control for the user, while also providing a smooth and secure payment experience. Along with partners like NPCI, Juspay is committed to building an innovative payments ecosystem to enable digital India. With UPI AUTOPAY, the convenience for customers and possibilities for merchants are immense. We are excited to launch it with Gaana and look forward to enabling it across merchants in various categories."

About Gaana

Gaana is India's leading music, podcasts and short videos platform with more than 185 million monthly active users. With an extensive music library spanning over 45 million songs across various languages, podcasts in multiple genres and languages, the platform aims to cater to the needs of audiences across India.

About Paytm:

Paytm is India's leading financial services company that offers full-stack payments & financial solutions to consumers, offline merchants and online platforms. The company is on a mission to bring half a billion Indians into the mainstream economy through payments, commerce, banking, investments, and financial services. One97 Communications Limited that owns the brand Paytm is founded by Vijay Shekhar Sharma and is headquartered in Noida, Uttar Pradesh.

About Juspay:

Juspay's vision is to enable the billion Indians with secure, 1-click payment experiences. We are an End-to-end Payments Platform offering a suite of products for Two-Factor Authentication (2FA), Checkout, UPI and Payment Ops. We process millions of transactions every day totaling over 5 billion payments so



far. Most top online companies including Amazon, BigBasket, Vodafone, Airtel, Reliance Jio and Flipkart etc are our merchant partners.

About NPCI

National Payments Corporation of India (NPCI) was incorporated in 2008 as an umbrella organization for operating retail payments and settlement systems in India. NPCI has created a robust payment and settlement infrastructure in the country. It has changed the way payments are made in India through a bouquet of retail payment products such as [RuPay card](#), [Immediate Payment Service \(IMPS\)](#), [Unified Payments Interface \(UPI\)](#), [Bharat Interface for Money \(BHIM\)](#), [BHIM Aadhaar](#), [National Electronic Toll Collection \(NETC Fastag\)](#) and [Bharat BillPay](#). NPCI also launched UPI 2.0 to offer a more secure and comprehensive services to consumers and merchants. NPCI is focused on bringing innovations in the retail payment systems through use of technology and is relentlessly working to transform India into a digital economy. It is facilitating secure payments solutions with nationwide accessibility at minimal cost in furtherance of India's aspiration to be a fully digital society.

For more information, visit: <https://www.npci.org.in/>

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