

Press Release

UPI AUTOPAY feature goes live on SonyLIV

With UPI AUTOPAY functionality, SonyLIV users can create e-mandates for their subscription plans

Mumbai, January 3, 2022: National Payments Corporation of India (NPCI) has announced that UPI AUTOPAY is now live on SonyLIV. Millions of SonyLIV customers can now set standing instructions for their recurring subscription payments using UPI AUTOPAY and enjoy a hassle-free content viewing experience. Now the SonyLIV users can enjoy premium streaming without having to remember the subscription renewal date.

With UPI AUTOPAY the subscription plan opted by the users would be auto renewed on the set date. For subscription amounts up to INR 5000, customers do not even have to enter the UPI PIN on the execution of the mandate. They can also modify, pause as well as remove the auto-debit mandate for their subscriptions through UPI AUTOPAY. 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.

Mr. Kunal Kalawatia, Chief of Products, NPCI said, “We are glad to integrate UPI AUTOPAY on SonyLIV. In recent times, viewers are increasingly turning to over-the-top (OTT) streaming platforms for entertainment and the introduction of UPI AUTOPAY on SonyLIV will drive a favorable customer sentiment about seamless and automated recurring payments. With UPI AUTOPAY, it’s our constant endeavor at NPCI to provide an extra layer of comfort and convenience to all the customers for their recurring spends and payments.”

UPI AUTOPAY augments the customer’s convenience and safety by eliminating the need for them to recollect multiple payment dates and perform manual payments. With Razorpay as the payment aggregator, SonyLIV customers would witness a smooth and comfortable transaction experience.

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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About SonyLIV

SonyLIV is the first Indian premium Video on demand (VOD) service by Sony Pictures Networks' (SPN) providing multi-screen engagement for users on all devices. Launched in January 2013, the digital streaming player is home to 24 years of rich content from the library of Sony Pictures Networks India (SPN) with over 40,000 hours of programming. SonyLIV subscribers get exclusive access to key sporting events from across the globe, the latest Hollywood Shows, Originals, 18,000+ hours of TV Shows, LiveTV, News, Lifestyle, Fitness and Kids content.

With 100 million+ app downloads so far, SonyLIV is the first amongst its competition to provide original and exclusive premium content to Indian viewers. SonyLIV is the first OTT platform to launch an Original web series - #Lovebytes, followed by India's first Marathi Original – YOLO. Currently, the platform has over 150+ original shows spread across Hindi, Marathi, Gujarati and Bengali. The Tamil and Telugu library itself boasts of 2000+ hours of Movies and Originals. SonyLIV recently added new originals to its line-up - Avrodh, Your Honor, Undekhi and Scam 1992 being some of them.

Apart from being the official Indian streaming partner for Global Sporting events, SonyLIV keeps its viewers entertained throughout the year with Live action Cricket, Football, Tennis, Basketball, eSports, Racing and Fighting Sports. The platform offers its subscribers a host of premium International tournaments like the UEFA Champions League, Australian Open, Serie A, W.W.E., N.B.A., UFC, F.A. Cup, UEFA Europa League, UEFA Euro 2020, Olympic Games Tokyo 2020, Mzansi Super League, Big Bash, T10, ATP Tours, Impact Wrestling and The Ashes to name a few. SonyLIV also has rights to tournaments of Cricket Boards inclusive Cricket Australia, England and Wales Cricket Board & Cricket Ireland. In 2019, the service launched in the Middle East and has plans to expand its complete bouquet of services in several Southeast Asian countries.

SonyLIV has partnerships with key International studios – SPE Films, Lionsgate and iTV, which allows its subscribers exclusive access to award-winning shows like, Seinfeld, Power, The Good Doctor and Mr. Mercedes. The platform recently added a host of celebrated Hollywood shows to its library like LA's Finest S2, On Becoming a God in Central Florida, Alex Rider, For Life, Lincoln Rhyme, War of the Worlds, Commons and Indebted amongst others. SonyLIV also has exclusive local partnerships with the likes of TVF, which adds popular Indian Originals like Gullak and Tripling S2 to their vast content library.

For more information, log onto www.sonyliv.com