



## Press Release

### **City Union Bank launches CUB Easy Pay, Contactless RuPay On-The-Go Payment solution - Debit Card in a Fitness Watch ~ An offering for Easy Pay ~**

**Mumbai/Chennai, 24<sup>th</sup> January 2022:** City Union Bank, in association with GOQii, the smart-tech-enabled preventive healthcare platform, powered by the National Payments Corporation of India (NPCI) has announced the launch of RuPay On –The-Go Payment solution through their Debit Card in a Fitness Watch. The first watch was received by Shri V.R.Venkataachalam, Chancellor of Sri Ramachandra Institute of Higher Education and Research in Chennai on 24<sup>th</sup> January 2022.

Speaking at the launch, **Dr. N. Kamakodi, MD & CEO of City Union Bank** said, “We used advanced technology to enable our customers make digital transactions in a contemporary, safe and secure fashion. We are happy to introduce this **CUB EASY PAY Debit Card in a Fitness Watch** providing our customers an easy tap and go payment solution.”

Customers need to hold this wristwatch in front of the PoS device during payment like tapping the card on PoS. For payments above INR 5000, customers need to tap and enter their PIN. Customers can set the limit for their payments using Net/Mobile banking. Payments made using this Debit Card in a Fitness Watch are safe and secure. For each transaction done using the watch, SMS will be sent to the registered mobile number. Customers can raise a request for the Fitness Watch Debit Card through Net banking/Mobile banking. Usage of the wristwatch can be managed by customers on their own through CUB All in One Mobile App.

Besides being useful for making contactless payments, this Fitness Watch enables the wearer to monitor their Oxygen Level (SpO2), Body Temperature, Heart Rate, Blood Pressure, and 18 Exercise Modes. In addition, for early adopters, GOQii offers a free wellness package for three months comprising personal health coach, doctor tele-consult & interactive video coaching.

CUB had recently launched their debit card in a key chain which also enables contactless On-the-Go payment solutions. CUB's focus on promoting contactless payment solutions is part of its overall strategy to offer a bouquet of Digital Payment Solutions.

Speaking at the launch, **Shri. Vishal Gondal, Founder & CEO of GOQii** said, “At GOQii we aim to provide solutions for consumers to lead a healthy life. We are truly excited to partner with City Union Bank to offer contactless payments integrated with GOQii's advanced health ecosystem to its banking customers. With the increasing digital payments and the need for social distancing we are confident that our association will benefit the user”.

**Ms. Praveena Rai, COO, NPCI** said, “We are happy to partner with City Union Bank and GOQii to launch CUB Easy Pay, Contactless RuPay On-The-Go payment solution. This payment solution eliminates the need to carry tender cash, or even a wallet for that matter, and offers unparalleled and superior customer experience to cater to their day-to-day shopping needs. RuPay On-The-Go carries all the security features, notifications and controls of a regular card, and users can transact with the comfort of their safety. With the rapid increase of acceptance infrastructure, the demand for contactless payment mechanisms is on a steady rise. This one-of-its-kind offering is enabled with

cutting edge innovation and is set to redefine the way contactless transactions will be made in the future.”

#### About City Union Bank:

City Union Bank Ltd., the oldest Private Sector Bank in India, was founded in 1904 and is headquartered at Kumbakonam, Tamil Nadu, India. The Bank has 702 branches and 1730 ATMs spread across the country.

CUB has always been a pioneer in providing advanced technology solutions to meet various transactional needs of customers. Tap, pay & go payments is a growing trend since the transaction can be completed quickly and fully secure at the counters/merchant outlets where there is a queue system.

CUB has already launched a Contactless payment solution through a Key Chain and now they have extended their innovation in making payments through its CUB Easy Pay using a fitness watch to enable customers to make Payments on the Go.

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#### About GOQii Smart Healthcare:

Founded in 2014 by serial entrepreneur and Gaming Guru, Vishal Gondal, GOQii Smart Healthcare is empowering consumers globally to lead healthier and better lives. GOQii is a pioneer in wearable based smart- tech-enabled fitness and healthcare. GOQii's smart-tech-enabled healthcare platform brings together the entire preventive healthcare ecosystem. It's Smart Health Ecosystem integrates tools for real-time personalized coaching, an explosive high-growth Health e-commerce store, scheduling health check-ups, a health locker, and a unique 'GOQii Cash' program where healthy behavior is rewarded with cash discounts and insurance discounts based on health management data. Given the state of 'Sickcare' delivery infrastructure in India, the company strongly believes that preventive healthcare is the only viable, long-term, mass-market solution. As one of the official partners of the 'Fit India Movement' GOQii Smart Healthcare is a strong supporter of Narendra Modi's vision of making 1.3 crore Indians fit and healthy. GOQii Smart Healthcare counts marquee investors like Mitsui, NEA, Megadelta, DSG Consumer Partners, Galaxy Digital, Denlow Investment Trust, Edelweiss, Cheetah Mobile, GWC, Mr Ratan Tata, and Mr Vijay Shekhar Sharma.

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#### 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 more secure and comprehensive services to consumers and merchants.

NPCI is focused on bringing innovations in the retail payment systems through the 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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