

## Gullak Money introduces "Snap Save": India's first 1-Click savings feature powered by UPI AutoPay

*Snap Save feature will accelerate secured savings journey for users in just one click via UPI AutoPay*

**Bengaluru/Mumbai, 3 August 2023** - Gullak Money has introduced "Snap Save," an innovative 1-click savings feature that reimagines the way Indians save money. Powered by UPI AutoPay, this groundbreaking feature propels users towards their financial goals with unparalleled speed and convenience.

The "Snap Save" feature allows Gullak Money users to effortlessly access 1-click savings directly from the app's home screen. By simply tapping on the desired amount, they wish to save, users can securely and automatically invest those funds into 24K gold. This first-of-its-kind feature is currently being offered exclusively to select users and will soon be made available to all Gullak Money app users across the country.

"We are thrilled to introduce 'Snap Save,' a game-changing feature that simplifies the savings process for our users. By leveraging the power of UPI AutoPay, we are enabling Indians to accelerate their financial goals with just one click. This innovation reflects our commitment to delivering unmatched speed, convenience, and security in the world of digital savings. We are committed to constantly innovate and leverage cutting-edge technology to deliver the most seamless savings experience for the billion Indians", said **Manthan Shah, Co-founder of Gullak Money**.

Commenting on the launch, **Nalin Bansal, Chief of Corporate and Fintech Relationships and Key Initiatives at NPCI**, said, "We are delighted to contribute to Gullak Money's transformative journey, reshaping saving and investing habits among tech-savvy users while providing them with convenient, secure, and efficient payment solution. UPI AutoPay aims to simplify recurring payments in India. Users of Gullak Money App will now be able to use Snap-Save feature and invest in digital gold within seconds."

### **About Gullak Money**

Gullak has set out to create wealth for the next 100 Mn Indians. It helps users create wealth by automating savings using UPI AutoPay 2.0 & auto-investing that into digital gold using Augmont - one of India's largest gold refineries. It currently has a Monthly GMV of \$1.6Mn & has gained popularity with its latest offering - Gullak Gold+ - an investment option through which you can earn an assured extra 5% gold every year on top of annual gold returns of ~11%. This makes Gullak Gold+ a lucrative investment choice that beats returns of 90% of Mutual Funds as well.

For more information, visit: <https://gullak.money/goldplus/>

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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 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 payment 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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