

Oxygen Services partners with Big BazaarDirect to Expand Assisted e-commerce across India

- *Oxygen's strong retail network of 2 lakh retailers to assist the retail leader in expanding its reach in the country*
- *Oxygen retailers get access to the vast universe of Big Bazaar Direct product assortment*
- *Strategic Tie-Up set to make a great shift in Assisted E-commerce industry at traditional retail shops*
- *India's small merchants get empowered with an e-shopping product offering*
- *Building a nationwide footprint, marrying retail to online, a joint vision of 2 mass oriented companies*

Mumbai, February 17th 2016: Big Bazaar Direct, a revolutionary Assisted e-Commerce business of Future Group announces its tie-up with Oxygen Services Pvt. Ltd, India's largest payment service provider. This association empowers Oxygen's retailers to sell the wide assortment of Big Bazaar Direct through its network to its end customers. This partnership is aimed at offering convenience to the end consumers by making its large product offering easily accessible at great prices within their vicinity, at their neighbourhood store.

Oxygen Services has an extensive network of 2 lakh retailers with a continuous flow of 150 million customers transacting in real time for mobile/DTH recharges, money transfers through Bank and Oxygen Wallet app, utility bill payments etc. Now, these retailers can amplify their sales and take their business to the next level by offering the customers an extensive range of electronics, general merchandise, fashion and home fashion products. Big Bazaar Direct is a trusted link between physical and online retail and now, Oxygen retailers can further leverage this advantage.

Elaborating furthermore, Mr. Pramod Saxena, Chairman & Managing Director, Oxygen Services commented, "This partnership is one of its kind and is aimed to disrupt the assisted e-commerce segment in retailing. We believe Big Bazaar Direct and Oxygen together will add a whole new dimension to the entire retail ecosystem and increase the existing portfolio of services our retailers offer. Our retailers don't need to invest in stock nor need to have shelf space as products will be delivered by Big Bazaar Direct to customers' homes or at retail points. Oxygen customers will now be able to shop online and yet pay cash over the counter for booking orders and get the delivery as per their convenience".

The Oxygen Services retailer will be provided with a co-branded website login with range of products listed. Customers can select the products from the website, place the order, Oxygen Services retailer can receive the payment in cash or Oxygen Wallet and their work is done. Post this; the goods will be delivered to the customer's doorstep by Big Bazaar Direct. The state-of-the-art distribution centres of Big Bazaar are present across India; the Oxygen Services retailers will not need additional space to store the products. They will earn commission on every product they sell along with additional rewards and recognition program. Customers will also have rewards program from time to time in the form of Big Bazaar Direct Wallet for promotions.

Speaking on the association, Mr. Kishore Biyani, Group CEO, Future Group said, "Our partnership with Oxygen helps us to further penetrate deeper in the market by expanding our reach and network through Oxygen retailers. These retailers will now have a dual advantage to not only sell the payment related various products and services but also sell the wide range of Big Bazaar products."

Apart from the trust and goodwill of brand Big Bazaar, Future Group's strength in sourcing will bring in best prices and will benefit the customers. The 10 million sq.ft. area of warehousing space and robust supply chain support serving 20,000 pin codes across India will help in last mile delivery. While the Oxygen retailers will be able to gain increased footfalls and thus earn higher commissions for the new online shopping service range they will now be able to access.



About Oxygen Services:

Oxygen Services India Pvt. Ltd., powered by 11 years of service excellence in the digital business of micro payments of services and remittances in a 'real time' environment is India's Largest Payments Solutions Provider. Its business involves service aggregation and distribution, utilizing mobile, PoS and web for online payment processing and money transfer services. It is built to service the nation's Telecom/DTH Operators, multiple Services Providers and Banks, pan India.

Oxygen has a retail footprint of **2, 00,000 outlets** and has processed over **2 billion** transactions till date with a current transaction volume rate of **600 million** transactions per annum. It has a large customer base of over **150 million**. A large bouquet of services is integrated into a single transaction & payment processing platform, including Prepaid, Postpaid & Subscription based services like Mobile Money Transfer, Recharges, Bill Payments, Ticketing and Subscriptions for all leading service providers across a wide spectrum of industries, like, Telecom, Direct-to-home TV, Internet Broadband, Travel (Railways/Airlines/Bus), Cinema/Movie Tickets, Utility Bill Payments, Gaming, Music & Movie downloads & more.

Oxygen Wallet with **13 million** registered wallet users is powered by Oxygen Services Pvt Ltd, India's largest payment service provider, is available through the website (www.oxygenwallet.com). The Oxygen Wallet app can also be downloaded from the Android Play store, iTunes or Windows App Store.

Oxygen's Mobile Wallet i.e "Oxygen Wallet" is India's First Non-Bank Mobile Wallet, approved by RBI, enabled to make Instant Money Transfers, to nearly **100+** banks using NPCI's Immediate Payment Service (IMPS). It also works on Financial Inclusion and is a Business Correspondent to India's premier banks like SBI and RBL Bank. Oxygen's PoS (Point of Sale Terminal) and the biometric scanner have excelled in providing services like eKYC and Money Transfer in urban and rural India

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About Big Bazaar Direct:

Big Bazaar Direct is a revolutionary assisted e-commerce business of Future Group where a franchisee connects with customers and sells them wide offers and products of Big Bazaar over tablet or website without keeping the stock. This process is integrated with the back-end of Big Bazaar Direct, who delivers the ordered products to customer's doorstep. It offers an opportunity to people to realize their entrepreneurial potential and pursue their dreams. It allows anyone, shopkeepers, aspiring entrepreneurs, homemakers, and different type of service providers like insurance agents etc. to own their businesses and/or enhance the existing businesses with the benefit of brand Big Bazaar and gain access to low-cost operating and distribution model of Big Bazaar.