



PRESS RELEASE

India's Most Trusted Retailer Big Bazaar Announces an Exclusive Tie-up With MobiKwik

- *Tie-up brings the convenience of a mobile wallet to offline retail shopping*
- *Tie-up to extend to the entire Future Group which includes Big Bazaar, Central, Brand Factory, Home Town and e-Zone & is expected to total 150 million transactions annually*

INDIA, New Delhi, Wednesday, 9th July, 2015 -

Further to its strategy to taking its mobile payments service offline, [MobiKwik](#), India's leading mobile wallet, today announced that it has inked an exclusive tie-up with India's largest retailer - Big Bazaar.

With this tie-up, MobiKwik wallet users can pay through their mobile, at any Big Bazaar payment counter, by sharing their registered MobiKwik mobile number and a one-time-password (OTP) for verification of the transaction. This cashless and card-less shopping experience is live across 240+ Big Bazaar stores, across India, with immediate effect.

In the coming quarter, [MobiKwik](#), also plans to extend this partnership to other offline stores under the Future Group umbrella that includes Central, Brand Factory, HomeTown, e-Zone, among others and is expected to total close to 150 million transactions annually.

Commenting on the tie-up with MobiKwik, Kishore Biyani, Founder & CEO Future Group, said, "The MobiKwik Wallet integration will bring us closer to millions of consumers and is an integral part of our multi-channel payments strategy. The operational efficiencies will create significant value for our customers". **He further added,** "At Big Bazaar, our's is a customer centric approach and we believe a mobile-enabled environment will enhance our customer's experience and further our brand proposition."

This tie-up is a part of MobiKwik's offline retail expansion strategy, under which the company aims to tie up with 1,50,000 offline stores and is expected to facilitate payments for 100 million users by 2015-2016. It aims to make wallet payments ubiquitous across offline stores and to reduce customers' dependence on cash. In addition to Big Bazaar, the chains that accept this service currently are Café Coffee Day and WHSmith.

Speaking of the tie-up, **Bipin Preet Singh, Founder & CEO, MobiKwik, said,** "We are very excited to partner with India's largest retail store as their exclusive mobile-wallet partner". **He further added,** "With the rapid adoption of smartphones, mobile Internet, and e-commerce services by users in India, mobile wallets are now ready more than ever before to disrupt how payments are done in the country. With our offline retail tie-ups we want to ensure that consumers all over India experience the convenience, ease and safety of a MobiKwik wallet, when they shop, travel, go out to eat, buy gifts or are out at the amusement park."

About MobiKwik:

MobiKwik (One MobiKwik Systems Private Limited) is India's largest payments network with over 17 Million wallet users and 50,000 merchants (retailers). The MobiKwik Wallet enables users to pay in a



flash for their mobile recharge and bill payments, to shop on merchants like Café Coffee Day, PVR, Domino's, Pizza Hut, Myntra, Jabong, MakeMyTrip, Cleartrip, Yatra, BookMyShow, JustEat, eBay, ShopClues, and Pepperfry, and to send and receive money from friends. Users can enjoy MobiKwik Wallet services on the website (<https://www.mobikwik.com/>) as well as its Android, Windows and iOS mobile applications. The company has raised close to \$30 million in funding till now and its investors include Tree Line Asia, Cisco Investments, American Express and Sequoia Capital.

For more information, visit www.mobikwik.com