

Paytm and Future Group ties up to offer a seamless shopping service

Consumers can shop for Big Bazaar products through Paytm from the comfort of their home

Mumbai, 04 August, 2016: Paytm, India's largest mobile payment and commerce platform, has entered into a strategic tie-up with Future Group, one of the leading retail companies in India. The partnership will enable users to shop for Big Bazaar merchandise on Paytm marketplace, and get delivery at their home. In addition, Users will also be able to avail promotional offers by Paytm while using their Paytm Wallet to make purchases at Future Group outlets such as Big Bazaar, EasyDay etc.

Vijay Shekhar Sharma, Founder & CEO, Paytm, said, "With its retail outlets spread throughout India, Future Group currently has one of the most diverse ranges of consumer offerings in the country. The partnership will allow our consumers to shop easily for Big Bazaar merchandise on Paytm, and have the added convenience of home delivery. In addition, consumers can also pay through their Paytm Wallet while shopping at any Future Group retail outlet. We, at Paytm, are extremely delighted to enter a strategic tie-up with Future Group, and are confident that this association will deliver great value to consumers."

Kishore Biyani, CEO - Future Group said, "Paytm is widely recognised as India's leading mobile payment and commerce marketplace. This position has been earned by maintaining consistency in terms of quality and consumer satisfaction, and by fostering trust. We are confident that a strategic alignment with the company will allow us deliver a more convenient purchase experience to our shoppers."

One of the largest retailers in India, Future Group has a range of retail and fashion outlets such as Big Bazaar, Ezone, EasyDay, Brand Factory, FutureBazaar etc operating under its aegis. Paytm's tie-up with Future Group will also make Big Bazaar the anchor store on the Paytm marketplace, allowing Paytm users to make purchases at Big Bazaar from the comfort of their homes.

About Paytm

Paytm is India's largest mobile payment and commerce platform. With current user base of more than 125 million, Paytm is on mission to bring half a billion Indians to main stream of economy using mobile payments, commerce and soon to be launched payment banking services. Consumer brand of India's leading mobile Internet Company One97 Communications, Paytm is headquartered in New Delhi NCR. The company's investors include Ant Financials (AliPay), Alibaba Group, SAIF Partners, Sapphire Venture and Silicon Valley Bank.

About Future Group

Future Group is a pioneer in the Indian retail sector and focuses on developing and operating modern retail networks, consumer goods brands and logistics networks for the consumption sector in India.

Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group's core value of 'Indianness'. The group's corporate credo is, 'Rewrite rules, Retail values'.

Future Group operates through its three listed entities –Future Retail Limited, Future Lifestyle Fashions Limited and Future Consumer Enterprises Limited.

Collectively, Future Group operates around 18.5 million square feet of retail space in over 240 cities and towns across India and provides direct employment to over 40,000 people. Around 28 million Indians are part of Future Group's loyalty networks.