

Press Release  
*For immediate release*

## **Paying online just became simpler - save your card details just once and use it multiple times**

### **Flipkart.com introduces PayZippy**

**Bangalore, April XX 2013:** PayZippy, a new innovative payment product introduced by Flipkart, allows online shoppers to make payment on merchant sites at ease. PayZippy enables shoppers to pay on merchant sites without requiring one to type the complete payment details (E.g. card number, expiry date, name, billing address) every time and thus making one's payment experience faster and extremely convenient. Shoppers can use PayZippy to securely store their payment information (E.g. credit/debit card details) and pay on merchant sites without sharing the payment information with the merchant.

PayZippy uses world class encryption technology to securely save sensitive information on highly secure systems. PayZippy's payment systems have passed international standard and stringent security compliance checks such as PCI DSS (Payment Card Industry Data Security Standards) to ensure that one's card information remains safe and protected at all times.

Mekin's Quote"".

Ravi Vora's Quote"".

Flipkart very recently introduced the 'Saved Card' feature on its technology platform enabling users to save and invoke the details of an existing credit or debit card in their account, thus doing away with the additional step of typing in card information for every transaction. Customers who have been using 'Saved Card' feature on Flipkart can now use PayZippy to have the same convenience while making payments on other merchant sites as well.

#### **Getting started with PayZippy**

If one is an existing Flipkart customer, he/she can start using PayZippy with his/her Flipkart login/password, post them giving their consent to create a PayZippy account.

If one does not have a Flipkart account, one can create their PayZippy account in less than **XX** seconds using Flipkart's express sign up.

#### **About Flipkart**

Flipkart.com is one of the largest e-commerce brands in India and has been operational since 2007. With 16+ categories and a slew of innovative features, it is also the only Indian e-commerce brand with a digital store, Flyte.

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