



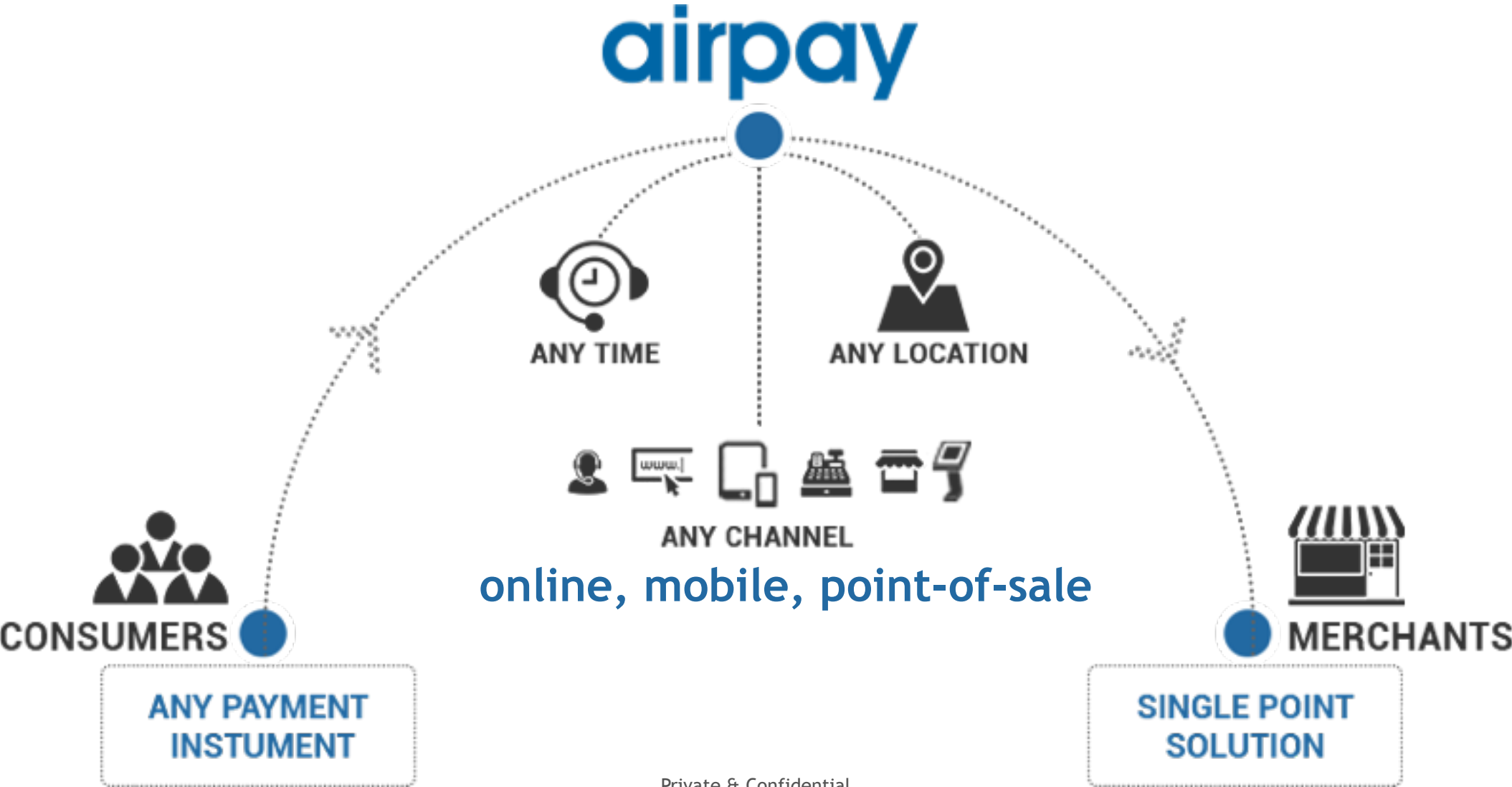
GLOBALLY 60% OF BUSINESS LISTED OMNI CHANNEL AS THEIR TOP BUSINESS PRIORITY FOR 2016



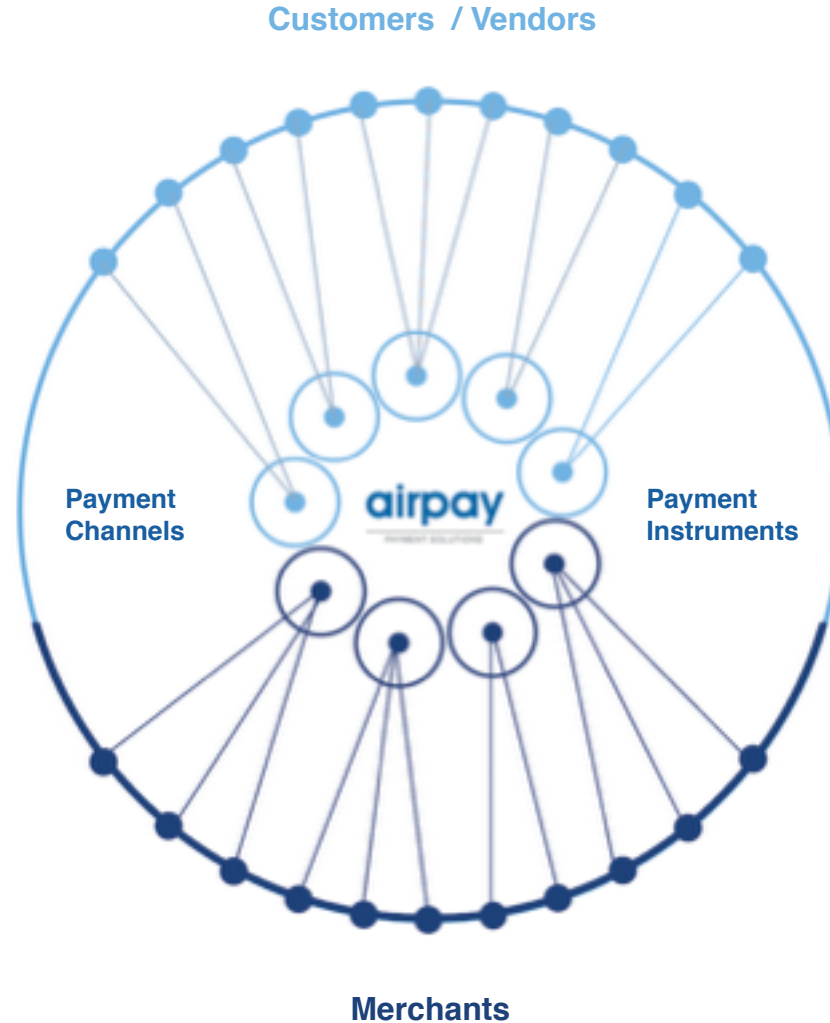
GOAL:

TO BECOME, DEVICE, CHANNEL, LOCATION, INSTRUMENT, AGNOSTIC!

India's Omni-Channel enterprise payment gateway company



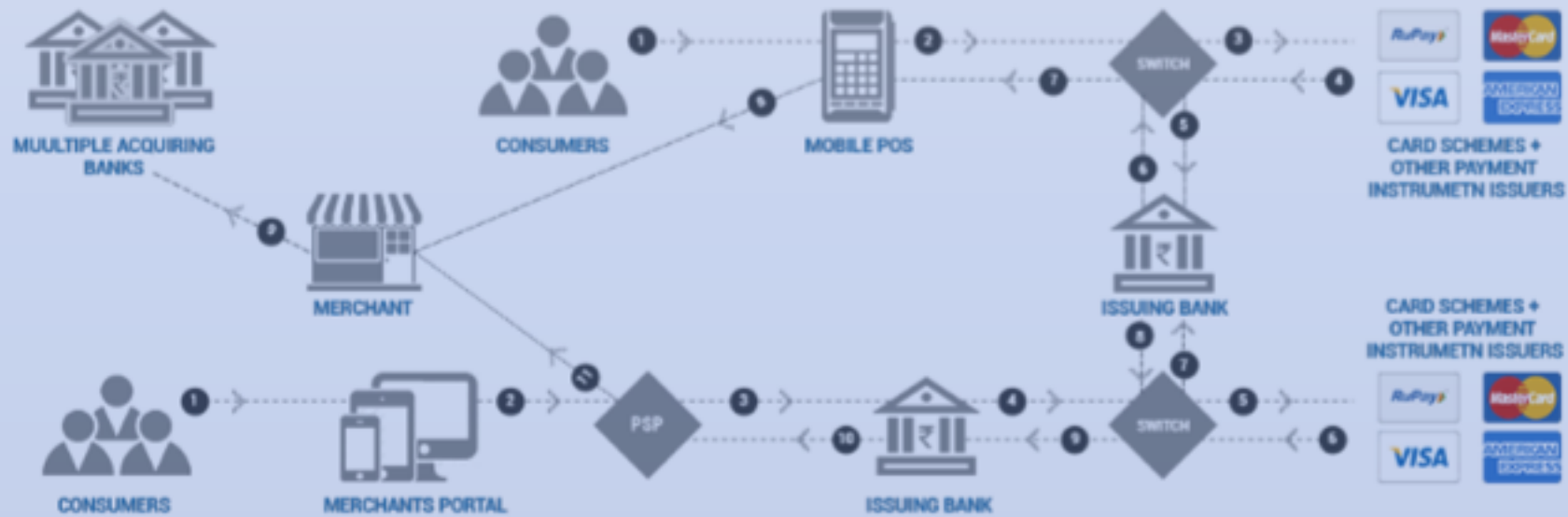
**airpay works like a conduit for all their transactions
to collect monies from customers
to make payments to vendors / partners**



airpay offers end to end frictionless transactions with minimum human intervention



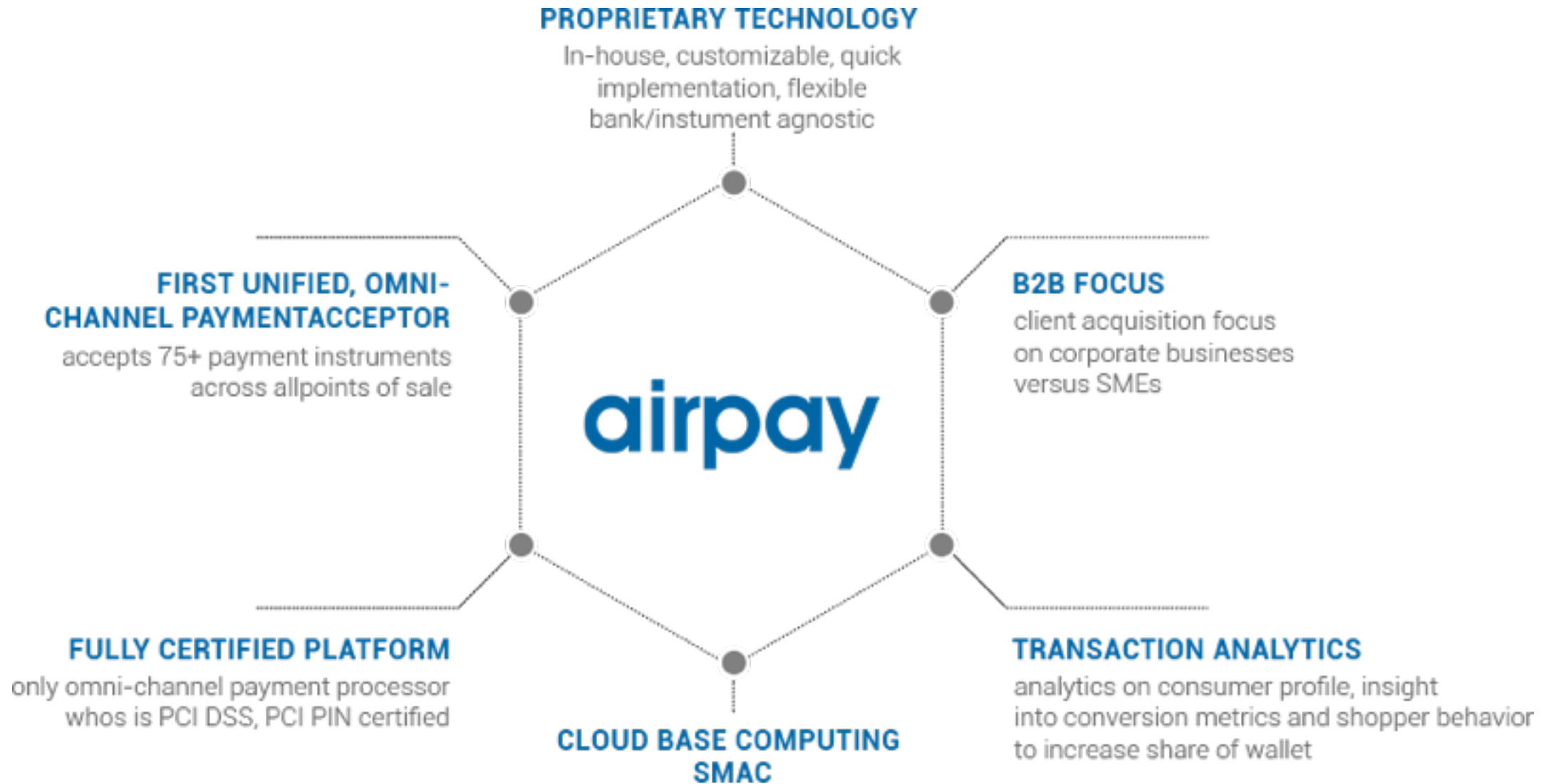
SOP WITH OTHERS



SOP WITH AIRPAY



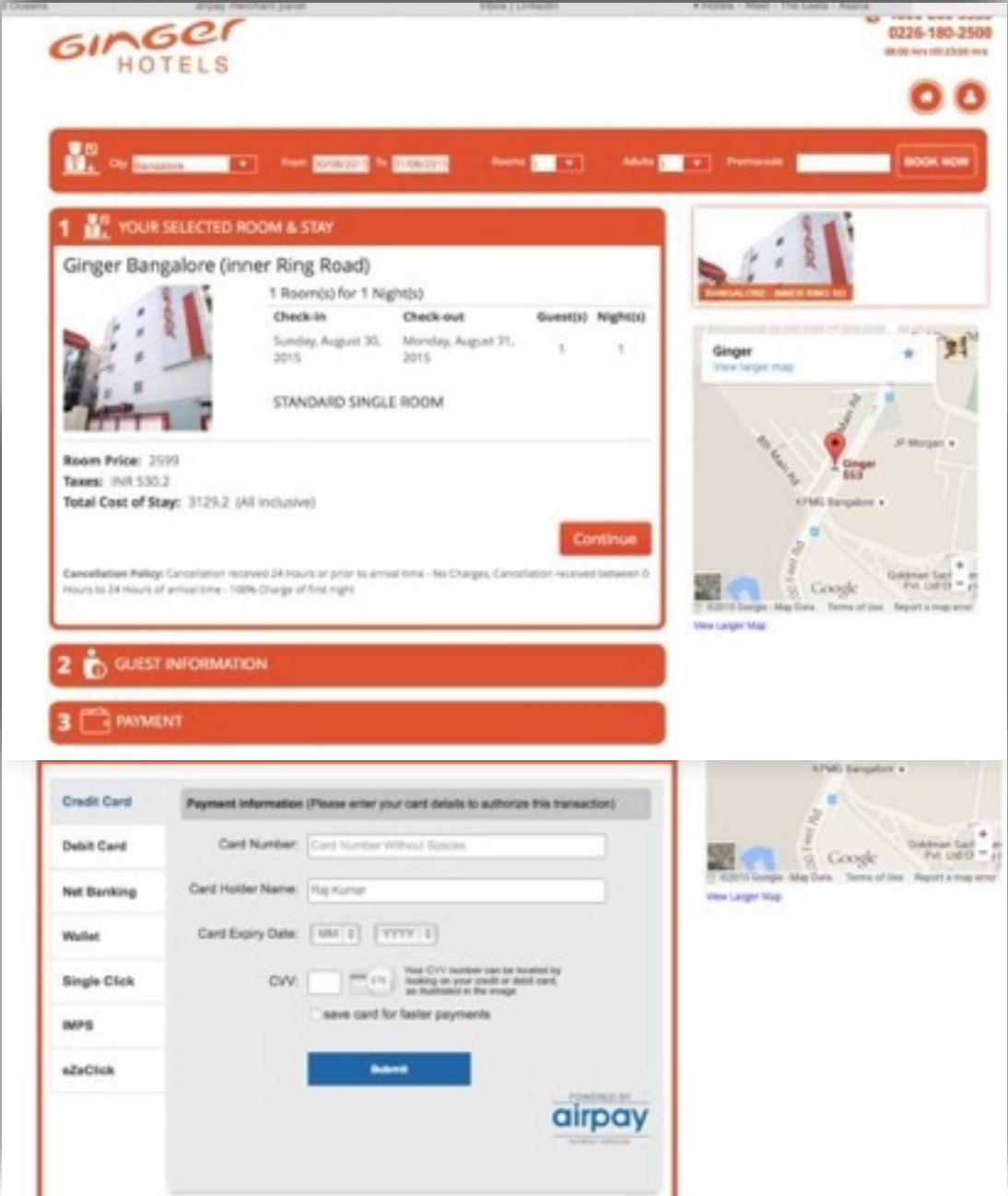
Airpay Differentiators



Differentiation (Customer Experience)

airpay is integrated in the website, mobile applications, no multiple applications,
no page hops, saves times & seamless interface





I - FRAME

Integrated booking & payment page in the hotel website

Differentiation (GPRS - Mobile POS Machine)



- Integrate the hotel solution to collect payments:
 - Restaurant Billing
 - In Room Billing (Check in / Check out)
 - Room Service Billing, Sundry expenses

Differentiation accepting over 95% of payments instruments in the market

75+ PAYMENT
INSTRUMENTS

AMEX CREDIT CARDS
MASTER, VISA, DISCOVER, DINERS
CASH CARDS CASH COLLECTION
DEBIT CARDS MAESTRO CENTRES
RUPAY
IMPS LOYALTY CARDS WALLETS
45+ NET BANKING OPTIONS

Inaccessible Data &
Unknown Customers



Insights Remain hidden
Lack of customer data

Silos Approaches &
Analytical Technologies



Complexity, Costs &
Confusion

Rear View Mirror
BI Mentality



Slow decision making
lacking future view

Inability to see, understand data &
optimise new opportunities

Real time Data
Know your consumer

Omni-Channel
integrated solutions

MIS, Analytics &
Predictability

Omni channel real time data science
better forecasting

airpay data showcases realtime ROI on marketing spends



Integrating data with
multiple sources



Automatising the
collection of data



Analyse data to
effectively identify
actionable insights

Discussion...
