

Safexpay

Revolutionizing Payments
by Leveraging State of the Art Digital Ecosystem



DEMOGRAPHICS

Our comprehensive Payments Platform is integrated by a multitude of companies globally. We cater to the Indian and MENA region.



90% Transaction
Success Rate



99.99% uptime



PCI-DSS Certified



Cloud Agnostic



Dedicated
support



Multilayer
Security

Products

Payment Gateway

PaybyFace

Website Builder

Metaverse

Payout

Neo Banking

PAYMODES

Our Payments Platform provides the most accepted payment modes to enable higher transaction completions



Credit & Debit Cards

Visa, Mastercard, Amex, CUP,
Diners, JCB



Wallets

Apple Pay, Samsung Pay
Google Pay, Ali Pay,
Pay Blue, Pay Pal, UPI



Buy Now Pay Later

Post Pay, Spotti,
Tabby, Cashew

Other Paymodes

Other Payments Platform provides the other accepted payment modes to enable higher transaction completions along with various Options for merchants via Single API.

- EMI via Cards
- Loyalty
- Lending via lending Aggregators
- Direct Banking*
- UPI*
- DCC
- PayPal

The screenshot displays the Magnati payment interface, which includes the Magnati logo and the tagline "Payments Into Possibilities" in the top left, and the IKEA logo in the top right. The main content area shows a payment form for an amount of AED 123.00 (with an information icon) and an order number of 34797. On the left side of the form, there is a list of payment methods: "Credit / debit card" (highlighted with a blue bar), "Payblue wallet", "Al-Futtaim e-Card", "Buy now pay later with Wasay", "Buy now pay later with Spoku", and "Pay with ETPHAD QUEST". The "Credit / debit card" section is expanded, showing fields for "Card Number" (with a placeholder "Enter your Credit / Debit card number"), "Name on Card", "Expiry Date" (with two "Select" dropdown menus), and "CVV" (with a placeholder "CVV" and an information icon). At the bottom of this section are "Cancel" and "Pay now" buttons. Below the payment form, there are logos for MasterCard and VISA. The footer of the interface contains the copyright notice "© Copyright 2022-23 © Magnati."

SOLUTION TYPES

Our Payments Platform can be subscribed to by all range of merchants small to large enterprises. We provide solutions that cater to each business size



Direct Integration

For small merchants, ecommerce websites, freelancers etc.

Advantage

Easy to integrate
API Based



White Label

For PSPs, businesses with multiple subsidiaries, resellers etc.

Advantage

Own Branding
Cost Effective
Own network
Custom Pricing



Private Label

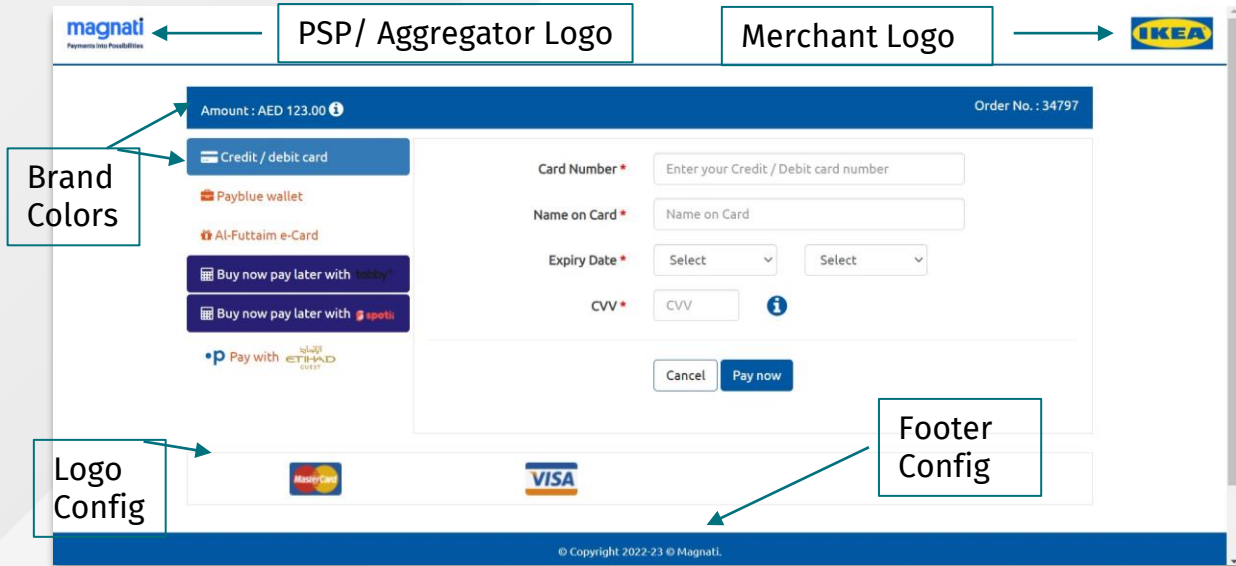
PSPs, Large Enterprises, Banks, Fintech, NBFC etc.

Advantage

Integrate with your enterprise
Control the infrastructure and data
Customise your roadmap

White Label USP - Branding

Brand the dashboards and the checkout experience as per your brand guide from the Admin Login



The screenshot shows a payment interface with several branding elements highlighted by callouts:

- PSP/ Aggregator Logo:** Points to the 'magnati' logo in the top left corner.
- Merchant Logo:** Points to the 'IKEA' logo in the top right corner.
- Brand Colors:** Points to the payment method selection area on the left, which includes options like 'Credit / debit card', 'Payblue wallet', 'Al-Futtaim e-Card', and 'Buy now pay later with' (featuring logos for 'ibaya' and 'spoti').
- Logo Config:** Points to the bottom section of the interface, which displays logos for 'Master Card' and 'VISA'.
- Footer Config:** Points to the bottom-most blue bar containing the copyright text: '© Copyright 2022-23 © Magnati'.

The main form area contains fields for 'Card Number', 'Name on Card', 'Expiry Date', and 'CVV', along with 'Cancel' and 'Pay now' buttons. The top of the form displays 'Amount : AED 123.00' and 'Order No. : 34797'.

White Label USP – Theme Customization

Brand the dashboards and the checkout experience as per your brand guide from the Admin Login

Create Theme Customization

SubmitCancel

Merchant ID - Name*
Select Merchant

Menu BG Colour *

Menu Hover Colour *

Font Name *
Select Font Name

Font Colour *

Amount : AED 180.00Order : 46619

Credit Card / debit card

PayIt Wallet

Pay Using PayBy

Card Number*

Name on Card*

Expiry Date *

MonYear

CVV*


Email ID*

Mobile Number*

CancelPay Now

White Label USP – User Management

Manage User Roles, Access, Permissions, Maker and Checker easily


USER MANAGEMENT

- Manage User
- Manage Activity
- Manage Group
- Group Activity Map
- Manage Role
- Role Activity Map**
- Manage Permission
- User Role Map
- IP White List
- Manage Country Currency

Role Activity Map

Role Name

-- Select --

Submit

Cancel

Activity name	Permission			
Manage User	View	Create	Authorize	Edit
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Delete	Block	Unblock	testaggrea
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manage Activity	Testag	yuo	finance	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	View	Create	Authorize	Edit
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Delete	Block	Unblock	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

White Label USP – Smart Routing

Manage Routing when multiple PGs are configured, configure Pricing, success ratio, downtime based rules

Merchant Routing Rule

Merchant name

Select Merchant

PGPRICING

PGSUCCESSRATIO

PGDOWNTIME

PGPREFERREDTIME

PGONUSOFFUS

INTEGRATION TYPES

Our Payments Platform can be integrated in multiple ways into your existing platform, our aim is to reduce your go to market time by providing out of the box solutions



Redirection based

Send your order details to us, we will take care of the payment process.



Hosted Page

Collect the payment details, we process it seamlessly. You need to comply to PCI DSS.



Js Checkout

Offers the benefits of Redirection based and Hosted Page without the nitty gritty of compliance.



SDKs

Power your mobile apps with our payment SDKs supporting Android, iPhones with Java, Ionic, React Native, Flutter, Kotlin, etc.



Plugins

Shopify, Magento, Woo Commerce, OpenCart, WordPress we support all the popular ecommerce tools out there.

FEATURES

Our platform is built to service the most common payment use cases, this will help you adapt the platform to meet your business needs in the way that suits you best.



BNPL Aggregation

- Choose from multiple BNPL providers
- Compare the offerings
- Get onboarded easily through our partner network
- Receive settlement from us

Manage Merchant

Business Details

User Details

Pricing

Velocity

Others

☒ Pay Later

Tabby

Processor MID *

Encryption Key *

Currency *

Schema *

AED

NA

Domestic

BNPL Configuration

FEATURES

Our platform is built to service the most common payment use cases, this will help you adapt the platform to meet your business needs in the way that suits you best.

Invoicing

- Create payment links
- Share on email & sms
- Collect payments against invoices
- Collect monthly payments from members/ customers for loan payments, society maintenance, fees etc.

Media Based Payments

[Submit](#)[Cancel](#)

Manage Media Based Payment Details

First Name *

Last Name *

Media

Customer Email *

Order ID

Country

Currency

Amount *

Product *

Expiry Date

Udf1

Udf2

Udf3

Udf4

Udf5

☐ Click here to attach to FormBuilder

FEATURES

Our platform is built to service the most common payment use cases, this will help you adapt the platform to meet your business needs in the way that suits you best.

FlexiQR

- Create payment links
- Share as QR
- Print and host QR in stores
- Issue static or dynamic QR
- Single use or multi use QR



FEATURES

Our platform is built to service the most common payment use cases, this will help you adapt the platform to meet your business needs in the way that suits you best.

Form Builder

- Create custom forms
- Collect user enrolment details and payment
- Create subscription forms
- Create custom campaigns for program/ course/ event registration

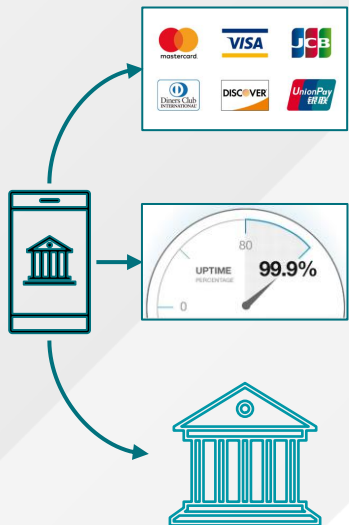
The screenshot displays the Safexpay Form Builder interface. At the top, there are input fields for 'Form Title' and 'Template Id' (with a URL: https://pguat.safexpay.com/safexpay_form/202202030003/). Below these are color selection tools for 'Font Color', 'Page Background Color', and 'Footer Text Color'. A 'Footer Text' field contains the placeholder 'You may enter contact or copyright details here'. To the right is a 'Logo' section with a 'Browse Files' button. A 'Description' field is also present. At the bottom, a dashed box indicates a drag-and-drop area with the text 'Drag a field from the right to this area'. On the right side, a menu lists various form fields: Text Field, Text Area, Paragraph, Select, Checkbox Group, Radio Group, Date Field, and Number. The 'Paragraph' option is currently selected and highlighted.

FEATURES

Our platform is built to service the most common payment use cases, this will help you adapt the platform to meet your business needs in the way that suits you best.

Smart Routing

- Improve payment conversions
- Configure rules to switch payment providers dynamically
- Inbuilt time based, scheme based, provider based rules
- Route transactions based on pricing
- And many more rules....



FEATURES

Our platform is built to service the most common payment use cases, this will help you adapt the platform to meet your business needs in the way that suits you best.

The screenshot displays the 'Pay with Payblue wallet' screen. On the left, a sidebar lists payment options: 'Credit / debit card', 'Payblue wallet' (selected), 'Al-Futtaim e-Card', and 'Buy now pay later'. The main area shows the 'Order No : 1618235329951'. Below the title, it says 'Enter below details.' and provides input fields for 'Email or Mobile*' (prashant.meti8884@qwiksilver.com) and 'Wallet Pin*'. The wallet balance is shown as 'AED 2460.00'. A red warning message states 'Remaining Amount AED 7540.00' and 'Low balance ! Choose additional payment option for the remaining amount.' with a toggle switch set to 'ON'. The 'Amount payable' is 'AED 10000.00', and a 'Continue' button is at the bottom right.

Split Payments

- Enable payments to be split across different modes
- Integrate with loyalty programs to enable redemptions
- Encourage voucher or coupon payments

FEATURES

Our platform is built to service the most common payment use cases, this will help you adapt the platform to meet your business needs in the way that suits you best.

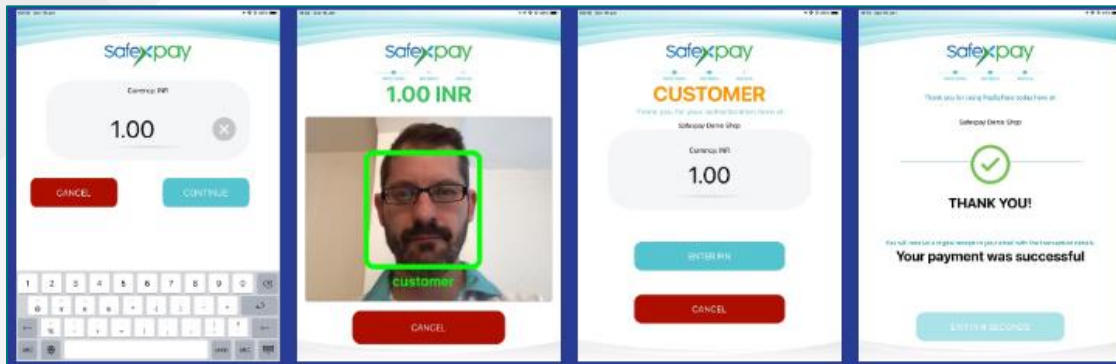
The screenshot displays a payment interface for an order worth AED 13.00 (Order No.: 17140). On the left, a sidebar lists payment methods: Saved Cards, Cards, Payblue wallet, Al-Futtaim e-Card, and Buy now pay later. The main area is for card payment, featuring a 'Select your card' section with two radio buttons and card icons (MasterCard and Visa). Below this are input fields for 'Name on Card', 'Email', and 'Mobile Number'. At the bottom are 'Cancel' and 'Pay Now' buttons.

Tokenization

- Enable customers to store their cards securely
- Improve checkout speed
- Subscribe to a secure token vault, operating across multiple schemes

PayByFace

Our platform is built to service the most common payment use cases, this will help you adapt the platform to meet your business needs in the way that suits you best.



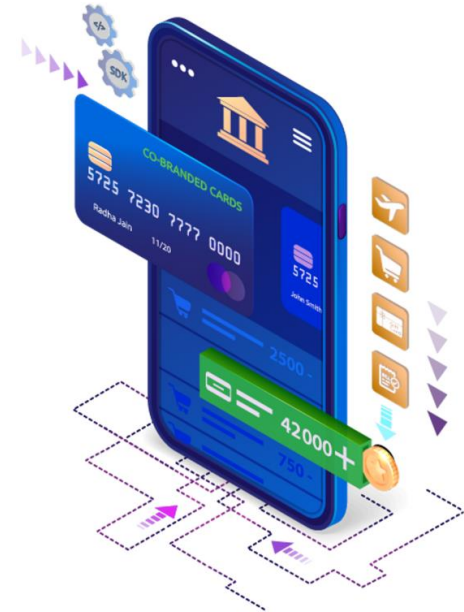
PayByFace

- Enable payments by facial biometrics
- Connect to MPOS
- Customer can transact with facial biometrics at any merchant store

NeoBanking

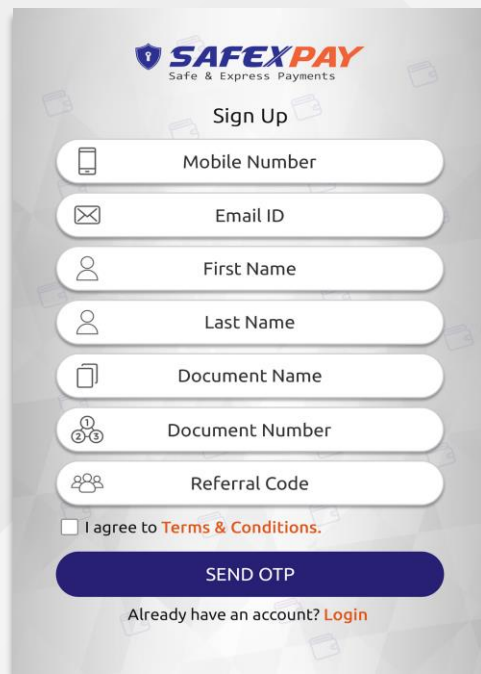
A micro banking solution for digital banks, wallet providers, loyalty programs; complete with a digital wallet and card management solution

- Business Hierarchy
- Card Issuance (virtual and physical)
- Digital KYC
- White labeling of Portal & App
- VAS (Recharges, Bill Payments, Flight & Bus Booking etc.)
- Commission Management
- Open Loop/ Closed Loop



NeoBanking – Sign Up Process

A micro banking solution for digital banks, wallet providers, loyalty programs; complete with a digital wallet and card management solution



SAFEXPAY
Safe & Express Payments

Sign Up

Mobile Number

Email ID

First Name

Last Name

Document Name

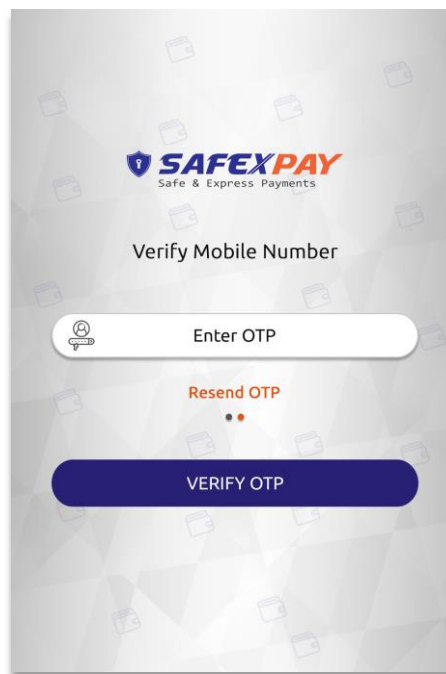
Document Number

Referral Code

☐ I agree to [Terms & Conditions](#).

SEND OTP

Already have an account? [Login](#)



SAFEXPAY
Safe & Express Payments

Verify Mobile Number

Enter OTP

Resend OTP

VERIFY OTP



SAFEXPAY
Safe & Express Payments

Set Password

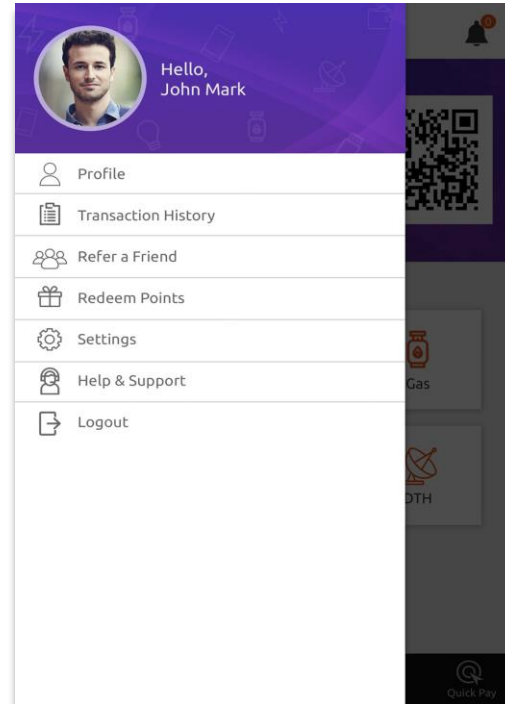
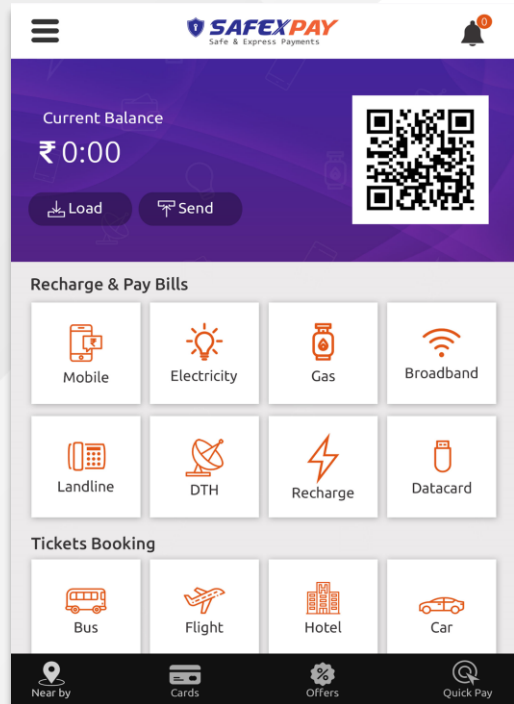
Enter Password

Re - Enter Password

SET PASSWORD

NeoBanking – Home Screen

A micro banking solution for digital banks, wallet providers, loyalty programs; complete with a digital wallet and card management solution



NeoBanking – Card Management & Transactions

< Cards

Virtual Card

Physical Card

SAFEXPAY

Create your own Card online

For your free Card click below button.

Apply Now

X Apply Virtual Card

First Name

Last Name

Name on Card

Card Type

Date of Birth

Apply

< Load

100+

500+

1000+

2000+

₹

Amount

Load Money

Website Builder

An ecommerce solution with built in payment gateway and easy content management

- Reduced Cost
- No Coding Required
- Ease of Use
- No Technical or Designing Skills Required
- Customizable Templates
- Ecommerce Support
- Easy Customer Management



Website Builder – Package Management

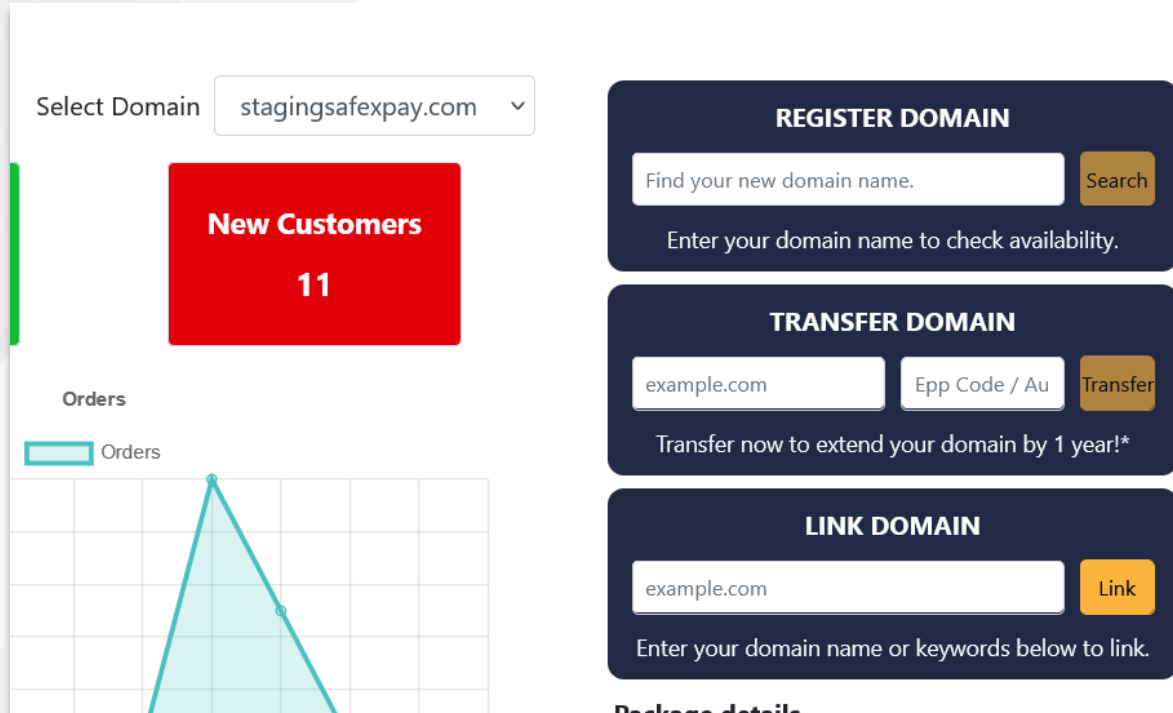
An ecommerce solution with built in payment gateway and easy content management

Create New Package

Packages	Package 3	Package 2	sa-mega	test package	test package 2	test package 3
	Edit	Edit	Edit	Edit	Edit	Edit
Status	Active	Active	Active	Active	Active	Active
Pricing	AED 100	AED 600	AED 750	AED 123	AED 2000	AED 9999
Storage / RAM	20	20	200	8gb	2asdfghjklvasdfghjkl	ss132s
Bandwidth	10	10	100	11qw	2	ss132
Number of Products	50	15000	100	10	4000	99999
Staff Accounts	20	20	5	1111111111	4	9999
24/7 Customer Support	Yes	Yes	Yes	No	Yes	No
Reports	Yes	Yes	No	No	Yes	No

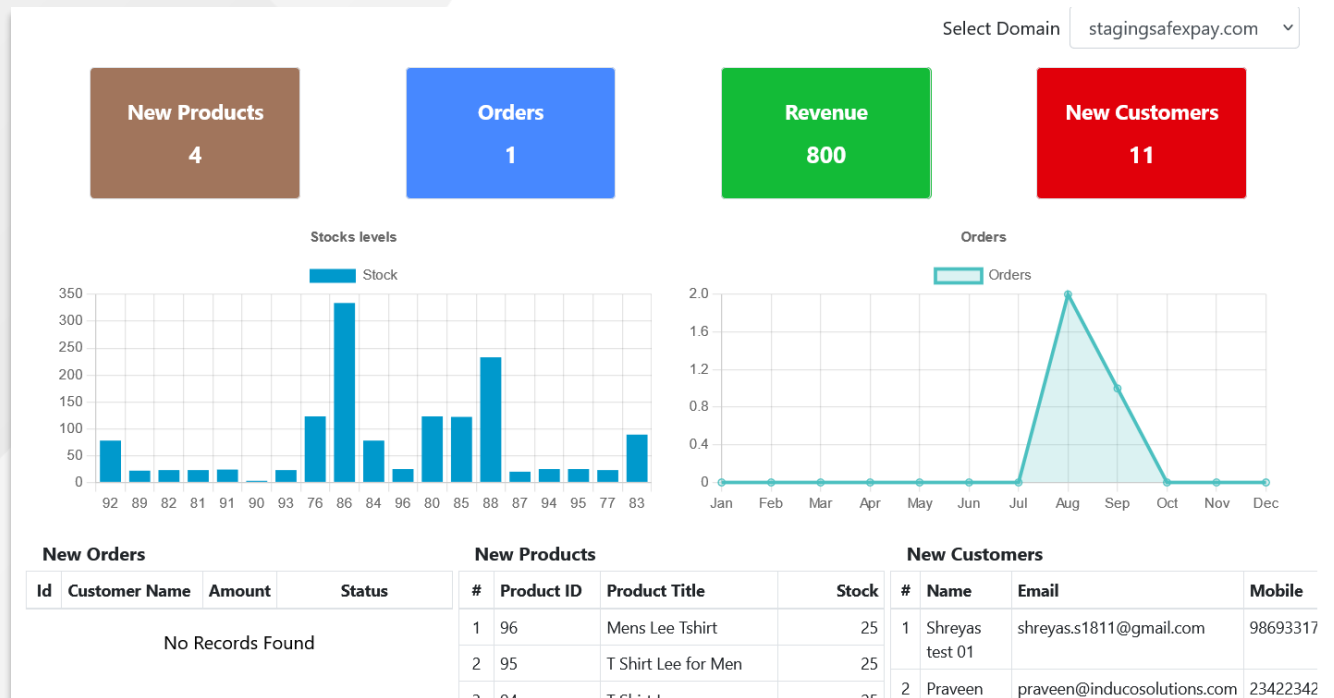
Website Builder – Domain Management

An ecommerce solution with built in payment gateway and easy content management



Website Builder – Dashboard

An ecommerce solution with built in payment gateway and easy content management



Website Builder – Pages Management

An ecommerce solution with built in payment gateway and easy content management

The screenshot displays the 'Home' page management interface. On the left, a sidebar contains navigation icons for 'Page Details', 'Block', 'Elements', and 'Layers'. The 'Page Details' section is active, showing fields for 'Page Title' (set to 'Home'), 'Page Description' (set to 'Varuni Meta Description'), and 'Page Keywords' (set to 'Varuni Meta Keywords'). The main area shows a live preview of the website. The top banner features a woman in a white shirt and denim shorts, with the text 'Get up to 50% off Today Only!' and 'Woman Fashion'. Below the banner, there are two smaller promotional banners: 'Super Sale New Collection' and 'New Season Sale 40% Off'.

Website Builder – Catalog Management

An ecommerce solution with built in payment gateway and easy content management

Select Domain

stagingsafexpay.com

Products

Categories & Sub-Categories

Orders

Inventory

Customers

Attributes

Taxes

Payment Settings

FAQs

Customer Queries

Create Products

Product Title*

Type*

Simple

SKU*

Stock Status*

In Stock

Category*

Select Category

Sub Category*

Select Sub Category

Short Description*

Description*

Tax Status*

Taxable

Tax Value*

Select Tax Value

Tax Type*

Select Tax Type

Low Stock Alert*

Stock*

Sold individually?*

Yes

Backorders allowed*

Yes

MetaV

An experiential ecommerce solution on Web 3.0 with built in payment gateway and personalization

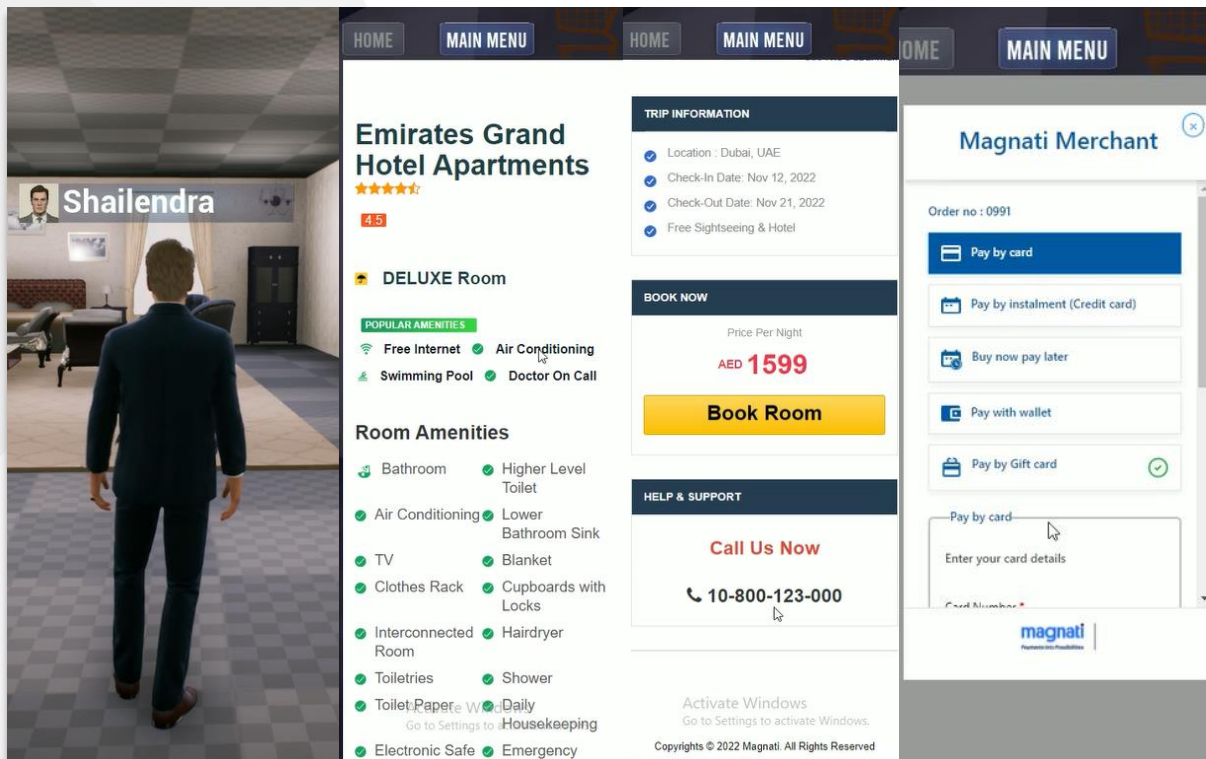
The metaverse is not a future; it is already here. It is a conversation about becoming not being. It blends the real world and the virtual world into a connected space called Mixed Reality.

Citizens of the world can experience reality in a new way that gives expression to creation and is bound by the promise of freedom and privacy.

- Virtual Shopping
- Virtual Education
- Government Services and Facilitation Centers
- Real Estate & Hotel Booking
- Live Concerts, Interviews & Sports Events
- Virtual Banking
- Highly personalized Advertising



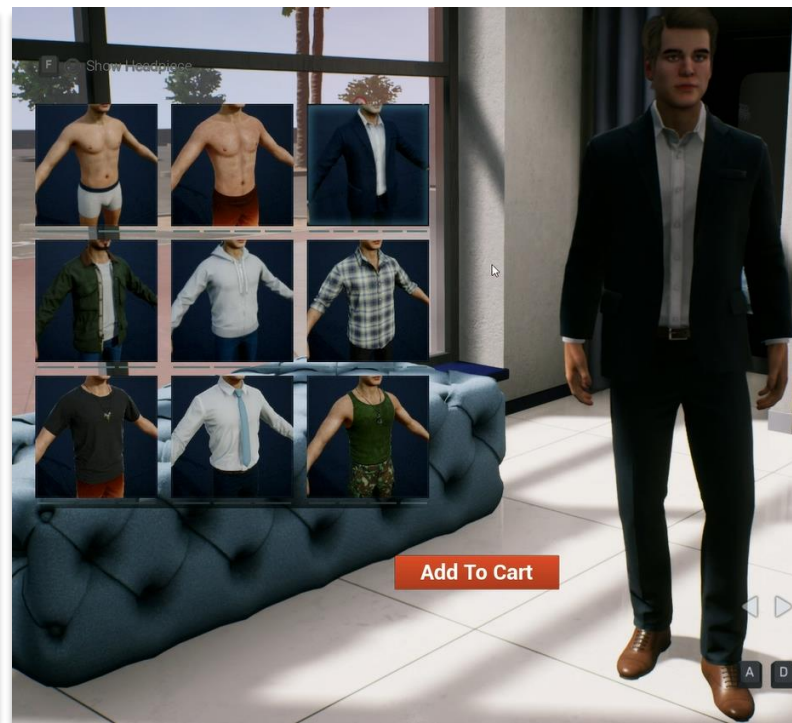
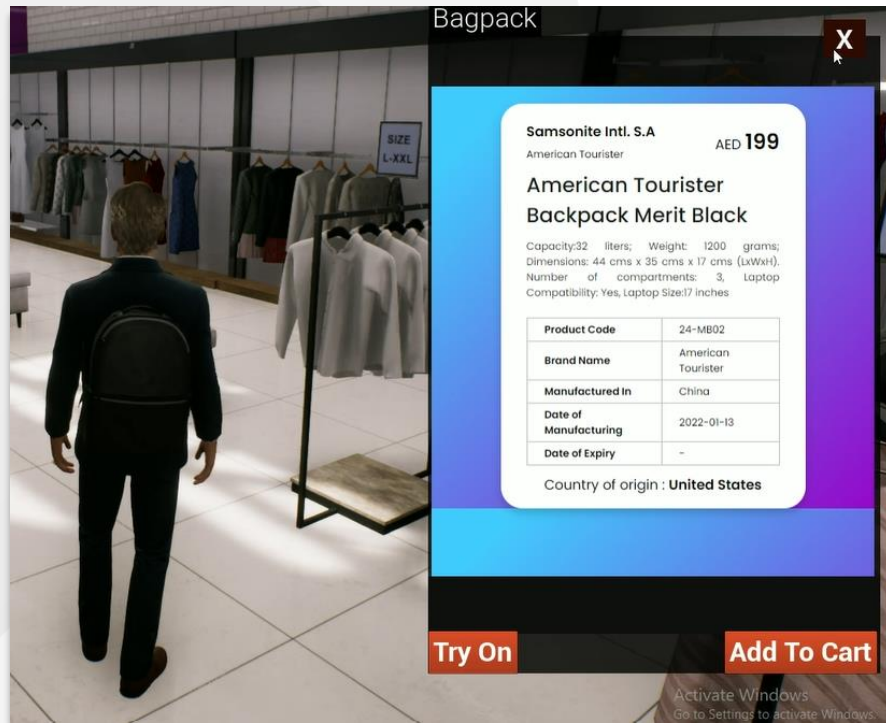
MetaV – Hotel Booking



MetaV – Real Estate Sample Flat Customization & Booking



MetaV – Virtual Shopping



More Payment Features

Our platform is built to service the most common payment use cases, this will help you adapt the platform to meet your business needs in the way that suits you best.

More.....

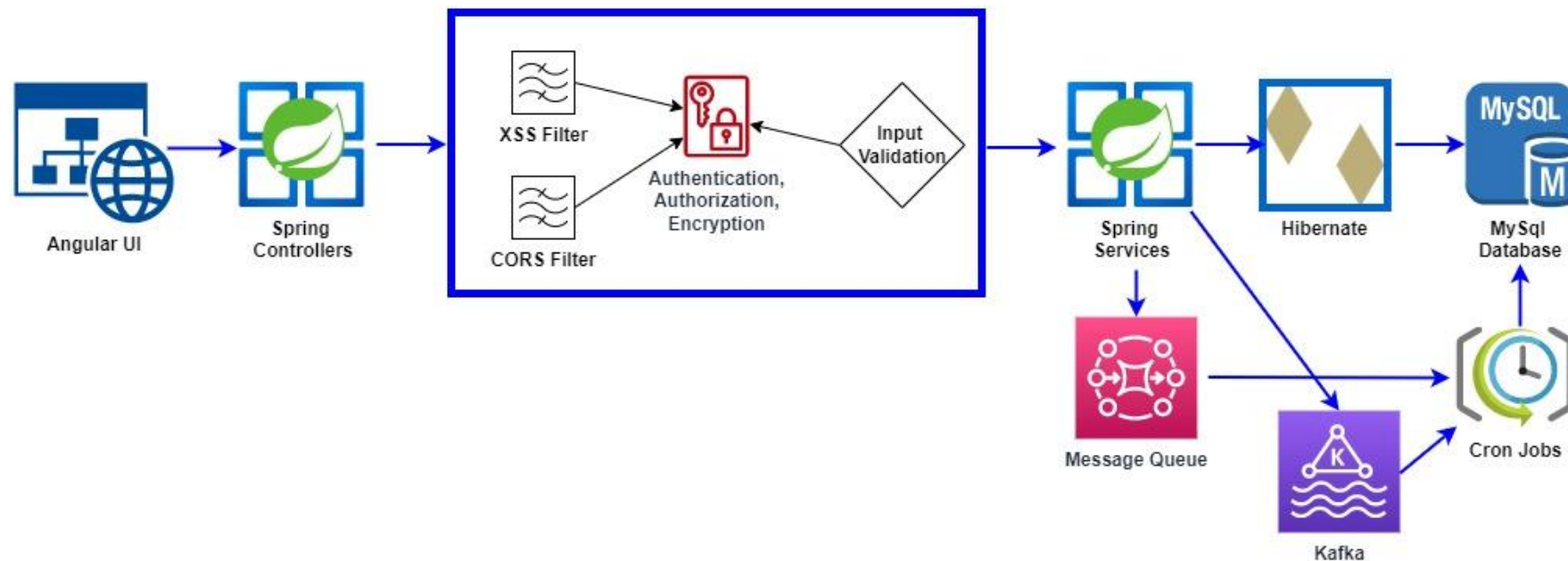
- Recurring payments
- Crypto Payments
- Smart routing
- Click to Pay
- Save & Share card
- Automated Reconciliation
- Automated Settlement & Payout
- Status changes on Webhook
- Retry payments

Payment APIs

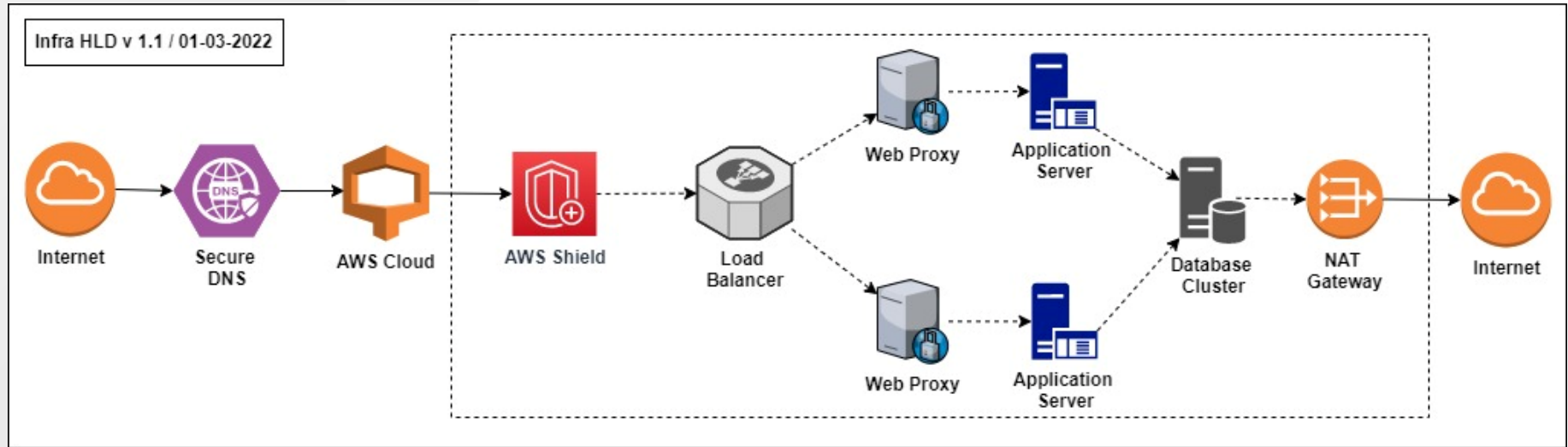
Our platform offers the most common functionalities as APIs to enable you to build your own solution around it.

- Onboarding
- Login
- Payment
- Transaction Status Enquiry
- Refund/ Void/ Capture
- Transaction MIS
- Link Based Payments
- Settlement MIS
- QR payment link
- Transaction Status History
- Enabled Paymodes
- Branding Information
- Commission Structure

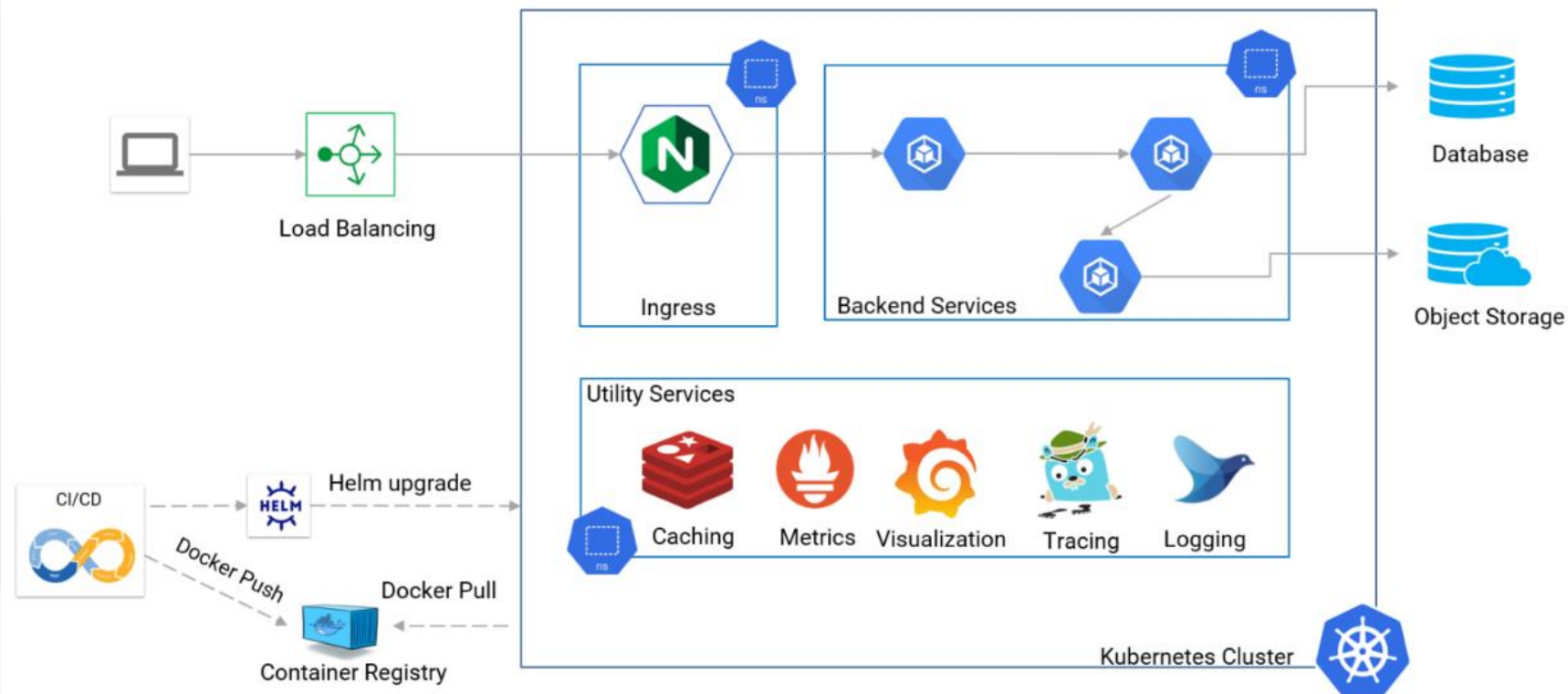
Payment Aggregation + Neo Banking – Tech Stack



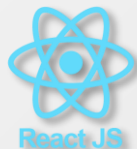
Payment Aggregation + Neo Banking – Network HLD



Payment Aggregation Upcoming Architecture (Rel Q4 2022) - HLD



Website Builder – Tech Stack



Front End

Responsive Design
for Desktops/
Mobiles/Tablets



Backend End

Middleware/
Service layer for
Sign Up/ KYC/
Website Builder/
Administration/
Merchant
Dashboard



WHMCS

Domain Manager

Register/
Transfer domains
to Domain
registrar and
manage the
billing



Hosting Manager

Manage and
create hosting
packages.
Launch new VMs
as per package
applied to a
merchant
website



KYC/ KYB

Third Party
provider for
Online KYC & KYB
Automates the
onboarding
process, reducing
the merchant's
time to market



Database

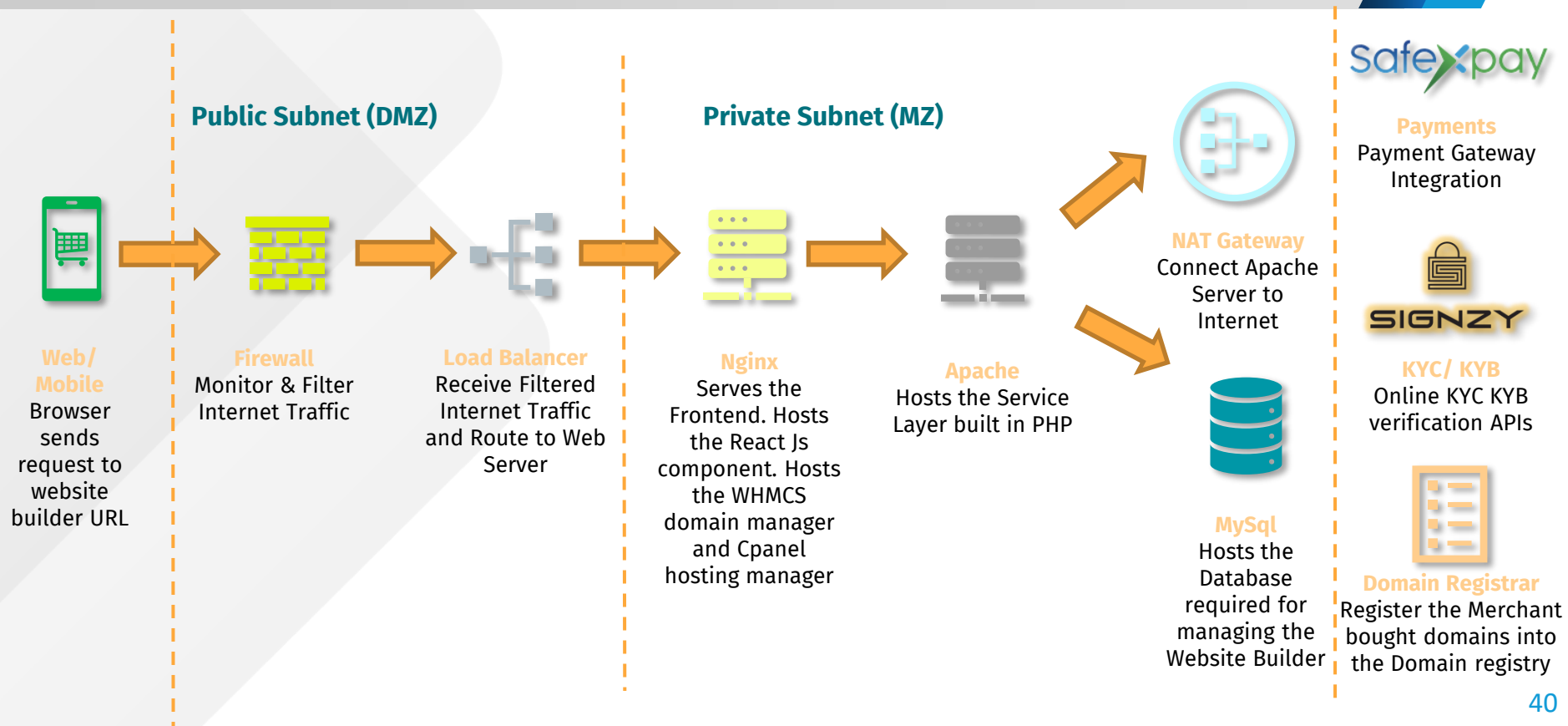
SQL database
for data
storage, order
management,
content
management,
product
catalogue etc.



Payments

Payment
aggregator tightly
integrated into the
Website builder.
Provides
ecommerce plugins
for common
ecommerce tools
like Magento,
Shopify,
Woocommerce for
accepting payments

Website Builder – Network HLD



Thank You

safeXpay

