

3 reasons BNPL is a hit among young shoppers this festive season

1. These days consumers are opting for Buy now pay later instalment plans to purchase numerous household items like TV, microwaves and even vacations online
2. BNPL is currently the most sought after mode of payment with the millennial and Gen-Z population in India
3. One of the key reasons BNPL is gaining popularity is that it gives consumers the access to instant credit lines to pay for the products they want to buy on the online retail stores
4. Here are 3 reasons to opt for BNPL mode
 - a. Interest free payments
 - i. Unlike credit cards, no interest is charged by BNPL scheme
 - b. Offers and discounts
 - c. Transparent and low cost pricing model