

Rajasthan Government's e-governance project powered by airpay surpasses 15-lakh transactions milestone

- airpay partnered with e-Mitra in April 2020 and has since then onboarded 100+ state departments for online collection.
- e-Mitra kendras powered by airpay provide a comprehensive suite of financial services, such as payment gateway services for government departments, domestic money transfers, AePS-based cash withdrawals through the e-Mitra Kiosk network, etc.

Mumbai, June 23, 2022: airpay payment services, India's integrated omnichannel financial services platform, has surpassed 15 lakh transactions powering e-Mitra, the ambitious e-governance and empowerment initiative of the Rajasthan Government.

airpay joined the e-Mitra platform in April 2020, while the pandemic was unfolding – making the initiative timely and effective in improving the lives of the citizens of Rajasthan. One of the first projects powered by airpay on the e-Mitra platform was seamlessly facilitating zero convenience fee-led contributions to the Chief Minister Covid Relief Fund. Owing to its payment collections technology, airpay enabled Rajasthan Government to connect more than 100 state departments to the e-Mitra platform. The company then expanded its bouquet of services on the platform, ranging from offering payment gateway services to departments, and domestic money transfers to AePS-based cash withdrawal through the e-Mitra Kiosk network, among others.

Commenting on this partnership, **Kunal Jhunjunwala, Founder & MD, airpay**, said, “The partnership is special to us at airpay. It came at an unprecedented time and enabled citizens of the state to access financial services during an unprecedented pandemic. It also helped the government departments to seamlessly adapt to a digital-first environment. Most importantly, it achieved a credible impact – demonstrating our capability as a trusted payments technology partner for digitising India. The core technology implemented at e-Mitra also evolved into our flagship product – airpay vyaapaar. We are proud of the team's efforts and most of all the support we received from all the state government departments of Rajasthan. We now seek to open the technology to various state governments – to seek an opportunity to partner and grow their respective e-governance and empowerment initiatives going forward.”

Today, airpay empowers all e-Mitra centres in the state of Rajasthan with a comprehensive product suite and improved revenue access for both the Kendra owners and the Rajasthan Government.

e-Mitra is an initiative taken up by the state government in association with several private entities to form a dedicated, transparent, and viable system to assist the

community with more than 300 deliverable state services under a single ceiling. Under this initiative, e-Mitra counters or kiosks are set up in urban and rural areas to provide services related to different government departments without the need for people to visit government offices.

Sh. Sandesh Nayak IAS, Commissioner & Joint Secretary, Department of IT & Communication and MD, Raj Comp Info Service Ltd, Government of Rajasthan, said, “During the pandemic, digital payments boomed. This could only have happened through a safe, secure and simple system which could be used by anyone. airpay has contributed largely to easing out payment transfers by providing multiple payment options to people and we are happy to have airpay as our partner.”

R.K. Sharma, Technical Director, DoIT&C and OIC - e-Mitra, said, “Since our association with airpay, we are happy to share that airpay has done more than five lakh transactions under money transfer services. The wide variety of services provided by airpay has not only facilitated the citizens but has also increased revenue generation opportunities for the kiosk holders.”

Presently, airpay offers banking and financial services to more than 35 lakh consumers over 549 districts and 5,424 villages in 37 states and union territories in India. At the same time, the company continues to eye the Middle East and African markets to power its global presence going forward.

About airpay:

airpay is India’s first integrated omnichannel financial services platform, built to eliminate inefficiencies in the business of money. With nearly a decade of experience as a payment aggregator, its platform is used globally by consumers, businesses, banks, and financial institutions. airpay’s unique open architecture integrates seamlessly into the client’s ecosystem, thus offering them real-time visibility of their transactions, advanced analytics, and reporting. India’s partner to digital financial services adoption with global ambition and growth potential, airpay, today has brought formal financial services to underserved customers.

Founded by experienced technocrat Kunal Jhunjhunwala, the company collaborates with over 200+ financial institutions and over 1,000 business partners worldwide. Over the years, airpay has established itself as a preferred partner and advisor for providing financial services technology and last-mile enablement. The platform allows its clients to move, store and give money across many touchpoints such as web, mobile, call centre, IVR, email, SMS and face-to-face through 100+ financial instruments.

As a brand philosophy, airpay aims to make formal financial services accessible to everyone, powered by a passion for technology and a soul for everything Indian.

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