

airpay aims to double its airpay vyaapaaris to 10 lakhs by 2023

Presently, more than 5 lakh micro-entrepreneurs called airpay vyaapaaris are enrolled across India

Mumbai: April 12, 2022: Taking a leaf from the Government of India's ambitious vision of Aatmanirbhar Bharat, airpay, India's first integrated omnichannel financial services platform, today announced its mission to double its presence from 5 lakh airpay vyaapaaris to more than 10 lakhs by 2023.

airpay vyaapaar is built around three pillars that prioritise the needs of the vyaapaari—revenue enhancement, business management, and revenue collection. airpay vyaapaaris offer banking and formal financial services to more than 3.5 million unserved consumers across 5,700 villages, 533 districts and 37 states and union territories. Launched in May 2020, airpay aims to empower India's 600 million unserved population going forward.

“The JAM (Jan Dhan-Aadhaar-Mobile) trinity's success has resulted in every citizen opening a bank account. However, a large portion of the population does not know how to benefit from it. We are empowering a new breed of micro-entrepreneurs and self-reliant business owners to provide formal financial products to these unserved consumers,” says **Kunal Jhunjhunwala, Founder and Managing Director, airpay.**

airpay vyaapaaris' daily revenues are driven by transactions done via Micro-ATM, Money Transfer, AePS (Aadhar Enabled Payment System), and other financial products. The airpay vyaapaar platform streamlines vyaapaari business operations with Khata Management, Working Capital Loans, and Tax Compliance. The revenue collection pillar enables the vyaapaari to accept digital payments through UPI, Bharat QR, Credit/ Debit cards, etc.

About airpay:

airpay is India's first integrated omnichannel financial services platform, built to eliminate inefficiencies in the business of money. With 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, offering them real-time visibility of their transactions, advanced analytics, and reporting. India's partner in digital financial services adoption with global ambition, airpay, has brought formal financial services to unserved 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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