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Indepay retail distribution & payment network launched

By ZDNet Staff, January 09, 2007

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Indepay Networks launched Indepay - the first-of-its-kind retail distribution and payment network that promises to redefine and further strengthen the retailer - consumer interface in Indian market place.

Indepay is a singular solution to multiple purchases and payment requirements of the consumer. Through Indepay buyers can currently procure goods and utility services starting with mobile top up at the next-door retailer. The beauty of Indepay terminal is in its ability to enable customers to make both cash and cashless payments anytime to any Indepay enabled merchant instantaneously to avail a wide range of goods and services.

Rajib Saha, President and Chief Executive Officer, IndePay, said, "Indepay shall empower our society as a whole by giving unmatched freedom and convenience to consumers in terms of purchasing while enabling retailers the chance to grow on the strength of new services and revenue streams." He also added "Indepay" will reach the un-reached, connect the un-connected and bank the un-banked."

Said Sukanta Dey, Executive Vice President and Chief Marketing Officer, "The Indepay network will create an unprecedented ecosystem wherein consumers can access a full range of e-goods and services through traditional retail."