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Indepay Launches New Retail Solution

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The retail distribution and payment network to be available in top 63 towns and cities across India.

Friday, January 05, 2007: Indepay Networks has launched Indepay, a retail distribution and payment network solution to multiple purchases and payment requirements of the consumer. Through Indepay, buyers can currently procure goods and utility services at any retailer. The solution enables customers to make both cash and cashless payments anytime to any Indepay-enabled merchant.

On the other hand, merchant benefits extend to increased consumer footfalls and multiple transactions by individual consumer for goods and services through Indepay terminal, thus leading to merchant revenue amplification.

“The Indepay network will create an unprecedented ecosystem wherein consumers can access a full range of e-goods and services through traditional retail,” said Sukanta Dey, executive vice president and chief marketing officer, Indepay.

The retail distribution and payment network will be available in top 63 towns and cities across India.