



Amazon Pay launches 'Smart Stores'

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A smart and contactless way for customers to discover products at local shops, make payments, get EMI's and earn rewards using Amazon Pay.

Bangalore, June 2020: Amazon Pay today announced the launch of "Smart Stores"; customers simply scan the store's QR code using the Amazon app to begin exploring the products available within the store. After selecting the products, they wish to buy they checkout with Amazon Pay, which gives them a choice of using UPI, balance, or credit or debit cards. Customers can on-the-spot convert a transaction into an EMI, and from time-to-time avail exciting rewards from their banks or through Amazon Pay. What's more - the bill is delivered digitally, making the entire journey contactless, convenient and rewarding.

Amazon Pay's **Smart Store** empowers local shops with the following capabilities to increase footfalls, improve customer experience and generate more sales.

- **Digital Storefront:** Enables a local shop to launch a digital storefront thereby enabling its customers to discover products, read reviews, evaluate offers while in the store or from anywhere using the Amazon app.
- **Contactless Payments with EMI's and Bank Offers:** Enables merchants to offer the entire suite of contactless payment options including UPI, balance, credit and debit cards, EMI's and bank offers, and send a digital bill to reduce contact and save costs.
- **Amazon Pay Rewards:** Enables local shops to offer Amazon Pay reward coupons to attract new customers, as well as incentivize customers to come back to them for their next purchase, thus increasing footfalls.

"Amazon Pay is already accepted at millions of local shops, we are trying to make customers' buying experience at local shops even more convenient and safe through Smart Stores. Further, through EMI's, bank offers and rewards, we seek to make these purchases more affordable and rewarding for customers, and help increase sales for merchants." said **Mahendra Nerurkar, CEO, Amazon Pay.**

Thousands of local shops across the country have already signed up as Amazon Pay Smart Stores. These include local shops like Sri Balaji Kitchens-Vishakapatnam, USHA Company Store-Jabalpur and outlets of brands such as Big Bazaar, MedPlus and More Supermarkets. Amazon Pay has partnered with leading banks to offer customers the best value and in-store purchasing experience.

Learn more about Amazon Pay Smart Stores.

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About Amazon Pay

Amazon Pay is a trusted, convenient and rewarding way to pay for anything, anywhere on and off Amazon.in. Amazon continues to extend the convenience of Amazon Pay by making it possible for millions of cash customers to start making digital transactions and support the Government's vision of encouraging electronic payment leading to a less-cash society in India. Amazon Pay smoothen's the customer experience of online payments at the time of placing orders with the benefit of 'one-click' payments leading to a faster and smoother check out process. With its cash-load feature, Amazon Pay also solves the pain point of tendering exact amount of cash at the time of delivery. For more information, visit <https://www.amazonpay.in/>