



Two million customers now use Amazon Pay Later

June 29, 2021

The payment method comprises of an instant credit line to customers to pay their monthly utility bills and make purchases

Bangalore, June 29th 2021: Amazon Pay today announced it has reached 2 million customer users that have signed up under Amazon Pay Later. Launched amidst the pandemic last year to enable purchases of essentials as well as high value items allowing customer to buy now pay next month or in installments (EMIs).

Amazon Pay Later is a payment method where banks and financial institutions offer an instant credit line to customers with an easy digital sign-up process and has recorded 10 million + transactions at 99.9% Payment Success Rate.

Speaking on the occasion, Vikas Bansal, Director – Amazon Pay India said, “We are humbled to serve millions of customers on Amazon Pay Later and offer a virtual line of credit to customers shopping on Amazon.in. Amazon Pay Later provides a seamless payment experience with in-built security features and empowers our customers to better manage their monthly spends. 2 Million sign-ups are a testimony of customers’ adoption and trust to choose Amazon Pay.”

The milestone reflects the growing preference among Amazon customers for digital payments, along with a readily accessible credit line from banks and financial institutions that provides convenience, safety along with unique rewards and benefits. Amazon Pay Later is aimed at helping customers extend their budgets for, say for high priced products purchases like home appliances, electronic gadgets, everyday essentials, groceries, and even pay their monthly bills be it electricity, mobile recharges, DTH and more. Customers can avail the option to repay by next month at no additional cost, or in easy EMIs up to 12 months at nominal interest rates through their bank accounts.

For more information, please contact:

Neha Janda	AvianWE	nehajanda@avianwe.com	9873225422
Shweta Chawla	Amazon India	shwechwl@amazon.com	

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 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.amazon.in/b?node=22222997031>

About Amazon

The [Amazon.in](https://www.amazon.in) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](https://www.amazon.in) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce platform.

For more information, visit www.amazon.in/aboutus

For news on Amazon, follow www.twitter.com/AmazonNews_IN