



Amazon Pay UPI celebrates 5 crore customers

September 2, 2021

- Daily rewards through September to celebrate this milestone
- Pay anyone, anywhere: from local shops, to sending money to contacts, paying monthly bills and more
- Go to Amazon Pay inside the Amazon app to get started

Bengaluru, September 2, 2021: Amazon Pay announced that 5 crore customers are now using Amazon Pay UPI. To celebrate this milestone, Amazon Pay is offering daily rewards through the month of September to all customers using Amazon Pay UPI for shopping, paying bills, paying at online merchants and sending money to their contacts.

Commenting on this milestone, **Mahendra Nerurkar, CEO and VP Amazon Pay** said, "Our mission is to make paying for anything trusted, convenient and rewarding. We are excited by the rapid adoption of UPI, which now enables customers to do much more with their Amazon app beyond shopping. We are humbled to serve millions of our customers and merchants through UPI and play a key role in accelerating the Government's vision of a less-cash India."

Customers are using the Amazon app to pay at 2 crore local shops by simply scanning any UPI QR code. In the last one year, over 75% of our customers using Amazon UPI have come from tier 2 and 3 cities, showing the growing reach of UPI. Besides local shops, customers can now use Amazon.in inside the Amazon app to recharge their phone, DTH, send money to contacts, pay salaries to household help, pay for shopping on Amazon.in, and a whole lot more.

Customers can start using Amazon Pay UPI by simply opening their Amazon app, visiting Amazon Pay, and setting up their UPI account in a few quick seconds; and pay with the 24x7 convenience and security of UPI and Amazon Pay, and the excitement of daily rewards.

For more information, please contact:

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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 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.

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