



Flipkart offers Visa frictionless checkout for convenient online purchases

Visa Safe Click enables seamless, secure payment experience for consumers

Feature to help overcome consumer experience issues such as cart abandonment, lack of connectivity and input of incorrect passwords

Bengaluru - January 6, 2020: Flipkart, India's leading e-commerce marketplace, today announced the launch of Visa Safe Click (VSC), powered by Visa, the payments technology giant. VSC, a new payment solution now available on the Flipkart platform, will enable the e-commerce platform to deploy India's first in-app device-based network authentication solution. This solution will eliminate the need for One Time Passwords (OTP) for transactions up to Rs. 2,000, while also ensuring a completely secure payment experience. By enabling consumers to enjoy a hassle-free and safe payment process for transactions up to Rs. 2000, Flipkart hopes to reduce the steps in the payment system and help consumers complete their purchase journey with ease, primarily in regions where internet connectivity and e-literacy are scarce.

With this, Flipkart will offer consumers the benefits of faster checkout time, leading to more shopping carts getting fulfilled with ease. Especially at a time when e-commerce is witnessing an ever-growing demand, leading to higher and larger transaction volumes, VSC's built-in network authentication capabilities will reduce the chances of transaction failures.

Commenting on this, Ranjith Boyanapalli, Head - Fintech and Payments Group at Flipkart, said, "OTP-based authentication is one of the biggest points of friction in online card transactions, wherein we have observed significant customer drop-offs. At Flipkart, it is our constant endeavor to simplify and quicken the shopping experience for customers on our platform, to increase their comfort and convenience. VSC is the outcome of one such effort and completely replaces OTP with a background authentication, removing the need for any additional customer action. Through this initiative, we hope more consumers can make small-ticket purchases more easily and complete their purchase journey in a click."

T.R. Ramachandran, Group Country Manager, Visa India and South Asia, said, "As the Indian e-commerce market is expected to grow exponentially over the next few years, digital payment success is likely to be a crucial driving factor behind adoption of online shopping. Visa's team of developers in India designed VSC to boost the customer experience and tackle unique challenges in the Indian e-commerce market. It eliminates points of friction, such as cart abandonment, connectivity and incorrect passwords, and transforms the payment experience into a faster, secure and seamless one, allowing consumers to focus on their shopping while helping e-commerce merchants improve their payment success rates."



While this feature aims at aiding consumers in their small-ticket purchases of up to Rs. 2000, Flipkart has several other initiatives and options to facilitate larger expenses. Realising that simplified fintech solutions and easy accessibility are the need of the hour, Flipkart has massively ramped up the distribution reach of its offerings to enable credit access and affordability options for shoppers across the country. Significantly scaled constructs like Flipkart Pay Later and Cardless Credit were introduced to help new-to-credit customers enjoy a shopping experience that is seamless and affordable, with the larger goal to onboard the next 200 million customers.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe. Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of over 200 million, offering over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, driving access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs has driven us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra and Jabong, which hold prominent positions in the online fashion market, and PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

For more information, please contact media@flipkart.com.

About Visa Inc.

Visa is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network – enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of connected commerce on any device. As the world moves from analogue to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce. For more information visit www.visa.co.in and @VisaNews.