



## Flipkart expands digital payment offerings with new recharge and bill payment categories

- The new categories include Fastag, DTH recharges, landline, broadband, and mobile postpaid bill payments
- Customers can redeem offers of up to 10% with SuperCoins by using Flipkart UPI

**Bengaluru – July 10, 2024:** Flipkart, India's homegrown e-commerce marketplace, today announced the launch of five new recharge and bill payment categories, including Fastag, DTH recharges, landline, broadband, and mobile postpaid bill payments on its app. These are in addition to the existing electricity and mobile prepaid recharge options. Flipkart has partnered with BillDesk, one of India's leading payment solutions companies, to help integrate the new services with Bharat Bill Payments System (BBPS), developed by the National Payments Corporation of India. As part of a limited-time deal, customers can redeem offers of up to 10% with SuperCoins by using Flipkart UPI. With the launch of these new categories, customers can make their bill and recharge payments while enjoying shopping on Flipkart.

In FY2024, Bharat Bill Payment System (BBPS) processed approximately [1.3 billion transactions](#) across India, a number expected to grow to over [3 billion by 2026](#). With [20+ bill categories and over 21,000 billers active in the BBPS ecosystem, more than 70% of bill payments are now conducted electronically](#). With the launch of new categories, Flipkart has opened more avenues for customers to pay their bills electronically in a seamless manner while tapping into the growing demand in this space.

Commenting on the launch, **Gaurav Arora, Vice President, Payments and SuperCoins at Flipkart**, said, *"With a rapid surge in the digital payments industry, customers are increasingly opting for electronic mode for paying their bills. We have diversified our selection of services in-line with Flipkart's vision to simplify the digital payments journey for customers and further the government's vision of a cashless economy. From buying their favourite products to addressing digital payment requirements, this enhancement has created a one-stop destination for customers to fulfill all their needs anytime, anywhere in a secure and seamless manner. This initiative is another step towards bringing continued innovation for our customers while elevating the overall experience by making it more enriching and rewarding."*

**Ajay Kaushal, Co-Founder and Director, BillDesk**, said, *"We are thrilled to extend BBPS services to Flipkart, our longstanding partner. This strategic expansion allows Flipkart customers to experience seamless bill payments, receive timely notifications, and check amounts due across their preferred billers, leveraging BBPS capabilities. This collaboration underscores the strong, long-standing relationship between BillDesk and Flipkart, built on a shared commitment to customer satisfaction and innovation."*



Recently, Flipkart launched its UPI service, which offers customers an intuitive, safe, and convenient option for recharges and bill payments while earning rewards through SuperCoins and cashback. Through the introduction of one-click and quick functionalities, Flipkart offers customers a convenient digital payment experience where they can avail features for online and offline merchant transactions within and outside of the Flipkart marketplace.

### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

Established in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered user base of more than 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 1.4 million sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

For more information, please write to [media@flipkart.com](mailto:media@flipkart.com)