



Flipkart enables Credit Card Bill Payments on Flipkart Pay

- *Flipkart continues to expand its Recharges and Bill Payments feature to provide seamless and reliable payment offerings to millions of customers*
- *The new feature supports the growing credit card bill payments category via Bharat Bill Payment Service (Bharat Connect) with zero convenience fee*

Bengaluru – January 30, 2025: Flipkart, India's homegrown e-commerce marketplace, has announced the launch of a credit card bill payments feature on Flipkart Pay, further strengthening its position as a one-stop solution for all payment needs. The newly introduced category aims to enable convenient payments for millions of Flipkart customers while driving growth for the Recharges and Bill Payments category on Flipkart Pay via Bharat Bill Payment Service (Bharat Connect).

Credit card bill payments have emerged as a key category on BBPS (Bharat Connect), ranking as the fifth-largest in terms of transaction count. The share of credit card bill payments in transaction value reached 62% of all Bharat Bill Payment Service (BBPS) payments after the RBI mandate to route credit card bills through Bharat Connect in July. By integrating credit card bill payments into the Recharges and Bill Payments platform, Flipkart continues to ease access to payment solutions tailored to evolving customer needs.

Commenting on the launch, **Gaurav Arora, Vice President, Payments and SuperCoin at Flipkart**, said, *"At Flipkart, we are constantly innovating to create a holistic and seamless payment ecosystem for our customers. The addition of credit card bill payments on our Recharges and Bill Payments platform reflects our commitment to becoming the preferred one-stop solution for all payment needs. With this launch, we aim to simplify bill payments for millions of users and support the rapid growth of this vital category on BBPS (Bharat Connect)."*

Flipkart launched its Recharges and Bill Payment Services in 2023 under the program 'Bharat Connect,' where it is registered as an Agent Institution under Bharat Bill Payment Services to provide online bill payment services to end users. The Recharges and Bill Payments platform supports nine bill payment categories, including mobile prepaid, mobile postpaid, electricity, broadband postpaid, landline postpaid, Fastag, DTH, LPG cylinder, and gas. With its growing range of payment options, *Recharges and Bill Payments* aims to streamline financial transactions directly on the Flipkart app.



About the Flipkart Group

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

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