

Payment Transformation



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Payment Transformation

The payments landscape in India is undergoing a huge transformation on the back of new and disruptive market players and alternative business models

While banks are at the forefront of innovation in the payments space, the growth potential has led to a number of other stakeholders to enter the payments market or expand their business offerings.

- ✓ **Payment processors,**
- ✓ **Card associations,**
- ✓ **Telecom operators,**
- ✓ **NBFCs,**
- ✓ **Corporates,**
- ✓ **Government bodies,**
- ✓ **Wallet providers and**
- ✓ **Investors**

Addressing the need of the hour, the PwC Payments Transformation practice provides advisory services to these entities in the areas of market assessment and business planning, operational excellence, technology and implementation enabling them to embrace the future of payments. We have ample experience and proven ability in the payments domain and provide end-to-end payment solutions aimed at helping businesses enable change while improving efficiency. Our detailed approach and methodology addresses regulatory issues, as well as technology and business challenges.

*PwC has worked with mid-to-large sized firms in both financial and government institutions as well as other stakeholders across the payments value chain. Our dedicated payments team of **40+** individuals poses a comprehensive understanding of the payments business from a business, operations, technology and regulatory perspective.*

Our differentiated service offering

We differentiate ourselves by understanding client needs and developing end-to-end solutions focusing around business, operations and technology. The solutions we provide pertain to three key areas: Business strategy, operations and process transformation and enablement through technology. Our key propositions include:

Market assessment and business planning	1	We can advise you on a payment market entry strategy based on our knowledge of the market, sound research principles and experience in helping launch and grow businesses
Business performance improvement	2	Through our proprietary tools and knowledge of growth drivers and key trends, we help you identify the right levers to make your businesses more profitable
Regulatory assistance	3	Our comprehensive understanding of the regulatory framework enables us to assist you with both your existing and new businesses
Technology Advisory	4	We help you identify the right technology enablers for your businesses
Smart City	5	We can help you develop a cashless strategy road map and assist you in implementation of payment solutions that align with the overall digitisation strategy for smart cities
Bank Operationalisation	6	We can assist you with end-to-end payment systems build out - from conceptualisation of payment strategy to design and implementation of payment solutions

Business Covered

1. Retail payments

- Cards (credit and debit)
- Prepaid instruments
- ATMs / Micro ATMs
- Point of sale (POS) terminals
- E-commerce / internet banking
- Mobile banking and mobile payments (apps and wallets)

2. Corporate and enterprise payments

- Cash management
- RTGS and corporate collections
- Merchant acquiring
- Internet payment gateways
- Enterprise systems (e.g., billing, procurement, payments hubs)

3. Financial inclusion

- Aadhaar Pay
- Aadhaar Enabled Payments System (AEPS)
- Aadhaar Payment Bridge System (APBS)

4. Emerging payments and technologies

- Near-field communication
- Enterprise payments hubs
- Social media payments
- Mobile point of sales (POS)
- Unified payments interface (UPI)
- Bharat Bill Payment System (BBPS)
- Payments for Smart Cities
- Toll and transit payments
- Payments through wearable technology

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