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## Driving Information Commerce in Retail

### Meru To Accept Payment By Card, Powered By Innoviti

Meru Cabs, India's largest radio cab operator, announced the launch of a card payment facility for its services on Wednesday, 23rd December, in Bangalore. The card acceptance capability has been powered by Innoviti's **uniPAY** payment technology, with Axis Bank being the acquirer.



Addressing mediapersons in Bangalore, Meru cabs Chief Executive Officer Rajesh Puri said: "We have tied-up with Axis Bank to facilitate card transactions for our passengers and hope to make travel by Meru a cashless facility." At present Visa and Master Debit/Credit Cards will be accepted. "Bangalore being the technology capital of the country, our clients here are more demanding. "So, we have launched the e-payment facility here first," Puri added.

### uniPAY: Card Payment Technology

Meru Cabs has the unique distinction of being the first to accept payment by cards and the first to do that through their MDT (Mobile Data Terminal).



The integration of payments into the cab MDT helps the payment experience to become hassle free for the customer and more secure since payment and billing are integrated. Moreover, it reduces the cost of card processing for the bank as well as the cab company. The uniPAY technology works over the MDT's wireless (GPRS) connectivity and was the first to be certified under **PA-DSS** (Payment Card Industry standard, promoted by VISA, MasterCard, AMEX, Diners and JCB) in India.

### News In Brief

#### uniPAY Brief

**uniPAY** is a secure and cost-effective retail information and payment management system. Its key benefits are:

1. Integrated customer management from customer recognition to billing to payment
2. Utilizes existing retailer POS infrastructure
3. Secure payment through integration with billing
4. Single system for managing loyalty, pre-paid and gift cards

#### uniPAY In Use

1. Used by leading retailers in hospitality, retail, apparel, radio taxi and entertainment segments
2. > 25 million payment, loyalty, gift-cards and pre-paid transactions processed annually
3. > 15000 POS terminals enabled
4. > 300,000 customers data processed daily

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