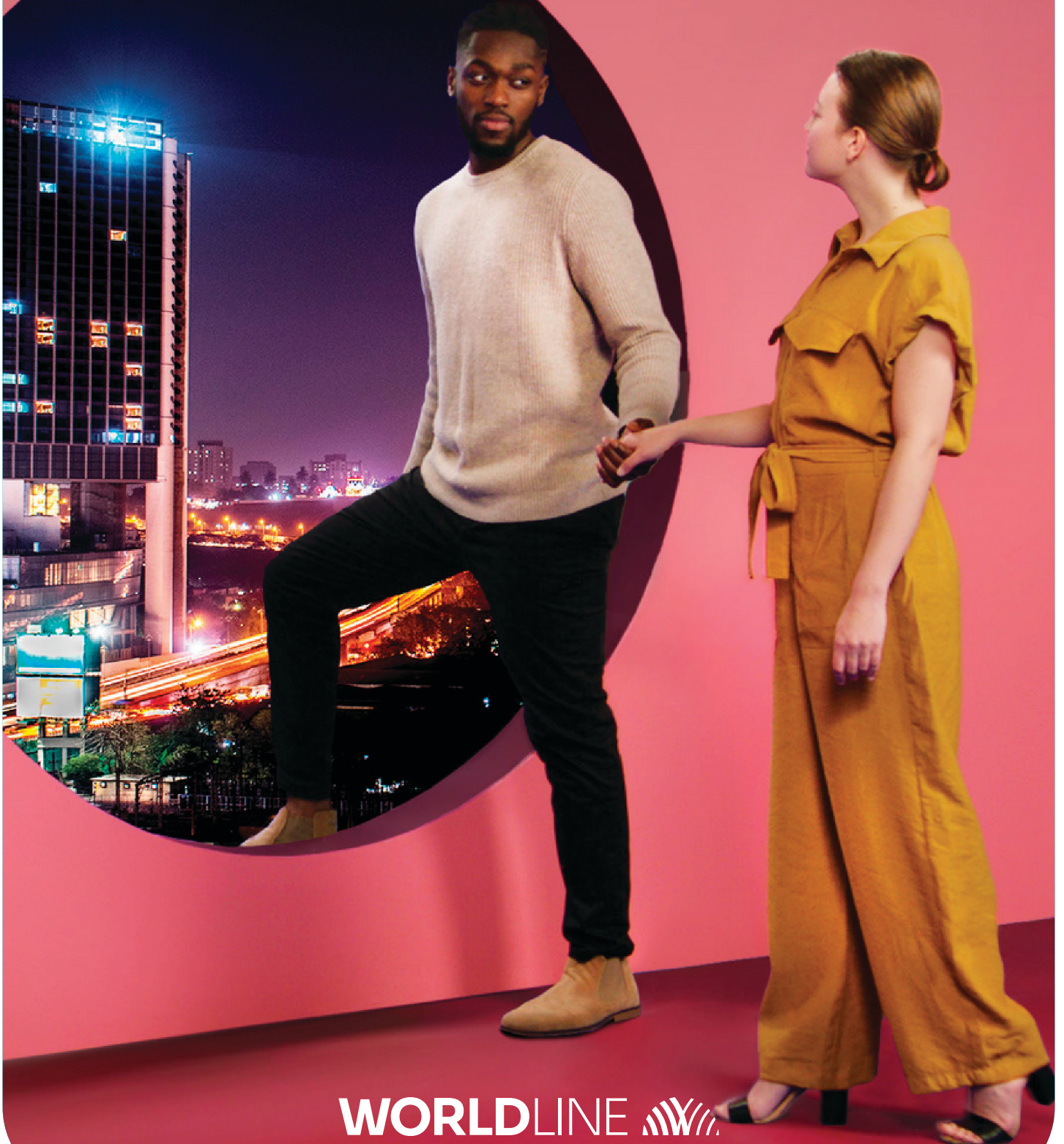


YOUR WAY INTO INDIA



WORLDLINE 



Market size

India's has experienced a rapid digital transformation over the past three decades, making it an ideal market for sustained growth. It has seen immense change in just about every aspect of life. GDP per capita has soared, literacy is up, life expectancy is higher than ever, and the country's digital economy is booming.

It is expected that consumer spending will double by 2025 and e-commerce penetration will increase by a factor of five, creating an ideal environment for exponential growth. Reports show that India is amongst the fastest growing Fintech markets in the world. In fact, Indian FinTech industry's market size was valued at US\$ 50 billion in 2021 and is estimated to reach US\$ 150 billion by 2025.

Accessing the growth opportunity that India represents requires deep understanding of a diverse, dynamic economy and a culture that is both ancient and cutting-edge, as well as the latest regulatory and payments environment.

Consumer behaviour

Digital payments are now a big part of life for many of the country's 1.4 billion people, with over 50% of the country adopting some form of fintech. With an estimated 600 million smartphone users and 830 million internet users you can see how far India has travelled in its rapid digital transformation, providing a strong environment for many digital businesses.

Despite these impressive numbers, digital payments can still increase on a massive scale as a large part of the population has not fully adopted digital payments yet. E-commerce accounted for 7.8% of total retail sales in 2022, which is lower than many other countries in Asia, such as China, Japan, and South Korea. It is clear that despite India being a huge market and growing fast, it is still early days and entering now can lay the foundation for future growth.

High barriers to entry

The opportunities India has to offer are huge but changing regulation and rapid developments in the digital and payments landscape can be challenging making India a difficult market to enter. Accessing the growth opportunity that India represents requires a deep understanding of a diverse, dynamic economy and a culture that is both ancient and cutting-edge, as well as the latest regulatory and payments environment.



Strong government mandates for local payment methods

For online businesses with an annual turnover of more than 500M INR (6.7M USD), it is mandated to use local payment methods RuPay and UPI.



Data privacy laws

Data privacy laws require that personal consumer data must be stored on Indian servers.



Strong regulatory restrictions for cross-border payments

Cross-border payments for retail and some gaming companies are not accepted, while airlines need a local entity and must settle locally.



Repatriation of funds

Cards, NetBanking, and UPI are eligible for remitting funds outside of India. Other local payment methods are not eligible yet, but are able to remit funds locally.



Worldline's India solution

Worldline is transforming how international online merchants do business in India, by offering a new full-service cross-border solution suite that will enable you to process payments locally. The suite is designed to fit the needs of international online businesses who are looking to expand or optimise their e-commerce in India but don't have a local payments infrastructure allowing them to:



Access to local payment methods

Offer the most popular Indian payment products including RuPay, UPI, and NetBanking



Optimal money flow

Optimise money flow and receive funds cross-border in EUR, USD, and GBP, or locally in INR



Compliance with strict regulations

Navigate through strong regulatory restrictions and data privacy regulations

India is one of the most interesting markets for global online businesses to expand into, and Worldline is best placed to make that digital transformation opportunity as seamless as possible. Our solution is powered by almost 2,000 employees operating across India with a deep understanding of the local financial ecosystem and consumer behaviour.

Key features

Access to popular local payment methods

Optimise UX and conversion by accepting popular and mandated local payment products such as RuPay, UPI, and NetBanking.

Higher approval rates with local acquiring

Increase your potential number of approved transactions when you process payments through a local acquirer based in India.

Cross-border* remittance in EUR, USD or GBP

Authorise in Indian Rupees, exchange currencies at an optimised rate, and settle funds cross-border in your preferred currency. This allows you to repatriate funds into your home country while reducing possible FX risks. Available only for travel, digital, and gaming & media merchants without an entity in India.

Local remittance in INR

Authorise payments and settle locally in Indian Rupees, enabling you to receive funds faster. Available only for merchants with an entity in India.

Compliance with local regulations

Stay compliant with strong regulatory restrictions and data privacy regulations, while staying on top of all government mandates.

Best-in-class Indian payment processing expertise

Leverage on Worldline's 20+ years of local expertise on the Indian payment landscape. Our team of almost 2,000 employees across India can help you navigate this complex and challenging market.

One-stop solution

Our solution requires only one contract, integration, boarding process and point of contact for all support needs. Get started fast and hassle-free!

* Coming soon



Payment methods

Traditionally a high-cash economy, India has quickly migrated to debit cards and online and mobile payments. Here are some of the payment products our solution supports:



The Unified Payment Interface (UPI) is a real-time payment system for consumers in India. It is designed to enable peer-to-peer inter-bank transfers and payments to merchants through a single two-click factor authentication process.

Key benefits

- Instant real-time payment system
- Multiple apps to make payment using UPI enabled banks
- No need for consumers to remember their account number or card number
- Accessible via mobile and desktop



RuPay is an Indian card scheme launched by the National Payments Corporation of India (NPCI) in 2012. RuPay facilitates electronic payment at all Indian banks and financial institutions with a variety of different payment methods.

Key benefits

- Accept card types enabled for cross-border or local processing
- Accept both debit and credit cards

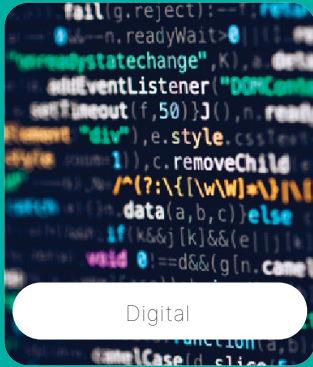


NetBanking is a local Indian Real-time Bank Transfer product. With this solution, consumers with an account at one of several banks are able to pay for their online purchases via an online bank transfer.

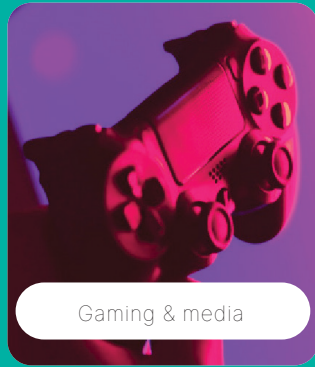
Key benefits

- Real-time bank transfer system
- No need for consumers to remember multiple credentials. Internet banking credentials are used for authentication & authorisation
- 36 Banks available on our connection

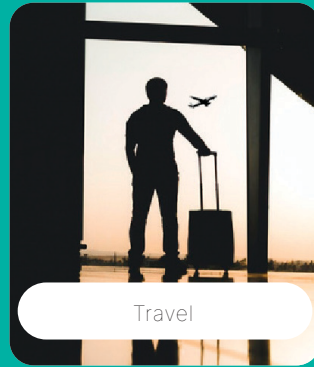
Verticals



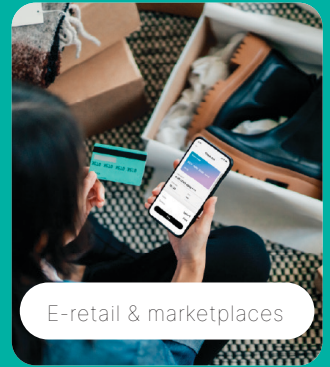
Digital



Gaming & media



Travel



E-retail & marketplaces

Our solution is available for digital, gaming & media, travel, and retail businesses. Expanding into India is part of Worldline's strategic approach to help businesses target high growth markets around the world. These unique domestic e-commerce ecosystems often have barriers to entry which demand specific solutions tailored to local consumer preferences and regulation. We can help you do business like a local and operate there with ease.

Contact us at [WL-marketing.worldline.com](https://www.worldline.com/marketing) or visit [worldline.com/global-collect/india](https://www.worldline.com/global-collect/india) or to learn more about our solution.

