

India Transact Services Offers Innovative Integrated Digital Payment Solutions With Its New 'SMART' PoS Solution

First-of-its-kind multi-acceptance PoS solution which supports all modes of payment and added merchant services

Key Features:

- *Unique SMART PoS features include Tip Transactions, International Card Alerts, Preventive Risk Management (PRM), Auto Settlement & Pre-authorization and Integration with Windows, with Billing Softwares*
- *Accepts payments via BHIM UPI, Remote++, Tap & Pay, Bharat QR, Debit and Credit Cards*
- *Offers Value-added services such as Closed-loop Prepaid Program, Cash@PoS, Merchant Loyalty Services- Rewards*

Mumbai, 10th May 2018: [India Transact Services Ltd.](#) (ITSL), a digital payment arm of [AGS Transact Technologies \(AGSTTL\)](#), has introduced its first 'SMART' PoS solution. First-of-its-kind PoS solution, it has been exclusively designed to provide complete payment ecosystem services to merchants including fraud prevention and risk management services for an added user convenience. With SMART PoS, ITSL, one of India's [leading merchant acquirer](#) aims to provide end-consumers an enhanced payment experience across all its merchant outlets that are powered by the new 'SMART' PoS devices.

ITSL's 'SMART' PoS device is European built with state-of-the-art technology making it a seamless and secured transaction processing platform. The device coupled with ITSL's digital payment ecosystem & AGSTTL's proven payment infrastructure, will empower merchants to accept payments from a host of digital modes currently available in India. It is also equipped to accommodate futuristic payment technologies based on merchant requirements. End-consumers can make payments using QR code, mobile wallets, BHIM-UPI and also merchant sponsored closed-loop prepaid card swipe in addition to the regular credit and debit card transactions at these unique PoS terminals. Aadhar Pay feature can be made available on merchant request.

[Ravi Goyal, Chairman & Managing Director, AGS Transact Technologies Ltd.](#), said, "Digital transactions have reached 1.11 billion in January and as per the recent government announcement, it is expected to touch 30 billion in FY 2018-19. This along with the requirement of 20 lakh PoS terminals poses an opportunity to drive growth of PoS industry in India. Being a frontrunner in the merchant digital payment space, we have introduced a unique payment acceptance solution for merchants that consolidate nearly all forms of existing and popular modes of payment. Especially, the MSMEs will benefit from our 'SMART' PoS solution as it simplifies the digital payment acceptance process by omitting the need for multiple

devices or vendors to support a successful transaction. It gives the merchant more power to enhance his customer's shopping experience through loyalty/reward programs and expand his business."

With 'SMART' PoS Solution merchants can enjoy added convenience as ITSL offers [end-to-end digital payment services](#) including installation, transaction processing, fraud prevention & risk management and after sales service, all under one roof.

ABOUT [INDIA TRANSACT SERVICES LIMITED](#)

India Transact Services Ltd. (ITSL), a Group company of AGS Transact Technologies Ltd., is an Omni-channel merchant digital payment solutions company that aims to consistently simplify the process of Transacting, Merchant Acquisition and Value Added Services.

Providing cutting-edge technology and innovative payment solutions to a fast-growing merchant base across India, ITSL offers a host of products and services including payment processing platform for routing commercial and retail payments between buyers and sellers across the country via unique distribution model. The company is also an independent Service organization providing services like distribution, merchant enrollment, training, activation, field support, transaction switching, network, reconciliation, settlement, and fraud & chargeback management. ITSL's unique Value Added Services enables SMEs and merchants to run their own Loyalty Program through Prepaid and Reward Cards.

ITSL boasts of an esteemed clientele which includes leading names from Banking, Retail & Hospitality, Petroleum, Education and Transit sectors among others.

For more information, please visit: www.indiatransact.com

AGS TRANSACT TECHNOLOGIES LIMITED

Established in 2002, [AGS Transact Technologies Limited](#) (AGSTTL) is one of India's leading [end-to-end payment solutions](#) provider with a wide spectrum of highly customised products instated with state-of-the-art technology for the Banking, Retail, Petroleum and Transit sectors. AGSTTL operates across 2200 cities and towns reaching out to over 2,00,000 customer touch points across India through its Group companies namely [Securevalue India](#) and [India Transact Services](#) and boasts of an impressive footprint in South East Asia.

Pioneering the change in financial technology space, our three major lines include Banking Automation Solutions, Banking Payment Solutions, Automation Solutions for the Retail, Petroleum and Colour sectors.

With over 9000 employees, round the clock customer service centers and manufacturing & warehousing units located in Daman, AGSTTL is committed to provide clear, credible and contemporary solutions to steer how India transacts.

For queries, please write to:

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