

More than 1,000 Ongo enabled TABCab Taxis now powered by Visa in Mumbai

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Ongo has announced that over 1,000 TABCab taxis will support mVisa, a QR code-based mobile solution by Visa. With this announcement, mVisa has expanded to payments in the transportation sector after starting with TataSky, Pizza Hut, etc. mVisa will allow users to pay the taxi fare using the mobile banking app of the bank of their choice by scanning the QR code of the driver. The QR code can be a sticker or a badge in the taxi.

The drivers will be notified of the payment through an SMS or through a notification on their Ongo app in case the driver has a smartphone. The facility to pay is currently available on the mobile banking apps of Axis Bank, Bank of Baroda M-CLIP, Bank of India mVisa, Pockets by ICICI Bank, State Bank Anywhere, Udio Payments, HDFC Bank PayZapp. To promote the app, the company is announcing an offer where consumers get 50 percent cash back on every payment up to Rs 200 till 31st, December 2016.

“With the exponential growth in internet and mobile penetration in India, mobile-based payment solutions are rapidly picking up. We are excited by the increasing acceptance for mVisa and believe QR codes as a payment method will play a crucial role in the development of digital payments as they are supported by the full range of smartphones, including low-cost models. mVisa presents an opportunity to electronify everyday spends, and public transport is an important category that we are solving for,” added T.R. Ramachandran, Group Country Manager, India and South Asia, Visa.

Ravi B Goyal, Chairman and Managing Director for AGS Transact said: “In line with Ongo’s vision to create and deliver an alternate transactions ecosystem, we are consistently working towards developing mobility-based payment solutions that encourage alternative transactions ecosystem.”

