

AGS Transact Technologies strengthens presence in Gujarat

- ~ Introduces comprehensive suite of digital payment solutions for Merchants and MSMEs
- ~ To provide impetus to payment ecosystem in Gujarat as India's digital transactions could be worth \$1 trillion annually by 2025

- *Launches the **'SMART' PoS solution** exclusively designed to provide complete payment ecosystem services to MSMEs and merchants including fraud prevention and risk management services for retailers across sectors*
- *Partners with leading digital lending firms to facilitate MSME's access to unsecured working capital loans through **Loan Against Card Receivables***
- *Introduces **state-of-the-art mobile content management platform** and tools to empower MSMEs and merchants to build their mobile presence in less than 60 seconds*

Ahmedabad, 25 May 2018: AGS Transact Technologies (AGSTTL), India's only and a leading end-to-end-payment solutions company that offers state-of-the-art products and services across Banking, Retail, Petroleum, Transit and Colour sectors, has introduced a comprehensive suite of digital payment solutions to empower MSMEs & merchants and further boost the digital payments ecosystem in Gujarat. The suite entails hardware and software solutions including PoS machines, Prepaid cards, Loyalty program, Cash@POS, Transaction Switch, Fraud prevention, Risk management & reconciliation and so on to provide a secured and seamless payment platform for merchants and consumers alike. With 2,20,000+ customer touch-points across 2200 cities & towns, AGSTTL has an installed base of 70,000+ ATMs and processes approx. 12lakh transactions daily on an average.

Across India, merchants in both organized and unorganized sectors are an extremely fragmented segment and often lack quintessential resources like capital, technology, and marketing skills. As part of this suite, AGS TTL will offer wide-ranging solutions addressing multiple problems faced by MSMEs.

According to the whitepaper report by AGSTTL & ACI Worldwide, digital transactions in India could be worth USD 1 trillion annually by 2025, with four out of every five transactions being made digitally. The user base for digital transactions in India is currently close to 90 million, but could triple to 300 million by 2020 as new users from rural and semi-urban areas enter the market.

Currently, there are nearly 1 lakh PoS machines deployed across Gujarat. As per the Reserve Bank of India (RBI), 110 crore digital transactions took place in the country in January 2018 out of which Gujarat registered 1,053 digital transactions for every 1,000 persons with Telangana taking the lead, followed by Andhra Pradesh.

Mahesh Patel, President & Group CTO, AGS Transact Technologies Ltd., said, *“As one of India’s leading states moving towards the digital economy, Gujarat will continue to remain a priority market for us. We offer digital payment solutions to merchants across 1000+ towns and cities through our subsidiary India Transact Services (ITSL), with the state (Gujarat) contributing nearly 8% of our total digital payments revenue. To further this growth, we plan to create additional 10,000 MSME payment acceptance points in Gujarat by FY 19.”*

“We believe that POS will continue to be the biggest contributor in the digital transactions pie. More than 60% of AGSTTL’s PoS revenue comes from Grocery and Supermarkets, restaurants and education sectors. Therefore, we have introduced the SMART PoS solution to offer merchants a single and simplified payment acceptance platform for an added user-convenience. This unique PoS solution can help streamline state’s Co-op sector issues such as milk collection and payments in Co-op societies, due to its capability to integrate with business systems and automate the whole process of milk collection and payment. Overall, AGSTTL’s suite of digital payment solutions, coupled with company’s robust infrastructure is designed to help customers embrace digital payments swiftly and seamlessly,” added Mahesh.

AGSTTL’s SMART POS solution is powered by the SMART POS device. Together, this unique solution empowers end-consumers to make digital payments through preferred mode which includes BHIM UPI, Remote++, Tap & Pay, Bharat QR, Aadhar Pay, Debit and Credit Cards.

To encourage MSMEs, the company through its subsidiary India Transact Services (ITSL), facilitates access to unsecured working capital loans across Gujarat via its unique sales and distribution network. Merchants using ITSL enabled PoS terminals are eligible to opt for this service.

Further, to facilitate easy consumer outreach and marketing for these entities, ITSL offers state-of-the-art mobile content management platform and tools for empowering MSMEs/ merchants to have an enhanced mobile & web presence and also promote their special offers or products online.

AGSTTL offers automation and payment solutions across leading fuel outlets in the state.

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 2,20,000 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.