

## ONGO POWERS DELHI'S LARGEST COW SHELTER WITH DIGITAL PAYMENTS

*Will provide 5000 prepaid cards to encourage consumers make cashless donations*

**Delhi, August 2, 2017:** Ongo, India's leading alternate transactions ecosystem recently partnered with the largest cow shelter in Delhi-NCR, Shri Krishna Gaushala to embrace digital modes of payments. Under this partnership, Ongo has provided the shelter with POS terminals to facilitate transactions through Ongo prepaid cards called "Gau Chikitsa Seva". This move is aimed at encouraging cashless and paperless payments for the donations received for the welfare of cows. In the coming months, the partnership will also see the launch of "Gau Ras Seva" prepaid cards which can be used for purchase of dairy products.

Spread across 37 acres, Shri Krishna Gaushala provides shelter to 7500 cows and is committed to rehabilitating cows, overseeing their welfare as well as enabling cow service by volunteers. Using Ongo co-branded prepaid cards, the cow shelter will now be now equipped to accept donations given by devotees via digital transactions apart from cash as well as financial aid extended by volunteers for cow service including medical care and welfare of cows.

Speaking about this unique partnership, **Sunil Khosla, Senior VP, Sales & Marketing, India Transact Services Limited**, said *"It is promising to see the pace at which customers across the country are adopting cashless payments for various aspects of their lives. The Government's ambitious move of demonetization provided the much needed impetus to the FinTech ecosystem. At Ongo, we believe that a partnership like this empowers businesses, merchants and consumers alike and is a stepping stone towards a digital economy. We look forward to continue partnering with like-minded entities to support the country's digital transformation journey."*

### **About Ongo:**

India's leading alternate transactions ecosystem, Ongo offers a wide spectrum of highly innovative and customisable FinTech solutions for consumers, merchants, brick-and-mortar businesses and e-commerce alike.

Ongo's integrated cutting-edge FinTech platform entails multipurpose Ongo Point of Sale (PoS) solutions, Ongo ATMs and a host of other digital payment solutions such as Payment Gateway, Remote Pay and QR code based solutions.



## NEWS

Ongo's unique value-added services enable merchants to offer Cash-at-POS facility in addition to running their own loyalty programs through Ongo Prepaid and Reward cards. Furthermore, it also offers Merchant Acquiring & Business Solutions across Banking, Retail, Petroleum, Transit and Education sectors.

Since inception, Ongo has been rapidly expanding its presence across India having successfully associated with leading brands like Hypercity, Nilgiris, Saravana Stores, V2 Retail, Bank of India, Syndicate Bank, VIBGYOR Dreams India Education, Gautam Hospitality, Mars Enterprises and Barbeque Nation among many others.