≠ Easebuzz

Buzzing
for भारत

Enabling Indian businesses to operate smarter with full-stack payment solutions

Forms • FeesBuzz • EasyCollect • InstaCollect • SmartBilling • HOM360 • Teller • POS • Easebuzz Neo • SmartX • Payment Gateway • Payment Links • Slices • Wire Payouts • Vendor Payments • Tax Payments

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Engineering Fintech the Right Way

Message from MD & CEO

Over the past decade, fintech has evolved at a remarkable pace. What began as an effort to digitize payments has matured into a complex, mission-critical ecosystem where scale, resilience, and security are no longer optional, but foundational. Technologies once viewed as experimental, including artificial intelligence, advanced analytics, and open APIs, have become the infrastructure powering modern financial services.

India's fintech story is a compelling example of how policy, technology, and adoption can converge at scale. Landmark initiatives such as Digital India, the National e-Governance Plan, and the rapid adoption of India Stack, particularly Aadhaar and UPI, have fundamentally reshaped how businesses and consumers access financial services. This structural shift has created an environment primed for sustained growth, with the sector projected to reach $1 trillion by 2032.

As digital adoption accelerates, the role of payments is undergoing a quiet but significant transformation. Payments can no longer operate as standalone services; they must integrate seamlessly into core business operations to enable efficiency, scalability & sustainable growth. Easebuzz is built on this principle, embedding payment acceptance, payouts, and financial automation directly into sector-specific workflows. Solutions such as Temple Stack enable religious institutions to manage donations, 80G receipts, and online pooja bookings across online and offline modes, HOM360 digitizes housing societies' maintenance payments, FeesBuzz & Forms simplify student fee collections.

Equally important to this evolution is regulatory clarity. A well-defined compliance framework has enabled responsible innovation, allowing fintechs to scale while maintaining systemic trust. Easebuzz's status as an RBI-authorized payment aggregator, licensed under PA-Online, PA-Physical, and PA-Cross Border, allows it to innovate across collections,

disbursements, and digitising end-to-end Financial Operation workflows through Verticalised SaaS.

As online payments scale, security and reliability becomes critical. Cyber risks continue to evolve, and Easebuzz treats security as a core platform capability rather than an afterthought. By investing in real-time monitoring and leveraging AI & machine learning across merchant onboarding, risk assessment, and fraud prevention, we have moved beyond reactive controls to predictive, real-time decision making, thereby enabling our merchants to scale payment transactions while maintaining customer trust.

India today hosts one of the world's most vibrant fintech ecosystems, fueled by strong domestic demand & growing global interest. As fintech becomes deeply embedded in everyday economic activity, it is important to acknowledge that innovation alone will not determine long-term success.

The future belongs to fintechs that place trust at the heart of everything they do, from technology and products to compliance and customer experience. As we move deeper into an increasingly digital world, I am convinced that technology may drive progress, but trust makes it sustainable.

Rohit Prasad
MD & CEO, Easebuzz

Innovation Ethos at Easebuzz

Our Journey

> **Changing the payments paradigm with Verticalized SaaS solutions.**

As India's economy matures and digitization deepens across sectors, businesses are moving beyond the standalone payment gateways. What they increasingly seek are specialized payment platforms that integrate seamlessly into their core financial operations, adapt to industry-specific workflows, and ensure regulatory compliance as organizations scale.

For over a decade, Easebuzz has been building toward this shift. We have reimagined payments not as an isolated function, but as an embedded layer within a broader SaaS-driven financial infrastructure.

By connecting fragmented systems into a unified, stack-based ecosystem, Easebuzz is enabling businesses to accept payments, manage payouts, automate reconciliations, and meet compliance requirements all within merchants' existing operational workflows.

Innovation at Easebuzz is deeply rooted in real-world use cases. Our verticalized SaaS solution stacks are designed to solve sector-specific challenges across the payment workflows. For instance in Education, our flagship products FeesBuzz and Forms are simplifying complex fee cycles with support for course wise and batch wise installment collections, automating payment reminders, and enabling department-wise settlements. For Travel businesses, SmartPage is helping in creating tour packages & bookings, vendor payouts, coupon management across 10,000+ brands, and cancellation workflows. Easebuzz Ecommerce stack is enhancing end-consumer experience and improving order completion rates through features such as saved cards, tokenization, cashback programs, and EMI options.

For government bodies and public institutions, Easebuzz is delivering a robust Government Stack that enables tax and fee collections through e-challans, QR-based counter payments, multi-department dashboards, and webhook APIs for real-time transaction updates. The Temple Stack is enabling religious institutions to manage donations, prasad bookings, and event-related payments across online and on-ground channels using POS and Soundbar devices. Another exclusive stack that Easebuzz has launched this quarter is HOM360 for housing societies, that helps in Security and Visitor Management along with enabling tower-based amenities & maintenance fee collections.

These vertical software solutions are further strengthened by a comprehensive payments suite. EasyCollect supports recurring payments via eNACH and UPI AutoPay; Wire Payouts facilitates instant and scheduled disbursements through connected banking rails; Slices orchestrates complex payment flows and settlements; and the Affordability Suite offers EMI options through 15+ banks and 5 NBFC partners.

As an RBI-authorized payment aggregator, Easebuzz is now proud to support over 2,50,000 merchants across online, offline, and cross-border payments. We will continue to innovate and build products that allow businesses to scale with cost-efficient, plug-and-play APIs and modular architecture that supports their evolving payment needs.

Experience Easebuzz

Experience Sector-crafted Solutions
Experience Easebuzz

Education Stack

- **Student Registrations**
- **Fees Management**
- **Payment Acceptance**
- **Affordability Suite**

Real Estate Stack

- **Lead Registrations**
- **Manage Projects**
- **Payment Acceptance**
- **Society Management**

Travel Stack

- **Payment Gateway**
- **Holiday Package Management**
- **Rewards & Loyalty**
- **Agent Management**

Temple Stack

- **Digital Donor Management**
- **Online Slot Booking**
- **Multiple Payment Modes**
- **Analytics Dashboard**

HOM360

- Visitor Management
- Residents & Staff Management
- Payments & Accounting
- Centralized dashboard

Ecommerce Stack

- Payment Gateway
- Affordability Suite
- Rewards & Loyalty
- Franchise Management

NBFC Stack

- Verification Suite
- Payout Disbursements
- LSP Management
- EMI Collections

Insurance Stack

- Customer Registrations
- Policy Management
- Premium Collections
- Claim Payouts

Banking Stack

- Interoperable Platform with NPCI & NBBL
- Digital Lending & Risk Management
- Automated Repayments
- Partner & Leads Management

Accelerating India's MSME Growth Story with Digital Payments

Macro View

The Micro, Small and Medium Enterprises (MSME) sector plays a crucial role in India's economic progress, job creation, and industrial growth.

MSMEs contribute to almost 30% of India's GDP, 36% of the nation's manufacturing, and about 46% of total exports

As of January 2026, more than 7.5 Crore MSMEs have Udyam registrations, reflecting both scale and momentum.

At the same time, the operating environment for MSMEs is undergoing a fundamental transformation. Traditional cash-heavy business models are steadily giving way to digital-first processes as enterprises seek greater efficiency, transparency, and access to formal financial systems. From onboarding customers and collecting payments to managing working capital and compliance, MSMEs are increasingly adopting technology to streamline day-to-day operations.

This shift is evident in the rapid adoption of digital payments. According to SIDBI's 2025 survey, over 90% of MSMEs now accept digital payments, driven largely by UPI adoption and smartphone penetration. Person-to-merchant (P2M) transactions continue to outpace person-to-person (P2P) payments, reinforcing UPI's role as the backbone of retail and commercial transactions. P2M volumes grew 35% year-on-year to 37.46 billion, while P2P transactions rose 29% to 21.65 billion, highlighting the growing digitisation across the MSME ecosystem.

The Goods and Services Tax (GST) and Udyam registration framework have driven greater formalization, along with technology innovations from Fintech companies and payment aggregators which helped in addressing various FinOp challenges through, automated billing, BBPS-enabled invoicing, multi-mode payment acceptance and recurring payment solutions, bringing structure and transparency to MSME operations.

Digital payments have eliminated the operational issues that have historically impeded the scaling and functioning of MSMEs. Payment instruments such as UPI, cards, IMPS, NEFT, RTGS, AePS have made digital commerce accessible to businesses of every size, fundamentally simplifying person-to-merchant transactions. The blend of rapid innovation from FinTechs, supportive regulations from Reserve Bank of India (RBI), and policy guidance from the government have ensured digital payments keep pace with the evolving needs of MSMEs and made online commerce a reality.

In the recently announced Union Budget, Indian government has also mandated the Trade Receivables Discounting System (TReDS) as the default settlement platform for all purchases from MSMEs by Central Public Sector Enterprises (CPSEs), ensuring quicker and more transparent payment cycles. Additionally, the linkage of TReDS with the Government e-Marketplace (GeM) aims to improve payment visibility and encourage financiers to offer competitive working-capital solutions, collectively deepening credit flows and reducing liquidity stress for smaller businesses.

Digital payments integrated with billing, compliance, and lending ecosystems will act as the connecting bridge between aspiration and execution. The focus on ease of doing business, trust-led digital systems, and MSME competitiveness lays the foundation for a future where small enterprises are not just participants, but powerful drivers of India's growth story, confidently operating in a transparent, digital-first economy.

73%

of MSMEs in semi-urban & rural areas report improved sales & operational efficiency with **digital tools; UPI being a preferred payment mode**.

90%

of MSMEs accept online payments; **18% of MSMEs use digital lending platforms** for accessing credit

71%

MSMEs are using **Smartphones as their main business tool**. Usage was higher at **84%** among women entrepreneurs

23%

of MSMEs have started using more advanced technologies like AI, IoT; **67% are using core digital tools like ERP, CRM, Cloud**

Source: SIDBI, Protium

Spirit of भारत
inspires us to

#KeepInnovating
#KeepSolving
#KeepBuzzing

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Buzzing
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Solving the Fee Collection Challenges in Education Sector

Impact Story

India's education sector including Schools, Colleges, and Coaching Centres are rapidly transitioning into digital-first models driven by affordable smartphones, high-speed internet, and supportive policies such as NEP 2020. According to IMARC Group, the Indian education market, valued at approximately US$ 117 billion in FY24, is projected to exceed US$ 300 billion by FY30, fueled by digitisation and private-sector involvement.

The EdTech market, which currently stands at $3.63 billion, is expected to grow at a CAGR of approximately 28%, to reach US$10 billion by 2026. K–12 education accounts for nearly 43% of total edtech adoption, powered by hybrid learning models, AI-powered content, vernacular language offerings, and expansion into Tier 2 and Tier 3 cities.

The Fee Collection Dilemma: Limitations of Traditional Payment Methods

In 2026, learning is no longer limited to physical campuses. Online classes, recorded courses, test series, skill certifications, and global programs have become mainstream. As education gets digitised, fee collection emerged as a critical backbone, forcing institutions, especially small schools and coaching centres, to abandon cash, cheques, and manual bank transfers in favour of structured digital payment systems like Payment Gateway and Payment Links.

The integration of digital payments is no longer just an operational enhancement but a strategic imperative for educational institutions as they take on the challenges posed by an increasingly digital-centric world. When student expectations are changing and compliance demands are increasing, no institution can afford to rely on manual and cash based fee collections. A well-implemented digital payments system provides an organized, transparent, and scalable way to manage financial transactions, allowing the education institutions to focus on academic outcomes and spend less time on complex administrative tasks.

One of the biggest pain points in traditional payment systems is the delay in cash flows. Most institutions experience fee collection cycles exceeding 60 days, which affect salaries, infrastructure maintenance, and day-to-day operations. Generic payment gateways, worsen the problem as they are primarily designed for e-commerce businesses and lack education-specific features such as course and batch wise fee management, installment collections, and flexible payment options including card and cardless EMIs or PayLater. Education institutions also require solutions that facilitate department-wise settlements for academic, library, canteen, and hostel fees after fees get collected from students.

Course Fee Paid

How Easebuzz is helping education institutes to digitize fee collections

Easebuzz addresses fee collection challenges through the flagship product FeesBuzz, a payment infrastructure purpose-built for education institutes that orchestrates end-to-end student fee management. Rather than offering a generic payment gateway solution, Easebuzz is helping institutes manage student registrations, batch and course-wise fee collections, installments management, refunds, department-wise settlements, and automated reconciliation.

FeesBuzz's comprehensive fee collection system supports both online and offline payments. It comes with 150 payment modes, including UPI, cards, net banking, wallets, pay later, and EMI options (both card and cardless). For offline collections, FeesBuzz is integrated with soundbox, POS machines, and unique QR code standees. FeesBuzz also provides instant payment acknowledgements for students and parents.

Institutions, especially smaller organisations like Schools, Coaching Centres are also benefitting from a multitude of features that Easebuzz Platform is offering including no-code integration, automated refunds, real-time reporting, and compliance-ready records. Automated payment reminders through SMS, email, and WhatsApp improve timely collections, enabling institutions to focus on delivering great education without wasting time in payment follow-ups.

Benefits for Institutions

Structured & Predictable Collections: Digitised fee collection eliminates cash handling and manual tracking.

Unified Admin Dashboard: Real-time view of collections, pending dues, and refunds reduces reconciliation effort.

Faster Fee Realisation: Automated reminders and seamless payment flows improve on-time payments.

Improved Parent Experience: Flexible payment options and instant confirmations reduce friction and build trust.

Data-Driven Decisions: Real-time visibility into cash flows and receivables enables better financial planning.

Lower Operational Costs: Automation cuts admin workload while supporting sustainable, scalable growth

More than 15,000 Education Institutes Trust Easebuzz

Payment Solutions for
EdTechs

Fee management & payment collections platform for Education institutes

Student Registrations & KYC Verification

Course & Batch wise Fees Management

150+ Payment Modes for Fees Collections

Sub-institution Management

Case Study

Learn how Easebuzz helped Orchids The International School to digitise and automate the fee collection process

Challenges

- Orchids school needed a payment solution to solve their existing fee collection and reconciliation problem

- The school used POS machines to collect student fees and parents had to wait in queues and manually submit student details.

- Tracking payment transactions, class-wise and batch-wise were manual and lengthy

- Integrating new payment technology with existing ERPs and automating student fee acceptance and vendor fee settlements was time-consuming

Products offered

Payment Gateway	QR-based FeesPage Link	E- Challan

Slices	FeesBuzz
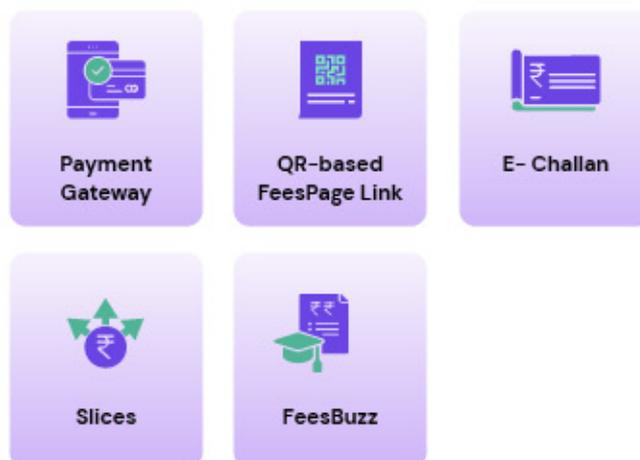
Comprehensive Solution:

- **QR-based FeesPage link** helped parents to easily scan the QR code and access the payment form

- FeesPage link with **Integrated Payment Gateway** offered 150+ payment methods that facilitated fast payment process

- A comprehensive solution, **FeesBuzz** helped to manage fee collection class-wise and department-wise

- **FeesBuzz** also offered a master dashboard and separate dashboards for admin, accountant, and chairman with customised reports and smart dashboard analytics

- **Slices** helped automate the settlement process for Orchids School as they required two separate accounts for settlements, one with a school account and the other with a vendor account

Orchids The International School is an organization under the umbrella of K12 Techno Services Pvt. Ltd

Benefits Realised:

- **FeesBuzz** replaced the POS machine with an **easy-to-use QR-based payment** system, resulting in reduced maintenance costs and a more efficient collection and reconciliation process for schools and vendors.

- The **split account feature** allowed for better reconciliation and ease of use for both schools and vendors.

- **Customised dashboard** for Parents/Students, Orchids School admin master dashboard, and separate dashboards for Accountant, and Chairman provided better visibility and control over fee collection and reconciliation.

- The reduction in queues and **easy reconciliation** process benefited both schools and vendors.

Impact created

70%	**85%**	**65%**
increase in the digital collections	improvement in fee collection cycle	reduction in reconciliation time

> We are delighted to partner with Easebuzz to streamline our online fee collection and reconciliation process for our schools. With the help of Easebuzz platform, we have been able to reduce our maintenance costs and provide a convenient fee collection mechanism for parents and students by replacing POS machines with QR-based FeesPage links. Easebuzz services have been implemented in our 90+ schools across India and have greatly benefited our school's fee collection process.

Venkata Vajrala
Finance and Operations Manager
K12 Techno Services Pvt. Ltd.

*Orchids The International School is an organization under the umbrella of K12 Techno Services Pvt. Ltd

Streamlining the Ecommerce Checkout Experience with Easebuzz

Industry Story

India's online ecommerce sector has swiftly evolved and become a major contributor to the country's digital economy. Over the past decade, the industry has changed the way consumers discover, evaluate, and purchase products. Online marketplaces and quick commerce sectors have rapidly expanded due to affordable smartphones and low-cost internet availability. Omnichannel retailers like BigBasket & DesignCafe have brought digital commerce to millions of consumers across metropolitan and emerging markets.

While the industry continues to grow, traditional retail stores are also adapting to the digital age to stay relevant. According to IBEF projections, India's e-commerce industry is expected to reach $345 billion by 2030.

Emerging Payment Trends

As online ecommerce has expanded, traditional retailers have also increased their focus on digital payments, reflecting the sector's evolving landscape. Even the large physical retail stores now recognize that digital solutions are imperative to remaining viable and competitive, while the rapid adoption of digital payment solutions such as Unified Payments Interface (UPI), Cards, and PayLater has enabled seamless online transactions and propelled growth in India's online retail sector.

- In December 2025, UPI processed 21.63 billion transactions worth over ₹28 lakh crore, recording 34% year-on-year growth in transaction volume.

- India's D2C market reached ₹8.7 lakh crore in FY25, while quick commerce continues to grow at 70–80% CAGR.

- High-growth categories such as beauty and personal care, subscription commerce, social commerce, and trend-led fashion are gaining strong traction.

- Growth is increasingly driven by Tier II and III cities, with online retail penetration expected to rise from 8% in FY25 to 14% by FY28.

- The number of online shoppers is projected to reach 700 million by 2035, supported via initiatives such as Digital India, ONDC, BharatNet, GST reforms, and the National Logistics Policy.

Persistent Challenges for E-commerce Businesses

Despite impressive growth indicators, e-commerce companies in India face several operational and structural challenges. While digital payment volumes crossed 222.19 billion transactions in FY25 and internet subscribers reached 969.1 million, infrastructure gaps remain a concern.

- Customer acquisition costs remain high, with 23% of small and mid-sized e-commerce businesses citing it as their biggest challenge, according to LocalCircles.

- Fraud, fake orders, and chargebacks account for 1–2% of transactions, posing ongoing risks to revenue and trust, as reported by NASSCOM.

- High return rates ranging from 10% to 50% continue to pressure margins and operational efficiency.

- Limited affordability and access to advanced technology remain challenges for D2C brands in smaller cities.

The Complexity of Digital Payments

While digital payments have become central to India's e-commerce ecosystem, they are not without challenges. Transaction failures caused by technical issues or incorrect details can result in lost revenue and abandoned carts. The lack of standardized payment gateway processes across banks and service providers adds integration complexity, while security and data protection remain critical concerns for both businesses and consumers.

For e-commerce companies, particularly those catering to first-time digital shoppers in Tier II and III cities, ensuring a secure, reliable, and frictionless payment experience is essential to building trust and driving repeat purchases.

Easebuzz is simplifying E-commerce Payments at scale

Easebuzz addresses the evolving challenges of India's e-commerce ecosystem through its comprehensive Ecommerce Stack, purpose-built to simplify and scale payment operations across diverse markets. As digital adoption accelerates across Indian cities, the platform enables businesses to streamline collections while delivering a fast, secure, and frictionless checkout experience for customers.

Designed for flexibility at scale, Easebuzz supports 150+ payment modes, including UPI, debit and credit cards, net banking, wallets, and EMI options from 15+ banks, along with cardless EMI solutions from leading NBFCs. This wide range of payment choices ensures that consumers across geographies can transact using their preferred method, significantly improving checkout success rates.

Easebuzz also offers plug-and-play APIs and SDKs for quick, seamless integration with leading e-commerce platforms such as Shopify, WooCommerce, and Magento. This allows merchants to go live rapidly with minimal technical effort, reducing time-to-market and operational complexity.

Beyond payment processing, Easebuzz strengthens conversion and retention through a powerful Offer Engine that allows businesses to easily create and

manage coupons and discounts. The platform also provides access to 10,000+ brand coupons directly on the checkout page, enabling smaller e-commerce merchants to drive higher conversions, encourage high-value purchases, and improve repeat customer engagement.

Complementing these capabilities are features such as real-time payment tracking, automated reconciliation, advanced security protocols, and detailed transaction reporting. Together, these tools help businesses reduce payment failures, minimize fraud and gain complete financial visibility. Customizable checkout pages and forms further empower merchants to tailor the payment experience to their specific operational and customer needs.
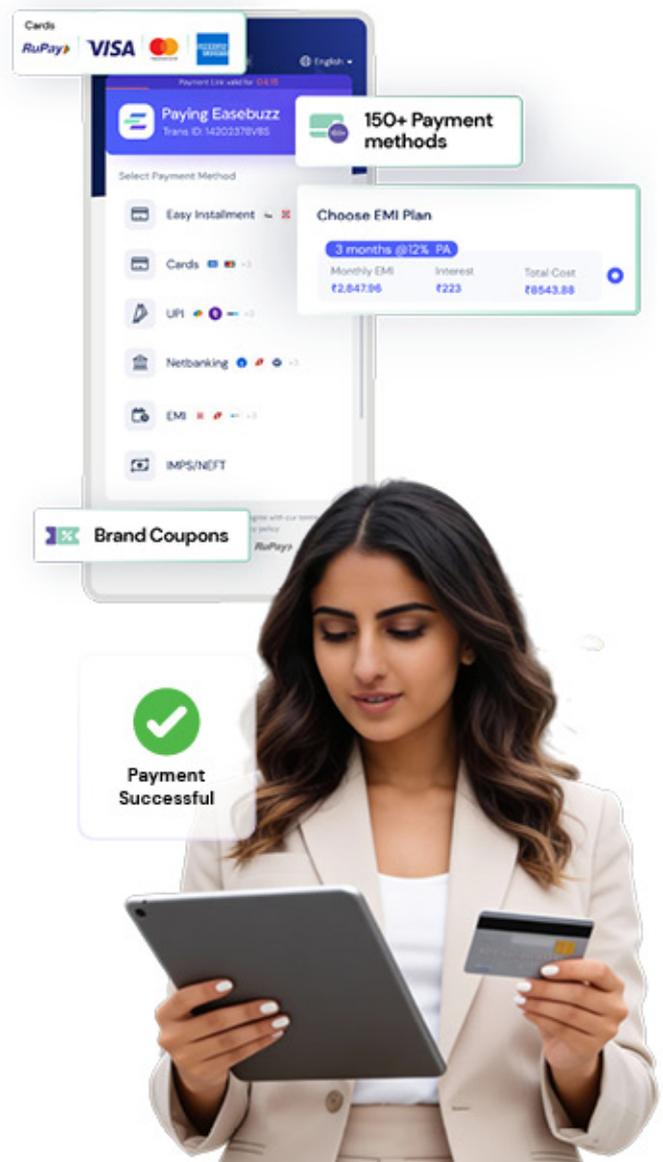
Case Study

DesignCafe improved its checkout experience with Easebuzz payment solutions

Business Objective / Problem Statement:

DesignCafe was probing for an comprehensive payment system to democratise home interiors and make their payment seamless for all its customers. It was in need of payment gateway for online payment collection.

Their existing reconciliation and settlement process was quite time consuming. They were also having issue in getting real-time updates of their payment status.

Products offered

Payment Gateway

Payment Link

EasyCollect
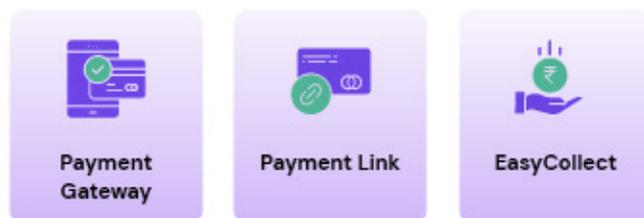
Comprehensive Solution:

Easebuzz offered DesignCafe with payment gateway to improve its payment success rate and resolve its reconciliation delays. Settlement process was also solved with Easebuzz payment gateway by offering same day settlement (T+0).

Easebuzz payment solution also helped DesignCafe with webhook integration facility that helped in knowing the real-time notifications for payment status.

Benefits Realised:

- Experienced improvement in payment success rate and increase in customer retention
- Payment collection became seamless with 150+ payment options on the checkout page
- Settlement of payment was smooth and easy

Impact created

2x Faster checkouts	**80%** Reduction in manual reconciliation efforts	**95%** Payment success rate

"

Integrating Easebuzz Payment Gateway was effortless and a game changer for us. Easebuzz has helped us decrease the cart abandonment rate and improve our success rate at a healthy percentage. Dedicated RM & customer support helped us in quick onboarding and fast integration process.

Mr. Harish Kumar. S
Finance Controller

DESIGN CAFE

Easebuzz in News

Inc42

Easebuzz Gets Three RBI Licences To Operates As Payments Aggregator

19 Nov'25 | By Kamksp Kashyap

Fintech minicorn **Easebuzz** ⊙ has received the final authorisation from the Reserve Bank of India (RBI) to operate as a full-stack payment services platform offering online, offline and cross-border payments solutions to its clients.

The Pune-based startup said in a statement that the approval from the central bank will further enhance the positioning of Easebuzz to allow merchants to accept online payments, in-person payments via POS devices and UPI soundbox, and inward and outward cross border payments.

Earlier this year, the startup had received the final nod from the RBI to operate as an online payments aggregator (PA).

The cross-boarder payment aggregator licence will allow Easebuzz to expand its international payments solutions services. Under this vertical, the startup helps export businesses, D2C brand and ecommerce platforms who operate globally to accept payments in overseas markets and help them grow internationally.

Founded in 2014 by Rohit Prasad and Vikram Kumar, Easebuzz's solutions allow merchants to accept payments via multiple methods like credit/ debit cards, UPI, net banking, wallets, and even subscriptions.

Beyond payments, Easebuzz also helps automate billing, track transactions, generate invoices, and handle refunds, making financial operations smoother and less time-consuming for businesses of all sizes.

The startup claims to have a client base of more than 2.5 Lakh, including the likes of IRCTC, BigBasket, Cult.Fit among others. Further, it accounts for an annual gross transaction value (GTV) of more than $50 Bn and processes 3 Mn transactions every day.

SMBSTORY

Fintech firm Easebuzz launches platform to accelerate MSME growth

Buzzing for Bharat is a platform aimed at enabling MSMEs to strengthen their digital capabilities and scale sustainably.

Pune-based digital payments and financial operations platform Easebuzz has launched Buzzing for Bharat, a platform to accelerate MSMEs' (micro, small and medium enterprises) growth.

Buzzing for Bharat aims to strengthen MSMEs' digital capabilities and scale sustainably. The platform seeks to empower MSMEs by providing them a platform to showcase innovation and gain visibility among financial institutions, investors and policymakers. It will also help them gain access to capital by bridging the gap between MSMEs and funding partners (banks, venture capital firms, and other financial institutions);

The platform will also offer tools, compliance support, and expert guidance to help businesses integrate technology into their operations, and provide a global market accelerator to open doors to international trade and position Indian MSMEs for global expansion.

"It has been envisioned as a collaborative platform that brings together stakeholders from across the ecosystem to help MSMEs digitise, acess growth capital and expand globally," Easebuzz Group Head Parimal Shivendu said in a statement.

Going forward, Buzzing for Bharat will include mentorship programmes, cabability-building sessions, and initiatives to connect MSMEs with domestic and international markets.

Easebuzz in News

CNBC TV18 — Market | Personal Finance | Impact Shorts

EASEBUZZ SECURES $30 M
motilal oswal

Payments platform Easebuzz is set to ramp up investments in product development and market expansion following its ₹240 crore (approximately $30 million) Series A funding round, a mix of primary and secondary investments led by Bessemer Venture Partners.

Of the total ₹240 crore raised, ₹200 crore is primary capital. The company plans to channel these funds into product innovation, leadership hiring, and new licensing efforts as it gears up to enter new markets and enhance its existing services.

"We will primarily be investing in the new products we want to build," said Rohit Prasad, Founder and CEO of Easebuzz. "Some leadership hiring will happen this financial year… and we are also planning new licensing activities as we plan to enter cross-border payments."

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News

Easebuzz extends its integration support for all third party orchestrators

By **BFSI Network** - February 7, 2025

India's leading payment aggregator, Easebuzz, has announced its integration support for third-party payment orchestrators, reinforcing its commitment to a merchant-first, stacked solutions approach. This move allows Indian businesses to select the Technology Service Provider (TSP) of their choice, enabling them to fully leverage the advantages of payment orchestration, including dynamic routing, enhanced transaction success rates, and tokenisation.

India's digital payments sector is experiencing unprecedented growth, with transaction volumes rising by 42% year-on-year (YoY) in FY 2023-24. However, many businesses face challenges such as fragmented payment systems, which contribute to transaction failures. The integration of payment gateways with an efficient payment orchestrator helps merchants streamline complex payment flows and improve operational efficiency.

Easebuzz's merchant-centric model enhances payment orchestration by simplifying intricate transactions, including UPI plug-ins. The platform further optimizes the checkout experience with features like CVV-less checkouts and a discount engine, resulting in higher cart conversion rates and increased Average Order Value (AOV).

Commenting on the announcement, **Rohit Prasad, MD & CEO, Easebuzz** in a statement said "Our mission has always been to simplify payments for our merchants as well as for the end consumers. By supporting stacked expert solutioning approach through integrations with leading TSPs and payment orchestrators like Juspay, Nimbbl, Paytring etc, **Easebuzz** ensures that merchants have access to best of the technology platforms for managing their payments and optimising their financial operations. We are committed to transparent and healthy payment ecosystem that supports India's dynamic and growing digital economy."

Easebuzz in **News**

THE ECONOMIC TIMES

Easebuzz launches interoperable banking connect IBMB at global fintech festival 2025

Mumbai: **Easebuzz** announced the launch of **Banking Connect IBMB** (Interoperable Net & Mobile Banking) at the **Global Fintech Festival (GFF) 2025** in Mumbai. The platform, developed in collaboration with NPCI Bharat BillPay Limited (NBBL), was unveiled in the presence of the Honourable RBI Governor, Shri Sanjay Malhotr.

The Banking Connect IBMB platform represents a major stride in India's digital banking framework, aimed at transforming traditional net banking into a unified, interoperable, and mobile-first ecosystem. By enabling instant fund transfers, cross-bank interoperability, and real-time reconciliation, IBMB seeks to deliver a seamless and secure banking experience for consumers and businesses alike.

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Crafting Bharat – S2, Powered By AWS Startups And An Initiative By NewsReach, Launches Its Tenth Episode With Amit Kumar, Director And CTO Of Easebuzz

Crafting Bharat – S2, Powered By AWS Startups And An Initiative By NewsReach, Launches Its Tenth Episode With Amit Kumar, Director And CTO Of Easebuzz

By - Crafting Bharat Team
21 Jul 2025

Amit Kumar, Director and CTO of Easebuzz, in conversation with host Gautam Srinivasan.

India has rapidly emerged as one of the world's fastest-growing FinTech markets, ranking third globally in the number of FinTech companies and accounting for 14 percent of domestic startup funding. Fueled by technology-driven innovation, this vibrant ecosystem has transformed traditional financial services, streamlining delivery, cutting costs, and elevating the customer experience.

The "*Crafting Bharat* – Season 2", powered by AWS Startups, an initiative by NewsReach, in association with VCCircle, and production partner – HT Smartcast, explores how startups are harnessing the power of the cloud to accelerate growth, optimise operations, and build solutions that will define the India of Tomorrow. This series is hosted by Gautam Srinivasan, famed for hosting a diverse range of TV and digital programs, currently consulting editor at CNBC (India), CNN-News18, Forbes India, and The Economic Times.

In this episode, we spotlight **Amit Kumar, Director and CTO of Easebuzz**, who is revolutionising the financial operating systems for businesses through their full-stack payment solutions platform. He shares insights about becoming a full stack technology platform for payments & financial operations and how AWS is helping them scale from thousands to millions of transactions per day.

Easebuzz

Thank You

www.easebuzz.in