



## PayMate texts a partnership with Galileo in India

*~Powers a service which will send free SMS alerts to travelers detailing their traveling itineraries~*

**Nov '07, Mumbai:** PayMate, India's leading wireless transactions company, has partnered with Galileo, the leading Global Distribution Service Provider (GDS) and pioneer in the e-ticketing revolution in India, to launch a mobile itinerary service. The new free service is the country's first to provide travelers with their full travel itinerary via SMS alerts, within minutes of booking a ticket. Approximately 35% of all travelers who book their flight tickets on all domestic (full service) and international flights, in India through agents, travel companies and online portals will receive this free SMS within minutes of booking a ticket. The medium is expected to reach almost 700,000 customers a month.

"Outbound and inbound travel in India has hit an all time high which has fuelled a travelers expectations to have the up-to-the-minute information available at all times," said Ajay Adiseshann, MD and Founder, PayMate. "We are greatly excited about the potential for further applications development in this area as mobile commerce continues to advance."

"This value added solution would help the travel industry create loyal 'me-only' customers and thereby endorses to our motto of 'One World-One Galileo'. This tie-up is yet another example of how beautifully synergies of travel and technology can be merged for the convenience of the traveler. With over 15% mobile penetration, 8 million outbound, over 4 million inbound and 350 million domestic travelers this solution would be the benchmark to conduct business." Commented Mr. Bruce Hanna, President & CEO, ITQ the official distributor of Galileo in India.

### About PayMate

PayMate India Private Limited is a mobile commerce solutions company based in Mumbai. PayMate was founded in May 2006 by Ajay Adiseshann, Founder and MD, Coruscant Tec and Co-founder, & Director Probir Roy. In a short span of time PayMate India has partnered with top MNC, State owned and Co-operative Banks to offer its unique mobile payment solution - PayMate.

PayMate is already accepted at over 3000 merchants and can be used to pay for purchase online, over the phone and across the counter via the mobile. For a detailed list of partners and merchants, log on to [www.paymate.co.in](http://www.paymate.co.in). PayMate is the only Indian company to



have been selected by Red Herring among Asia's Top 100 start-ups two years in succession.

PayMate India is funded by Silicon Valley based Kleiner Perkins Caufield & Byers and Sherpalo Ventures who have helped build some of the world's leading brands and companies like Google, Amazon, AOL, and Netscape Sun Microsystems etc.

**About Galileo:**

Galileo is a leading provider of travel information and transaction processing worldwide. It is officially distributed by InterGlobe Technology Quotient (ITQ) in India and is the National Distribution Company of Galileo International. Galileo commenced operations in India in 1994 and within a span of thirteen years the company has extended its network to over 294 cities with 21 dedicated offices.

Galileo today has over 11,000 agency terminals with 21 service centres and 10 training centres across India. Over 470 airlines, 75 low cost carriers, 23 car rental companies and 66,000 hotel properties worldwide can be accessed on Galileo Core Systems. A pioneer into the e-ticketing revolution in India, the system today has over 200 airlines e-ticketed worldwide.

Galileo has been recognized as the "Best GDS" by Travel Weekly Awards 2007. For further information visit us at [www.galileo.co.in](http://www.galileo.co.in)

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