



Galileo and Paymate launch *mSmart* in India

~Galileo GDS introduces mCommerce product for travel agents~

New Delhi, September 9, 2009: Galileo GDS, one of the world's largest providers of travel content and a technology leader serving travel companies in India, has launched *mSmart*, a service that allows customers to pay for flights, rail, car rental or travel packages using their mobile phones. The service is powered by PayMate, India's leading mobile payments company. Galileo is the first GDS in India to implement this mobile phone payment solution that is available to more than 5,000 travel agents and a further 11,000 travel outlets.

Galileo's *mSmart* service allows customers to pay instantly via mobile with ease, speed and safety. Customers can now pay their travel agents using their credit cards over their mobile phones without having to be physically present to swipe the card. Travel agents can collect payments almost instantly. It's also an inclusive service in that it works on even the simplest mobile handset and across all operators, no GPRS required. The IVR based transaction platform makes it very easy-to-use—simply enter your credit card details over the secure IVR call through your phone's keypad to complete the transaction.

How it works –

- Register on Galileo's *mSmart* system as a travel agent
- To charge a customer, enter his/ her 10-digit mobile number and amount to be charged on the PayMate interface on your PC screen
- The customer's mobile will instantly receive an automatic IVR call from PayMate to confirm the amount and enter his/ her credit card details. Meanwhile the status on agents screen will change to "Payment Pending"
- Once the customer has entered the details, the transaction will be processed within a few seconds and the customer will hear a confirmation message on the IVR call as well as get an SMS confirmation. Status on agents screen will change to "Successful"

Speaking about the innovative payment method, Mr. JB Singh, President and CEO of Galileo in India said, "I'm very excited about this path-breaking solution and the way it will offer our Travel agency partners a convenient and a hassle-free channel to receive the payments. Not only this, it would also offer increased convenience to the travel agent's customers i.e., travellers who can now use their mobile phones to pay for travel services anytime, anywhere. Mobile value-added services are gaining rapid growth globally and after evaluating the available options in India, Galileo has tied up with PayMate to power the first mCommerce product "mSmart" by a GDS player. PayMate,



is an established partner of choice of all the leading banks and will connect the transaction directly with the respective bank to verify & confirm the payment status.”

Commenting on the convenience of the service, Mr Ajay Adiseshann, Founder and Managing Director of PayMate said “The *mSmart* service directly addresses the pain points of cash and cheque collections, something small businesses could well do without. Electronic Payment collections are a boon to any business. They add much needed efficiencies and transparencies and lower operational costs in the near to long term which ultimately reflects in the bottom line, apart from the huge convenience factor and customer delight.”

This product will be particularly relevant to customers living in remote areas who face the inconvenience of making cash or cheque payments to travel agents. Galileo’s *mSmart* will meet that demand while also demonstrating Galileo’s commitment to providing truly innovative technology for its travel partners.

The m-commerce segment in India is slated to grow due to the growing popularity and convenience of mobile services. The opportunities for m-commerce are considerable and these types of services are forecast to continue to rise as the number of mobile phone users increases and the cost of using mobile phones decreases.

According to a 2009 survey conducted by KPMG on mobile technology, India is the third largest market for mobile phones and there is high level of willingness among Indian users to experiment with next generation mobile phone services. More than 400 million Indian customers subscribe to mobile services each month and analysts have forecast that India will have 839 million subscribers by 2012.

Notes to the Editor:

For a product demo – please visit www.paymate.in/msmart/

About Galileo:

Galileo, a Travelport GDS brand, is officially distributed by InterGlobe Technology Quotient (ITQ) in India and Sri Lanka. Galileo commenced operations in India in 1994 and over the past 15 years, ITQ has extended its network to over 333 cities with 21 dedicated offices.

Galileo has more than 11,500 agency terminals with 19 service centres and 11 training centres across India. Participating in the GDS are 385 airlines, 25 car rental companies and 87,000 hotel properties and 400+ cruise lines and tour operators. The system can handle 1.5 billion messages a day, it stores more than 4 billion airfares more than 320 million air segments, 24 million hotel booking and 19 million car rental bookings are booked annually.



Galileo has been recognised as the “Best GDS” by TravelWeekly Awards in 2008 & 2007.
Visit us at www.galileo.co.in

About PayMate

PayMate is the first-of-its-kind mobile payment platform which lets you link your mobile phone to a bank account, credit card or a prepaid account - turning your mobile phone into a secure payment tool to be used anytime, anywhere.

PayMate’s hybrid SMS and IVR based transaction platform along with its BREW and j2ME application suite offers unparalleled simplicity making it usable on even the most basic handsets, across all telecom operators. PayMate’s list of security certifications includes compliances such as PCI DSS 1.2, PA-DSS 1.2 and Govt. Of India’s Cert-in, certifying its systems, processes and infrastructure with banking grade security.

PayMate has operations in USA, UAE, Sri Lanka, Nepal, Africa & Eastern Europe and an ecosystem of over 15,000 merchants offering mobile payments to their customers. PayMate has tie-ups with over 22 banks in India including SBI, IDBI Bank, Standard Chartered Bank, Corporation Bank, ABN Amro Bank to name a few, and has also tied up with Galileo to offer its 6,000+ agents a remote payment collection solution via mobile. In the US PayMate has partnered with leading transaction service provider-Infonox to offer merchant mobile POS solutions and is steadily foraying into mobile money transfer as part of its inclusive banking roll-outs.

To know more visit www.paymate.in