

Aditya Birla Retail (More) signs deal with leading mobile wallet firm 'Paytm' across its 500 stores

More finds one more way to delight its customers

New Delhi, November 20, 2015: Buoyed by the ongoing festive fillip, **more**, Aditya Birla Group's food and grocery retail arm and Paytm have tied up to offer its customers with an option to use Paytm's prepaid wallet to make payments for their food & grocery purchases. This will further add to customer convenience while shopping at *more*.

The tie-up will be active across 137 cities where "**more**" stores are operational. Shoppers will now be able to save time with faster shopping experience, use their reward points easily and enjoy Paytm's cashbacks in addition to More's own offers and promotions.

Vishak Kumar, CEO , Aditya Birla Retail Limited said, *"We are happy to announce our association with Paytm. Now our customers can shop with ease and convenience through the use of their Paytm Wallets and also earn attractive discounts and cash-backs at our stores across the country.*

Emphasising on the new tie-up, CEO (name?)- **Payments at Paytm,** *"we are delighted to partner with "**more**" and offer its growing customer base the facility to pay for their groceries easily through Paytm. Aided by this partnership, even making daily household purchases becomes a simple cashless transaction. ABRL and Paytm share the same vision of enhancing consumer convenience.*

With this growing trend of mobile wallet payments, '**more**' consumers will be able to leverage the benefits of new age payment options and continue to enjoy convenient & faster shopping experience.

About Aditya Birla Retail

Aditya Birla Retail Limited is one of India's leading Food & Grocery retailers and is present in both Super Market and Hypermarket formats under the brand name 'More'. 'more' operates 488 Super Markets and 20 Hyper markets spread over 20.1 lakh sq ft across India, 'more' has the second largest network of supermarkets in the country. More has a robust customer loyalty membership with more than 15 million members.

About Paytm

Paytm is India's largest mobile payment & commerce platform. With current user base of more than 100 million, Paytm is on mission to bring half a billion Indians to main stream of economy using mobile payment, commerce and soon to be launched payment banking services. Consumer brand of India's leading mobile internet company One97 Communications, Paytm is head-quartered in New Delhi NCR. The company's investors include Ant Financials (AliPay), Alibaba Group, SAIF Partners, Sapphire Venture and Silicon Valley Bank.