

# SERVICE LANE

## BHARAT BILLPAY – PAY YOUR BILLS ANY TIME ANY WHERE

Suresh is waiting for new opportunities!

Mahesh is tired of telling his Consumers that he does not accept bills of all Utility companies.

Umesh faces daily hassle of consumer complaints and timely receipt provision! So goes the list of hassles faced by a day-to-day retailer.

Lakhs of Retailers across India even today aspire to expand their business, avail new opportunities and wish multiple benefits on a platter. But, bill payment business and recharge is a secondary business loaded with complexities of bill collection, payment and management.

However, with changing times, comes changing technology and “*Bharat BillPay*” in a true sense brings an ideal shift in the retail scenario across India.

In India, where a Consumer is accustomed to pay his Bills via the nearby shop or retail store, imagine him running from one retail shop to another, or one bill collection point to another, in the quest of paying all his bills for different billers. This is the real scenario in India!

But with Bharat BillPay, the Consumer is rest assured, that the nearby retail shop or VLE would offer him bill payment of all his bills of different billers at one location.

**This EMPOWERS the consumer to pay all his bills at one-stop destination via the same VLE or retailer.**

**This also gives the POWER to VLE/Retail shop, to advertise and expand his bill payment business via his own shop or expand reach of his own business.**



A VLE gets the power to access multiple billers at a single location. Isn't that a magic, how a single portal at his retail outlet could provide Electricity, Gas, DTH, Water and Telecom billers at one single location and gradually new categories like School fees, Insurance, local taxes etc. could also be accessed at one simple go.

The story and scenario now changes with Bharat BillPay... Suresh earns revenue for each bill payment and expands his bill collection network.

Mahesh has now put a Bharat BillPay sign board and has changed his status to all bills accepted.

Umesh has now access to centralized complaint management provided under Bharat BillPay for easy tracking and raising of complaints and issues.

Imagine a retailer like Mahesh, encountering more consumer footfall and more business at his shop, just by advertising the Bharat BillPay signage. More footfall, more revenue, more trust, more recognition. Isn't it the creation of a new success story?

This is not the success story of these three Retailers Suresh, Mahesh or Umesh, but Bharat BillPay is going to create a geographical footprint and success stories of retailers across India via assured and secure bill payment, helping them enrich and expand their business.

Be it getting associated with a national organization like CSC and Reserve Bank of India (RBI) conceptualised system -“Bharat Bill Payment System” (BBPS), the VLE or retailer gets twin benefit and recognition on a single platter.

### **How does Bharat BillPay benefit VLEs across India?**

- Revenue Opportunities like Customer convenience fee
- Increased footfall for bill payment
- Access to multiple utilities/billers of various categories
- Instant confirmation of bill payment
- Single association/Integration with CSC to avail all benefits
- Easier complaint redressal and grievance procedure
- Brand benefit of Bharat BillPay-nationalised scheme run by National Payments Corporation of India (NPCI)
- Unified portal and assurance of secured bill payment



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Even today, when we think of a normal consumer facing challenge to pay his bills at various locations, such as Mobile app, Website etc. the Retail shop/VLE near his house would now act as a temple of solution and assurance for:

- Timely payment of all his bills
- Assisting him in complaint resolution and tracking
- Giving him full-proof bill payment receipt with the guarantee of “Bharat BillPay”

When we love to have various Channels of various genres and languages on the same television, why can't we have the bill payment of various billers of various categories on the same portal?

**“BHARAT BILLPAY” is that solution, which gives you the mix of benefits via “ONE-POINT CSC PORTAL”**

*If you avail, you make a landmark like Suresh, Mahesh and Umesh and if not, you keep searching for more power, as rightly said POWER lies in the hands of the person, who wishes to use the same. So use it **Anytime Anywhere with Bharat BillPay!***

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