

Ujjivan Small Finance Bank ties up with CCAvenue

Bangalore, 30 January 2018: Ujjivan Small Finance Bank Limited, a wholly owned subsidiary of Ujjivan Financial Services Ltd. has signed an internet banking agreement with CCAvenue, a leading Indian payment gateway provider. Ujjivan Small Finance Bank's customers can now shop online at thousands of websites powered by CCAvenue.com and conveniently pay online through a direct debit from their bank accounts.

Mr. Vijay Balakrishnan, Chief Marketing Officer, Ujjivan Small Finance Bank and Mr. T. Nandakumar Menon, Head Alliances, CCAvenue signed the business agreement.

Speaking on the association, **Mr. Balakrishnan** said, "At Ujjivan SFB, we are always looking at opportunities to make banking more seamless and accessible for our customers. Our association with CCAvenue reiterates our emphasis on digitization of banking services, thereby encouraging consumers to embrace cashless payments. Our customers will now have the advantage of making online payments for their purchases on 1 lakh+ websites supported by CCAvenue across ecommerce, hospitality, education, travel and various other sectors. This will make their online shopping experience instant, simple and secure."

Mr. Menon stated, "This tie up will create an additional revenue stream for online businesses which have opted for CCAvenue's state-of-the-art payment gateway solutions."

Ujjivan Small Finance Bank has **120+** branches live nationally. Ujjivan SFB's goal is to build a leading state of the art mass market bank in five years to serve the vast un-served and under-served customer base who currently are outside the formal banking system.

About Ujjivan Small Finance Bank Limited

Ujjivan Small Finance Bank Limited is a wholly owned subsidiary of Ujjivan Financial Services Ltd. The bank commenced operations as a Small Finance Bank with effect from February 1, 2017 post transfer of business undertaking by Ujjivan Financial Services Ltd. The Reserve Bank has issued a licence to the bank under Section 22 (1) of the Banking Regulation Act, 1949 to carry on the business of small finance bank in India. Ujjivan Small Finance Bank Ltd. is also included in the Second Schedule to the Reserve Bank of India Act, 1934.

About CC Avenue

CCAvenue is a PCI DSS 3.2 compliant payments platform for ecommerce businesses in India. It is designed to help its 1 lakh+ merchants accept online payments through a spectrum of new-age payment options including 7 major Credit Cards, 98+ Debit Cards (All MasterCard /Visa /Maestro /RuPay Cards), Amex EzeClick, 53+ Net Banking, 16 Prepaid Instruments, UPI and up to 13 Multi Bank EMI options. Backed by a 15-year history of industry firsts, outstanding innovations and prestigious accolades, CCAvenue offers a multi-channel payment platform, along with



a bunch of disruptive features such as CCAvenue Checkout, CCAvenue S.N.I.P., CCAvenue Store Front, CCAvenue Card Storage Vault (tokenization) and more.