

# TCS on Board with Aadhaar-enabled Pay for Merchants

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**Mumbai:** Tata Consultancy Services (TCS) has launched an Aadhaar-enabled payment platform that allows retailers to integrate payments across multiple channels, such as credit or debit card, Aadhaar-based and phone-based payments, through a single interface.

The platform, 'Merchant Pay', will integrate with various banks to provide multiple-mode payment options to provide a unified view of all payments, India's largest IT firm by revenue said in a statement on Tuesday. "The platform has unique capability of leveraging Aadhaar, but also uses other existing channels. So, the merchant does not need to have multiple devices to handle multiple modes of payment," said Ravi Viswanathan, president, growth markets, at TCS.

"It supports USB-enabled fingerprint reader, Visa and MasterCard reader, and also eWallets like Paytm," he said.

Consumer's will be able to transact at a Merchant Pay-enabled store by using their fingerprint to confirm their identity, provi-

## WHAT STANDS OUT

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**RAVI VISWANATHAN**  
President, Growth Markets, TCS

ded their Aadhaar number is registered with their bank. Merchant Pay can also be used as a business analytics platform for strategic business decision making to reduce cost of payment. It will facilitate advanced analytical data by offering analytical report based on transaction pattern analysis, TCS said.

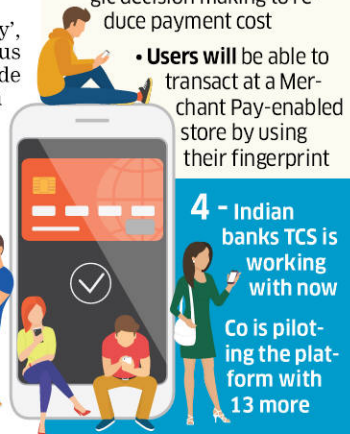
TCS is presently working with

## Pay Forward

- **Merchant Pay** will integrate with various banks to provide multiple-mode payment options to provide a unified view of all payments

- **It can** be used as a business analytics platform for strategic decision making to reduce payment cost

- **Users will** be able to transact at a Merchant Pay-enabled store by using their fingerprint



4 - Indian banks TCS is working with now  
Co is piloting the platform with 13 more

four Indian banks and is piloting the platform with 13 more. It will charge a one-time set-up fee to banks and then will get paid on a per-transaction basis.

"Today there are 2 million merchants who use point of sale system. The government's expectation is that the number will grow 10 fold with the likes of 'Merchant Pay'," Viswanathan said.

He said with numerous digital payment methods like UPI, eWallets, Aadhaar Pay, debit and credit cards available, there is a need for a unified platform that integrates all digital payment methods, offering convenience to customers and allowing merchants to accept any form of digital payment.

The company said it will conduct special drives to on-board and train merchants and have a 24x7 professional support setup for merchants. It will help in addressing critical business needs of merchants such as training, cloud hosting services, 24x7 network support, and multi-lingual help desk support.

Merchant Pay will have empanelled and controlled devices security features.

Merchants will be tagged on their smart phone or last-mile devices with device policies being embedded in the application.