

# HDFC Bank launches PayZapp

Oommen A. Ninan

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**MUMBAI:** HDFC Bank on Wednesday launched PayZapp, a complete digital payment and purchase solution, a one-stop online portal offering customers 'great deals at one place'.

Aditya Puri, Managing Director, HDFC Bank said "the wallet we introduced under PayZapp, unlike other wallets, is not a pre-paid wallet. It reflects your account and it reflects your credit card balance. More importantly, it is one click. That is the convenience."

"We want customers to come to us through PayZapp (with two factor authentication) and we will take them everywhere. You don't have to enter your information again and again (one click). With this we have covered purchases of all kinds of things that you want," he said.