

# HDFC Bank to roll out mobile app PayZapp soon

Will give customers access to a host of online marketplaces at one go

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To give digital banking a push, the country's second-largest private lender, HDFC Bank, will soon launch its digital payments and purchase mobile application 'PayZapp' that will enable customers access a host of online marketplaces at one go and make payments in one click.

You can now shop on Flipkart, make bill payments, book movie tickets or recharge your phone by logging on to just one mobile application. PayZapp has three levels of security which can help you register your debit and credit card with the app. It also allows you to make payments through

the wallet within the app.

At present, the bank has 15-20 large registered merchants and plans to add 10,000 within the next 45 days. It also plans to allow non-HDFC Bank customers access the app, add QR (quick response) code-based payments and make contact-less payments available through this app soon.

In March 2015, HDFC Bank recorded mobile transactions aggregating ₹6,000 crore and transaction volumes were at 1.5 million. Currently, about 35 per cent of total transactions are done through mobile banking, the bank said.

Inspired by a visit to San Francisco about four months ago, Aditya Puri, MD, said, "A common phrase I heard there was 'over the top'. Similar to that, we wanted to make payment and shopping more convenient and deliver to you for all your financial needs..."