

## **HDFC Bank Launches Star-Studded PayZapp Campaign**

*The campaign features actors Tiger Shroff, Prabhu Deva and Kapil Sharma showcasing All-New PayZapp's strength as a payments app*

**Mumbai, December 7, 2023:** HDFC Bank, India's leading private sector bank, today announced the launch of a star-studded PayZapp campaign. The campaign features actors Tiger Shroff, Prabhu Deva and Kapil Sharma utilising their immense popularity for a wide consumer connect.

The tongue-in-cheek campaign, conceptualised by Wondrlab India, a martech network, includes three films featuring the three actors wherein each showcases a range of payment choices that PayZapp offers. The campaign came from the insight that some people live their whole lives without having choices, but now they do not have to, at least when it comes to payments.

Ravi Santhanam, Group Head, Chief Marketing Officer and Head – Direct to

Consumer Business said, "With PayZapp, we have revamped the payment experience for all consumers extensively, making the journey smoother and easier - be it via UPI, cards or PayZapp wallet. It is not just a payment app; it is a lifestyle enabler. We want to reach every part of the country aiming to be the preferred choice of payment app for consumers. The three films on PayZapp have beautifully captured the essence of our brand message."

Amit Akali, the CCO and co-founder of Wondrlab India, said, "We took a contrarian approach while conceptualising the campaign. We explored how we can drive the point of unlimited choices by showing the viewers what happens when they don't have a choice in life. That is why, we cast the celebrities most known for something, tired of only being seen in those specific roles and wishing for more choices."

### **Key features of the revamped PayZapp:**

#### **#PayAnyoneAnywhereAnyhow**

- Make payments via UPI, cards and PayZapp wallet
- PayZapp accepts diverse payment modes: scan any QR code and swipe to pay for online shopping / bill payments and more
- Customers can choose to pay anyone: any app, any QR code and any mobile number



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## NEWS RELEASE

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CIN: L65920MH1994PLC080618

Watch films:

[Link 1](#)

[Link 2](#)

[Link 3](#)

### About HDFC Bank

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