

Public relations & communications strategy for PayMate

Received 2 News wire coverage and 100+ media coverages for announcing the capabilities of fintech to process transactions for its clients during Covid. Below are some snippets of the coverages.

PayMate says has achieved annualised run-rate of \$1.3 bn in GST payments

The firm's payment automation platform processed over \$130 million GST payments monthly in 2020.

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PayMate enhances its B2B payments platform

Photo Credit: IANS
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Mumbai, Aug 19 (IANS) PayMate enhanced its business-to-business (B2B) payment platform with the launch of a full-stack supply chain payments automation platform for large enterprises and their suppliers.

PaymentsJournal
Powered by Mercator Advisory Group

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PayMate Rolls Out India's First 'Full-Stack Supply Chain Payments Automation Platform'

The theme of cash cycle digitalization continues with this latest announced product enhancement from PayMate, the fintech specializing in internet-based services. The piece appears in BW Businessworld and discusses the added features to the full stack PayMate B2B platform, which is being offered in India. Mercator Advisory Group has *written* about procure-to-pay becoming a converged offering and this is another example of the accelerating trend in these pandemic days, where companies are focusing on supply chain management and digital processes.

'The new version of the PayMate platform will add further value to supply chains by allowing Enterprises to extend payables using commercial cards & SMEs to receive early payments towards outstanding invoices via discounting where cashflow for SME is the lifeblood, especially in these challenging times. PayMate's proprietary enhanced cloud-based platform will automate and digitize the entire procurement to the payment process, saving over 70% time, resources, and costs for businesses. Using the full-stack platform will enable businesses to become more efficient, allowing them to gain greater control and transparency over their finances.'

mint

Home > News > India > Global card networks revamp payment infra as competition heats up

Photo: iStock

Global card networks revamp payment infra as competition heats up

3 min read · Updated: 21 Aug 2020, 06:56 AM IST
Tarush Bhatta

* To rival the ubiquity of quick response-based payments, card payment providers are tapping merchant's smartphones to help them accept digital payments

FINANCIAL EXPRESS
Read to Lead

Now SMEs can automate payments, cut costs, ease cash flows as PayMate enhances its B2B platform

By: Sandeep Soni | Updated: Aug 18, 2020 5:21 PM

Technology for MSMEs: PayMate is taking its B2B payments platform to Central Europe, the Middle East, and Africa (CEMEA) region in partnership with Visa. It has over 50,000 businesses using the platform while it looks to achieve a \$10-15 billion run-rate in gross processing volumes by March 2020.

BW BUSINESSWORLD
January 25, 2021

Paymate Enhances Its B2B Payments Platform To Be India's First 'Full-Stack Supply Chain Payments Automation Platform'

Launches Invoice Discounting Marketplace; a unique feature aimed towards early supplier payments, easing their cash flow crunch.

PYMNTS.com

PayMate Rolls Out Tech To Automate B2B Supply Chain Payments

Business-to-business (B2B) payments firm PayMate rolled out a technology to automate supply chain payments for large companies and the firms that supply them, CNBC TV18 reported.

"With a full-stack supply chain digitalisation offering, PayMate is proud to bring greater value to our customers and channel partners," PayMate Founder and CEO Ajay Adeshwari said per the news outlet.

PayMate's new iteration will let large companies strengthen their purchases on credit through commercial cards and small and medium-sized enterprises (SMEs) to get early payments for invoices that are due in return for a portion of the proceeds.

The company says that its unique technology, which is based on the cloud, will bring the complete procure-to-pay cycle online.

In July 2019, PayMate announced that it had brought in a new round of growth funding to speed up its expansion in India and globally to Central Europe, the Middle East and Africa (CEMEA).

At the time, it was noted that the \$25 million Series D round encompassed investments by Visa, Brand Capital, Revolut Strategic Partners, Mapler 101 and others. Before the Series D round, the startup had raised \$18 million in funding.

ET BFSI.com
From The Economic Times

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PayMate launches invoice discounting platform

PayMate said the marketplace would ensure liquidity in the supply chain ecosystem by ensuring both parties get paid before the due date.

ET BFSI | December 23, 2020, 14:20 IST

PayMate eyes global expansion with \$9 trillion opportunity in CEMEA region



Card storage norms give advantage to UPI over credit cards

Ajay Adiseshann, Founder & CEO, PayMate, believes there's no limit to all this because if a breach occurs then we say don't store card number, what happens after that? If there are still breaches happening, can cards be banned? There's no end to this- we all went through the two-factor authentication process. We are PCI-DSS and other relevant certified aspects, periodically we are audited by external auditors who come and look at our processes.

Ajay explains, the one way of ensuring mitigating risk by enforcing that all merchants storing card data duly audit their systems and processes. When something is encrypted then it's difficult to get even if you hack the platform. If a merchant wants to store data he has to go through all audits and processes, if he doesn't want to he can pass it on to someone who has all the required compliance in places and audited on regular instances but we can't have a myopic approach.