

BharatPe

CORPORATE PROFILE



Hai Yakeen
 **BharatPe**



BHIM UPI 

postpe... accepted here



About the Company

BharatPe was started in 2018 with the mission to build a holistic FinTech platform for merchants and small businesses. The idea was to extend a robust financing ecosystem that could be leveraged by the merchants and help in scripting the economic growth of the country.

BharatPe is committed to the vision of empowering the 63 million+ strong community of micro, small and medium enterprises (MSMEs), including offline merchants and kirana store owners, with a range of fintech products, especially designed to address their needs.

Today, BharatPe offers a suite of simple, easy-to-use and secure fintech products including payments and business loans to its merchant partners. At present, it has an extensive network of 10 million merchants across 400+ cities in the country.

Funding

BharatPe has raised over US\$ 583 million in equity till date from seasoned and top-quality investors from across the world. The company's list of marquee investors includes Sequoia Capital, Tiger Global, Dragoneer Investment Group, Steadfast Capital, Coatue Management, Ribbit Capital, Insight Partners, Steadview Capital, Beenext, and Amplo.

BharatPe Offerings

Interoperable UPI QR code with zero MDR: BharatPe was the first company to launch an interoperable, zero Merchant Discount Rate (MDR) Unified Payment Interface (UPI) Quick Response (QR) code payment service in 2018. BharatPe was the flag-bearer for driving QR payment acceptance amongst the offline merchant community, bringing millions of India's offline merchants under the fold of the digital economy. Today, the company is a leading offline acquirer for UPI QR transactions in the country, processing 30 crore+ UPI transactions per month (annualized Transaction Processed Value of over US\$ 26 Bn in payments).

BharatSwipe: In August 2020, BharatPe entered into POS business with the launch of its card acceptance terminal – BharatSwipe. BharatPe's POS business currently processes payments of over US\$ 3.5 bn annually on its machines. The company is amongst the top 3 private POS players in India with an installed base of close to 2 lakh machines across the country.

BharatPe Speaker: In February 2022, the company launched BharatPe Speaker, a device that notifies the merchants of successful payments made on the BharatPe QR, through instant voice alerts that are available in ten languages.

B2B Lending

With the objective of addressing the massive US\$ 380 billion MSME credit gap in India, BharatPe offers tailor-made products attuned to the needs of small businesses. BharatPe facilitates unsecured, short-term loans of up to ₹10 lakhs for up to 15 months duration with easy daily repayments, via a 100% digital process.

The company leverages proprietary AI-based underwriting algorithms to assess the creditworthiness of its merchant partners, based on insights of their payment flows.

Riding high on its extensive merchant network, the company's lending business has scaled up well. In 4+ years of lending operations, BharatPe has facilitated loan disbursements close to ₹9000 crores to merchants, in partnership with RBI-approved NBFCs.

Consumer Fintech

In October 2021, BharatPe ventured into the promising 'Buy Now Pay Later' (BNPL) industry with the launch of postpe - the country's first BNPL product with universal usage - on QR, card and online. The product is not limited to big-ticket purchases, and can also be used for micro-purchases. postpe has been a runaway success with over 8 million downloads and an annualized TPV of close to ₹5000 crores.

Acquisition of PAYBACK India

In June 2021, BharatPe announced the acquisition of PAYBACK India, the country's largest multi-brand loyalty program company with 100 million+ members. With PAYBACK India acting as the launchpad for the company's consumer products, the acquisition was in line with the company's strategy to empower its merchants.

Building India's first truly digital bank

In October 2021, the consortium of Centrum Financial Services Limited (Centrum) and BharatPe, was issued a Small Finance Bank (SFB) license by the Reserve Bank of India (RBI). Incorporated as Unity Small Finance Bank, the new SFB commenced operations in November 2021. Backed by best-in-class technology, Unity is being built ground up as India's first truly digital bank.

Recent Development

Recently, BharatPe Group received an in-principle nod from the Reserve Bank of India (RBI) to operate as an online payment aggregator.

A truly Indian company, BharatPe aspires to become a full-fledged digital bank for merchants. The company endeavours to build new-age financial products that are safe, convenient and simple-to-use for the merchant community of India.

Additions to the Trophy Case



'Financial Inclusion Startup of the Year'
at Bharat Fintech Awards 2023



Featured in the 2022 Burgundy Private Hurun list
of India's 500 Most valuable companies



'Exceptional Startup of the Year'
at Fintech Festival India Awards 2022



Featured in the 2022 CB Insights list of
Top 250 Fintech Startups globally



Internet And Mobile Association Of India.

Sole Winner in 'Excellence in Business Lending'
at India Digital Awards(IDA) 2022
Gold in the 'Excellence in Payments'
at IDA 2021



'Best MSME Financing Institution' at the
BusinessWorld Emerging Business Awards 2022



'Best Fintech Startup of the Year' and the
'Best Digital Lending Platform' at the Business
World Festival of Fintech -- Conclave and Awards 2021



Read to Lead

"Financial Express Best Bank Award"
(Fintech Category)

BharatPe Footprint

CHENNAI
ERNAKULAM
BIJNORE MUZAFFARPUR
SONIPAT PUNE
NAGPUR UDUPI
AJMER VILLUPURAM
RATLAM WEST GODAVARI
KOLHAPUR JODHPUR
AHMEDABAD UD AIPUR REWA
ALWAR UNNAO GOA
BHUBANESHWAR
VISAKHAPATNAM
MUMBAI
KOLKATA
GANDHINAGAR
AHMEDNAGAR
KOLCHI
SIRSA
GHAZIABAD
PRADIPATI
MOTIHARI
RAISEN
DHARMAPURI CHITTOOR SURAT BEED
RAMANAGAR CUDDAPAH VADODARA OOTY
JALGAON BETUL GUNTUR RAJNANDGAON JIND
RISHIKESH HYDERABAD PANCHKULA JAMSHEDPUR
DARJILING
LUCKNOW
RAJGARH
VIZIANAGARAM

GONDA
JHANSI JALGAON
KATHAR
JIND PARBHANI KURNOOL
JODHPUR KAITHAL VISAKHAPATNAM
KANPUR KOLKATA BAGALKOTE
KARNAI KOTTAYAM
KOTA COIMBATORE
KURUKSHETRA
LUCKNOW
LUDHIANA
MATHURA
MAWANA
MEERUT
MOHALI
MORADABAD
MUZAFFARPUR
NEW DELHI GAYA
NIDA HOSHIARPUR GAUTAM BUDDH NAGAR
PANCHKULA KANCHIPURAM HAZIPUR
PANIPAT DHARWAD JAMUI
PATIALA JHUNJHUNU BIDAR
RAEBARELI TIRUPATI
JAGATSINGPUR

GONDA
JHANSI JALGAON
KATHAR
JIND PARBHANI KURNOOL
JODHPUR KAITHAL VISAKHAPATNAM
KANPUR KOLKATA BAGALKOTE
KARNAI KOTTAYAM
KOTA COIMBATORE
KURUKSHETRA
LUCKNOW
LUDHIANA
MATHURA
MAWANA
MEERUT
MOHALI
MORADABAD
MUZAFFARPUR
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RAEBARELI TIRUPATI
JAGATSINGPUR

VIJAYAWADA
RAJAHMUNDRY
AMALAPURAM
KAKINADA
TIRUPATI
CHANDIGARH
RAIPUR DELHI
CHANDRAPUR
RAJNANDGAON
VADODARA
SIRSA
AHMEDABAD
SONIPAT
ANANTAPUR
TIRUPATI
CHANDIGARH
RAIPUR DELHI
CHANDRAPUR
RAJNANDGAON
VADODARA
SIRSA
AHMEDABAD

Cities

BharatPe: A 'Truly Bharat' brand



Merchants

That Represent BharatPe