

Paytm partners with Zomato

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The digital payments company, Paytm has partnered with food delivery company Zomato to take food orders using its payment app from across the country, especially focussing on Tier 2 and Tier 3 cities.

According to the Paytm's parent company One97 Communications Ltd, "The feature is already live in Delhi-NCR."

Renu Satti, Senior VP, Paytm said, "Our association with Zomato is a valuable addition to our platform in bringing the convenience of ordering food online through our app."

Paytm maintains that a majority of its customers are from mid-tier cities. With this integration, Paytm expects to drive its mobile payments services for purchasing food both online and offline. According to the company, Paytm QR feature is already gaining traction as an offline payments platform for restaurants.

The company is also engaged in enabling Paytm BHIM UPI for offline payments. It claims that more than six million offline merchants out of its 9.5 million offline merchant base accept Paytm BHIM UPI for various purchases.

Mohit Gupta, CEO of Zomato said, "We are excited to be partnering with Paytm to integrate our online food delivery service with their mobile app. This will allow us to reach a much larger user base and add to the overall experience of ordering from Zomato."

Zomato claims to have achieved a monthly order run rate of 28 million in December 2018. It says to be currently covering over 80k restaurants across 100 cities in India, with over 1.5 lakh last-mile delivery fleet.