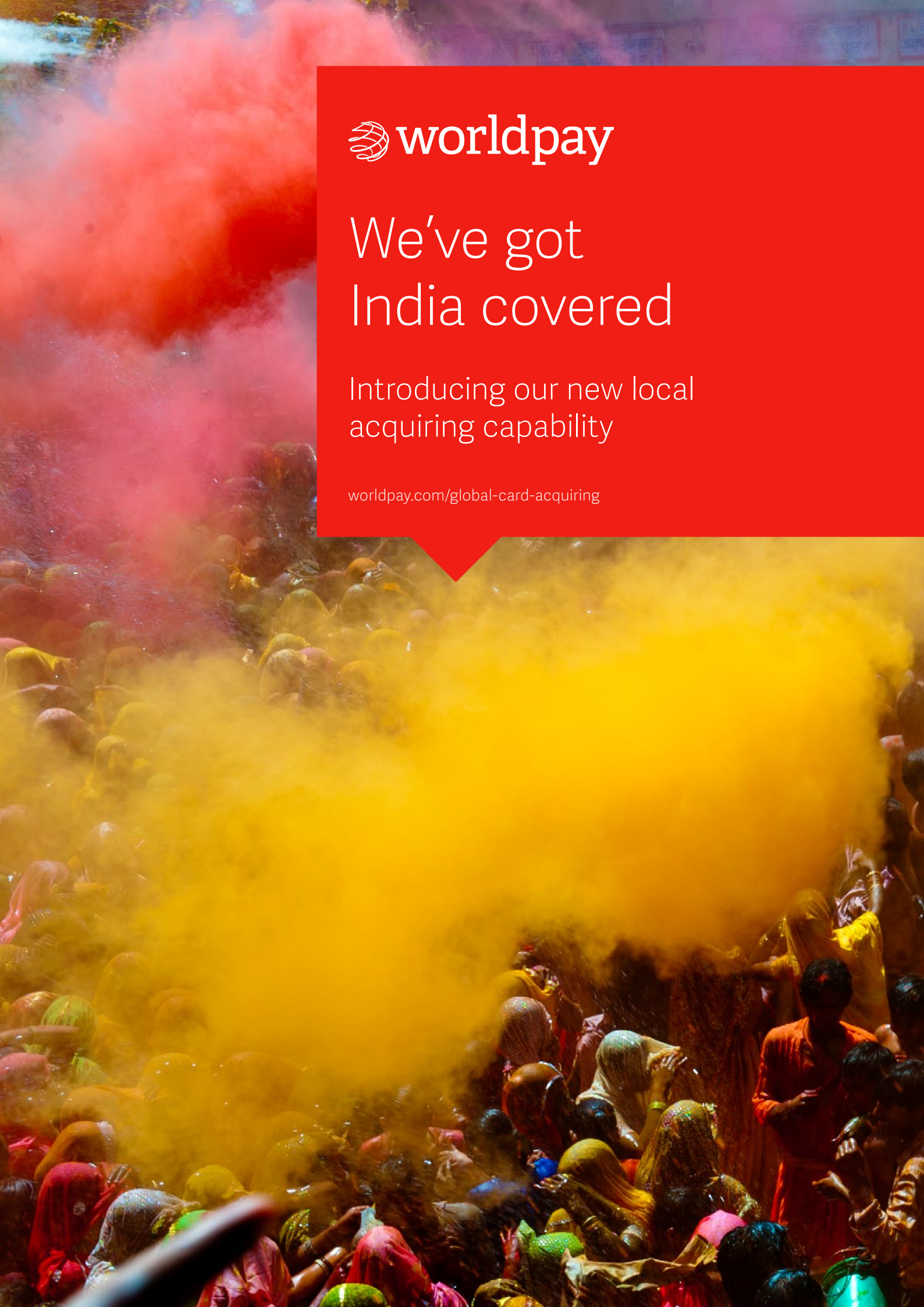




# We've got India covered

Introducing our new local  
acquiring capability

[worldpay.com/global-card-acquiring](http://worldpay.com/global-card-acquiring)



# A growing eCommerce market

Modern India represents a unique and fast-expanding eCommerce opportunity, and Worldpay can help you make the most of it.

India's 40-50% annual growth in eCommerce is largely driven by the growth in smartphones, tablets and Internet connectivity especially amongst the tech savvy in urban areas. Mobile commerce is growing by 69% every year accounting for 4% of all online transactions.\*

## Commercial opportunities

With increasing growth figures, a GDP of \$1.8 trillion in 2013\*\* and a young population that accounts for almost a fifth of the entire world, India is a vast commercial opportunity for both domestic and international businesses.

Cash has long been king in India, but debit, credit and prepaid cards are becoming more popular, with a growth rate of 27% per year.\*

## India eCommerce market payment methods\*

**37.5%**

Cash-on-delivery and rechargeable cash cards

**29.5%**

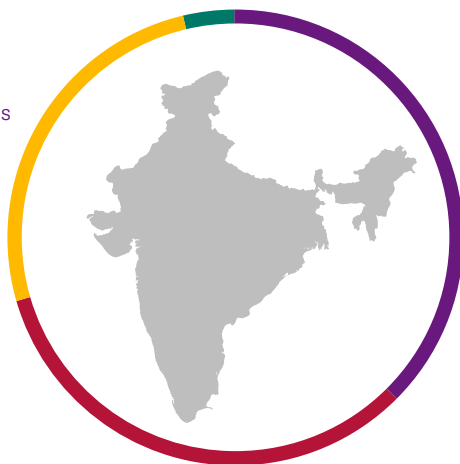
Credit and debit cards

**29.3%**

Bank transfers

**3.7%**

Direct debits



## Projected growth of internet users and smartphone ownership

2008: Market size

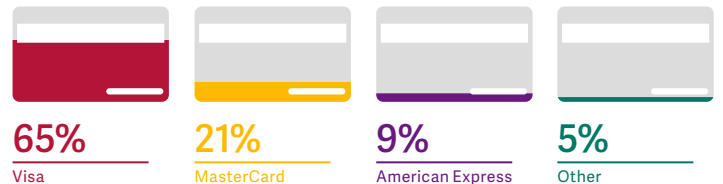


2018: Projected market size



Source: Euromonitor International

## Credit cards in India



Source: Euromonitor International - Financial Cards and Payments in India, Dec. 2014

\*Source: Worldpay Alternative Payments Report - 2nd edition

\*\*Source: The World Bank Data 2015





# You can trust our experience

Across 135 countries, 150,000 of the world's leading businesses trust Worldpay with their transactions. We work in partnership with our customers, which is why we have some of the industry's longest-standing customer relationships.

## Creating business success

We're not a bank. We're specialists in enabling trade and facilitating transactions. That's been Worldpay's core business for 25 years. We work to create business success for our customers, and help our customers' customer feel safe, secure and satisfied with their payment.



**If you're looking to grow your business in India, we are one of the few global payment companies with a domestic acquiring capability in this dynamic market. With our unique experience, global presence and professional know-how, we're ready to support you, whether you're an India-based or international business looking to expand into eCommerce – in India, and around the world.**



## A world of advantages

### Single solution

Worldpay continues to innovate and anticipate how businesses can adapt to changing times so you can have a single eCommerce solution for all your payment needs. We understand that your customers transact in multiple ways across the globe, supporting over 200 alternative payment methods, and we'll work with you to provide the right payment mix for your business.

### Optimised performance

Our knowledge and expertise helps our customers keep pace with the demands of the global world of eCommerce. With market-leading optimisation you'll maximise transaction success, reduce costs and improve your customer experience.







## Contact Worldpay

Please visit [worldpay.com/global-card-acquiring](https://worldpay.com/global-card-acquiring) for more information.

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