



**THIS FESTIVE SEASON  
WE WOULD  
LIKE TO GIFT YOU  
INCREASED SALES!**

---

## As you ring in the festive season, we'd like to make your cash registers ring!

In a multicultural country like India, festivals and celebrations abound almost all through the year. But as we enter August, the tempo increases. The number of festivals surges. As does the intensity of shopping, peaking with Diwali when it is considered auspicious to bring home new things.

★ For retailers, the festive season spells more footfalls. This is the time to display fresh stocks, announce festive offers and discounts.... Now, here's another exciting offer you can make to your consumers, in an increasingly competitive marketplace: the convenience of EMI!

While shoppers in India have more money to spend, the festive season is when they buy high-value products. Knowing that they can pay for these in convenient and hassle-free EMIs just by swiping their credit card makes their purchase decision that much easier.

Credit card based EMIs have been instrumental in increasing sales and broadening the reach for niche merchant categories, like mobile phones, electronics and white goods.

With **Fortune EMI**, from FortunePay, you can now offer consumers the same value when they shop for luxury watches, branded apparel, leather goods, branded furniture and furnishings, fitness equipment and a lot more!





**Happy Shoppers.  
Happy Retailers.  
Happy Brands.  
That's what we call  
a Fortune Win-Win-Win situation!**

While shoppers enjoy the convenience of shopping for high value products without feeling the pinch, retailers and brands enjoy significant value too!

Fortune EMI leverages credit card based EMI to provide value to:

- Brands launching new products
- Retailers selling high value products and engaging with customers to increase their spend
- Merchants upselling to customers
- A broader audience who can now shop easily and conveniently



**What's on  
the cards  
for shoppers  
this festive  
season?**

Fortune EMI supports EMIs for credit cards from leading banks, such as:

- Axis Bank
- ICICI Bank

We will also be partnering with other leading card issuers to enhance coverage, so that more shoppers and more retailers benefit.

**A world of benefits,  
right at the fingertips!**

Fortune EMI is acquired by FortunePay's partner Banks. MDRs for processing transactions are competitive. Additionally, funds will be transferred to the Merchant Account the very next day!



Fortune EMI is available on Dial-up, GPRS and m-POS devices.

The Fortune Portal enables retailers, brands and banks to configure their accounts thereby having the flexibility and control to respond quickly to market opportunities.

**Security concerns? Banish them!**

As pioneers of this truly unique product, we at FortunePay have gone that extra mile to take care of the smallest detail. The Fortune Platform that powers the Fortune EMI is a comprehensive Merchant Acquiring Platform and Host. Security has been accorded the highest priority so shoppers, retailers and merchants can breathe easy.



---

## **Pioneering payment services... Meet the team behind the Fortune EMI**

Fortune EMI is brought to you by Fortune Payment Solutions (I) Pvt Ltd. A pioneering company with offices in Bangalore and Mumbai and a pan-India presence through committed partners.

Fortune Payment Solutions is poised to help retailers tap into the tremendous potential awaiting them, with a range of innovative payment solutions designed to be easily integrated with existing modules, for a seamless user experience.

The Company is driven by a team of seasoned professionals who have delivered robust payment solutions in both developed markets and emerging ones. With rich experience in delivering proven products for internet and mobile payments, the team is now ready to transform your business!

Call + 91 80 41304603 for a demo, right away!



**Fortune Payment Solutions India Pvt Ltd**

# 29, Museum Road, Suite 101-B Bangalore - 560 001

Tel: +91 80 4130 4603

---