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An Amdocs Company



Vindicia and PayU

Accelerating growth for direct-to-consumer subscriptions in India

Managing the subscription landscape in India

India's subscription economy is growing fast. The country is projected to have the third largest¹ subscription video on demand (SVOD) market and number of total subscribers by the end of 2020. Over the past several years, consumers in India have been steadily subscribing to digital and physical publications, beauty and grooming products, fashion, and essentials². Subscription boxes based in other countries are also expanding their reach, capturing India's vast market opportunities. Accelerated by increasing usage of smartphones and expansive Internet access, subscriptions both based in and out of India are primed for growth in India.

Not everyone in India owns a bank account or plans on acquiring one. Advanced payment gateway PayU connects consumers to merchants in India by enabling transactions between non-account holders and merchants. Essentially, consumers do not need to open an Indian bank account or entity in order to make purchases, thereby expanding each merchant's consumer base through widened payments acceptance. Primarily serving consumers based in India, what makes PayU unique is the flexibility it gives merchants and consumers through its fund source management and beneficiary management capabilities in the technology.

Vindicia and PayU partnership to manage the entire subscription lifecycle

As India's leading online payment solutions provider, PayU has joined together with Vindicia to help subscription businesses based in India to monetize, grow, and expand their subscription reach. Vindicia brings a comprehensive SaaS-based subscription management and recurring billing platform integrated with a wide range of payment methods and processors. It simplifies customer engagement at all touch points in the subscription lifecycle.

- **Acquire:** Design and implement promotions and coupon-based campaigns with rolling or fixed periods. Effortlessly launch seasonal campaigns and promotions. Clone successful campaigns and easily modify them for new audiences, products, and channels.
- **Bill:** Deliver the pricing options and frictionless billing and payment options that customers expect, while supporting reporting, revenue recognition, and other financial processes. Accept multiple payment methods, including credit cards, debit cards, ACH, Amazon Pay, Apple Pay, Google Pay, PayPal, ELV, direct debits, mobile payments, and more.
- **Retain:** Dramatically reduce churn by applying learnings on each user's behavior to craft a more personalized subscription experience, pre-empting a customer's decision to cancel the subscription.
- **Expand:** Grow your business by upselling, cross-selling, and rapidly expanding into new geographies, new products, and new lines of business. Set yourself apart when it comes to value, convenience, personalization and ease of use by exploring subscription bundling and building a superior user journey.
- **Succeed:** You get more than an end-to-end SaaS platform. You get a partner who is dedicated to your long-term subscription business success. Learn from our consultants who will share industry benchmarking data, subscription intelligence, best practices, and revenue-enhancing ideas.

PayU's single API connection to over fifty high-growth markets and support for over 400 payment methods make PayU's technology and expertise critical for achieving global presence. Its local expertise lies in a network of over 500K trusted companies and combined processing of over 6 million transactions per day. PayU leverages its global presence with its local expertise to guide businesses towards continued expansion and growth.

Joining forces, Vindicia and PayU enable subscription businesses based in India to effectively monetize subscriptions, grow recurring revenue, and expand reach.

Vindicia MarketONE: The all-in-one subscription platform

The Vindicia MarketONE platform assists subscription businesses in launching, experimentation, revenue maximization, and continuous optimization. Featuring Subscribe, Bundle, and Connect, each lets you explore next-generation models as you follow proven best practices. Working together, they provide the foundation for subscription success—innovation and customer relationships that last a lifetime. Bringing these three critical subscription must-haves together delivers faster time to market and much lower total cost of ownership.

- **Vindicia Subscribe** powers recurring transactions on a global scale, accepts all leading payment methods, retains subscribers, and resolves failed transactions to ensure subscription renewals and allow subscriptions to go to market with flexibility
- **Vindicia Bundle** provides the technology and ecosystem of global partners, enabling businesses to build strategic bundles while reducing partner onboarding costs and complexity
- **Vindicia Connect** lets you deliver the frictionless user journey that consumers expect—without the technical complexity of other options. Your users get an individualized and flexible experience across services and touch points

Use subscription intelligence to guide your business

When you work with Vindicia, you take advantage of subscription intelligence. Our approach to mining data for answers goes beyond traditional reporting. You dig into a deep data warehouse to discover what happened, what's happening—and why. Our team of industry experts adds to the advantage by walking you through catered deep dives into your data. You grow even faster as you guide your business with actionable insights.

Together, Vindicia and PayU work to ensure that businesses go to market with subscriptions from which consumers obtain great value.

PayU benefits

India-centric and Global Network

- Connect directly to over 100 local payment acquirers
- High approval rates
- Sizable network to be leveraged for global borderless payments

Security and Fraud Management

- Fraud management with automatic validation
- Multi-layered automated decision

Smart Routing

- Optimize payment flows
- Create payment processing rules
- Leverages insights from more than 6.5 million daily transactions

Instant Retry

- Easily configurable retry rules
- Increase approval rates and success volumes

About PayU

PayU India, the flagship company of Naspers group which is a \$25 Billion internet and media conglomerate listed on London and Johannesburg stock exchanges respectively, provides payment gateway solutions to online businesses through its cutting-edge and award-winning technology. PayU serves more than 4,50,000+ merchants with over 100+ payment methods and is the preferred payments partner for nearly 60% of the e-commerce merchants in India, including all leading e-commerce companies, majority of airline businesses, and of course—subscription providers. For further information, visit <https://payu.in>.

About Vindicia

Vindicia offers comprehensive subscription management solutions that help businesses acquire more customers, retain them longer, and grow. Providing much more than just a billing and payments system, the company's SaaS-based subscription management platform combines subscription intelligence, strategic consulting and proprietary retention technology. Vindicia provides its clients with more recurring revenue, more customer data, better insights, and greater value throughout the entire subscriber lifecycle. To learn more, visit www.vindicia.com.

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