

For Immediate Release

Central Mall and MobiKwik partner to build India's first chain of cashless malls

32 Central malls in 20 cities to accept payments with MobiKwik

New Delhi, June 13: Central Mall, the leading lifestyle retail brand from Future Group, has joined hands with the largest independent mobile payments company in India, MobiKwik to build India's first chain of cashless malls. 32 Central Malls in 20 cities go cashless from today, and will accept MobiKwik for payments.

Commenting on the announcement, **Jitendranath Patri, Vice President Marketing & Strategy Head for Loyalty @ Central - Future Lifestyle and Fashion Limited** said, *"As we move towards a cashless economy, it becomes imperative for brands to adopt digital payments and ensure the best user experience. Our partnership with MobiKwik marks the beginning of cashless shopping times for India."*

MobiKwik has the highest reach in offline cashless payments and has over 30 million users currently. This partnership further supports MobiKwik's retail expansion strategy and the vision to ensure ubiquitous adoption of mobile wallets.

"We are proud to be the exclusive partner for Central Mall's initiative to launch India's first chain of cashless shopping destinations.", said **Mrinal Sinha, Chief Operating Officer, MobiKwik**. He further added, *"MobiKwik pioneered the cashless payments concept in India and is focusing on offline expansion. This association is another milestone in our journey that is set to upgrade shopping and payment experience at malls, as we know it."*

MobiKwik wallet users can pay cashless for their shopping at any Central Mall payment counter, by sharing their registered MobiKwik mobile number and one-time- password (OTP) with the cashier, to verify the transaction or finding 'Central Mall' in their MobiKwik app and making push payments (screenshots/video attached).

About MobiKwik

[MobiKwik](#), is India's largest independent mobile payments network, connecting 30 million users with 100,000 retailers. Founded in 2009 by BipinPreet Singh and UpasanaTaku, the company has raised three rounds of funding from Sequoia Capital, American Express, Tree Line Asia, MediaTek, GMO Payment Gateway and Cisco Investments. MobiKwik aspires to be the largest source of digital transactions in India.

One of the leading digital payments platforms for online and offline merchants, MobiKwik is powering payments for IRCTC, Uber, Meru Cabs, Big Bazaar, OYO Rooms, Zomato, PVR, Archies, WHSmith India, BookMyShow, Grofers, Big Basket, Domino's, Burger King, Pizza Hut, eBay, ShopClues, Myntra, Jabong,



Pepperfry, Barista, Food Panda, nearbuy, Van Heusen, Allen Solly, Louis Phillips, GoDaddy, MakeMyTrip, Cleartrip, and Yatra.

About Central:

The flagship retail format of Future Lifestyle Fashions, Central is a chain of fashion departmental stores located in central areas of large Indian metropolises and cities. Central stores are large-format stores measuring anywhere between 60,000 square feet to 230,000 square feet and offering over 500 Domestic & International brands across every category including mens-wear, casual wear, ethnic-wear, womens-wear, kids wear, footwear, accessories, home products, health and beauty. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built within. Central stores are located in large cities like Mumbai, Bengaluru, Hyderabad, Pune, Ahmedabad and Gurgaon, as well as smaller cities like Baroda, Indore, Vizag, Patna and Surat. At present there are 32 Central stores present in 18 cities operating over 3 million squarefeet of retail space across India.