

Start-ups take the merger route

KARAN CHOUDHURY

New Delhi, 2 August

For start-ups getting into partnerships in their quest to find success and profitability has become the new big thing. Start-ups with strengths in different areas are joining forces to create a more wholesome

ecosystem, strong enough to take on compete.

In a latest development, Freecharge, the digital payments platform acquired by Snapdeal, has partnered with payment gateway solution provider, PayUbiz, to further strengthen its merchant base and help consumers move

from cash to digital payments.

This integration allows Freecharge to tap PayUbiz's more than 10,000 online merchants across sectors will also be accessible to the patrons of the mobile wallet. "We want to make Freecharge wallet ubiquitous in both the online and offline space by creating an

ecosystem of partnerships.

Through PayUbiz association, we will further strengthen our partner ecosystem and enable digital payments across 10,000 more merchants. Alliances such as this will certainly help us move in the right direction," said Govind Rajan, chief executive officer.