

## Mswipe Technologies expands to UAE, partners with etisalat by e& for uTap launch

**Mumbai, 7 Aug 2023:** Mswipe Technologies, India's leading POS and full stack payment solutions company, has expanded to the UAE in partnership with etisalat by e& to launch uTap. With Mswipe's credibility combined with etisalat by e&'s strong telecom brand presence in the UAE, they aim to drive growth to help businesses manage payments and streamline business operations.

uTap, powered by Mswipe, offers omnichannel payment solutions to merchants across various categories. This includes the latest generation POS terminals with integrated offline and online card payments, business management applications and automation tools that aim to empower Small and Medium-Sized businesses (SMBs).

Commenting on the partnership, **Ketan Patel, CEO, Mswipe Technologies**, said: *"We are excited to announce our collaboration with etisalat by e&, the leading telecom brand in UAE. Through this strategic partnership, we are committed to leveraging our robust technology platform to serve diverse markets and offer a seamless payment ecosystem to our merchant partners. Our focus is on delivering frictionless payment solutions that empower businesses in these emerging markets. This partnership enables us to expand our reach and introduce our innovative product portfolio to new territories, further driving our growth."*

**Esam Mahmoud, Senior Vice President, SMB , etisalat by e&**, said: *"We are proud to launch uTap, a game-changing payment solution that simplifies operations and boosts business efficiency. uTap presents an exciting opportunity for SMBs to streamline payment processes and embrace cutting edge digital payment solutions powered by Mswipe Technologies, a leading payment solutions provider in India. We aim to provide businesses with an end-to-end, fully integrated business and payment management solution, eliminating the need for multiple vendors and offering a seamless experience."*

uTap will help merchants accept payments, both offline and online, at affordable rates. With uTap, businesses can securely collect and process payments while seamlessly integrating with existing processes. uTap offers a range of hardware options, including point-of-sale (POS) payment terminals, barcode scanners and cash drawers, and managed services such as third-party integration, maintenance and repairs.

The partnership also offers an array of value-added services, including Cloud Pay, Table Management, and Customer Management, empowering businesses to efficiently manage their operations. With round-the-clock digital support and on-field assistance provided by etisalat by e&, businesses can benefit from quick issue resolution. The collaboration brings forth a cutting-edge payment device that provides comprehensive payment solutions, setting a benchmark in the industry. Seamlessly processing payments, the solution ensures instant transactions with a remarkable uptime guarantee of 99.99 per cent.

The uTap packages are developed to provide businesses with cost-effective payment acceptance solutions for as low as AED 50 per month with no upfront costs. The plans allow companies to choose the features that best suit their needs and budget. With uTap, businesses can customise their payment solutions and optimise their operations for greater efficiency and growth.

-End-

### **About etisalat by e&, UAE**

‘etisalat by e&’ embodies the telecom arm of e& in the UAE, with a mission to maximise stakeholder value, deliver an unparalleled customer experience and optimise business performance for sustainable growth and success.

Leveraging the latest world-class technologies, etisalat by e& will grow core and digital services, enriching consumer value propositions with digital services catering to new consumer lifestyles and emerging demands beyond core telecom services, including health, insurance and gaming. etisalat by e& will continue to act as a trusted partner to enterprises in meeting their connectivity needs and beyond.

Bolstering its leadership position as a digital telco that champions customers in a hyper-connected digital world, etisalat by e& will pivot the new sustainable demand into future spaces such as private networks, autonomous vehicles and AI.

To learn more about Etisalat by e&, please visit : <https://www.etisalat.ae>

### **About Mswipe**

Mswipe Technologies is one of the largest omni-channel digital payments platforms providing a host of payment acceptance solutions to merchants across categories in 800 cities and towns of India. Digital lending is offered to merchants through the NBFC arm, Mcapital – a 100% subsidiary of Mswipe.

Headquartered in Mumbai, Mswipe began operations in 2011. Over the last 12 years, Mswipe has been a pioneer in introducing merchants to multiple innovative payment technologies enabling the expansion of the digital payment footprint in the country across metros, mini-metros, small towns and cities. Its key investors include B Capital, UC-RNT, Falcon Edge Capital, Matrix Capital Partners, DSG Partners and Epiq Capital.

To learn more about Mswipe, please visit : [www.mswipe.com](http://www.mswipe.com)

XXXX