



COMPANY BACKGROUNDER

ItzCash Card – changing paradigms

Launched in 2003, **ItzCash Card**, is India's first ever "Multi Purpose Prepaid Cash Card" and the leader in this sector. Introduced by the highly diversified **Essel Group** – a business conglomerate, having businesses in Media and Entertainment, (Zee Network), Tourism and Amusement, (Essel world & Water Kingdom), Packaging, (Essel Propack), Publishing(DNA), and Satellite entertainment (Dish TV). ItzCash is another successful venture that has innovated the entire paradigm of payment solutions across the web and the mobile. ItzCash Card offers a portfolio of customized e-commerce & m-commerce solutions in the B2B & B2C space.

ItzCash Card Features- Advantage to the Indian Consumers

- The card comes in the form of a scratch card with a unique 12 digit account number and a 4 digit password necessary for online and on-mobile transactions.
- Safe and convenient – it is the smartest option available to any Indian consumer who would like to transact online or on-mobile
- Its unique "use & throw" makes it a safe payment solution that enables host of applications such as on-line train & air-line ticket bookings, energy & telephone bill payment, on-line shopping, mobile pre-paid top-ups and post-paid bill payments.
- Many of these applications are now possible on the mobile via SMS.
- Available in a range of denominations from Rs. 100 to Rs. 10,000/-, the card allows the consumer to be in charge of what they spend. In fact it uniquely enables the consumer to process micro payments of Rs. 10/- onwards.
- There are No hidden costs – the consumer can utilize the full value of the card.
- ItzCash is a bearer product and is transferrable.



- It guarantees payment without fear of charge-backs and reversals (the restrictive impediment in the adoption of the web and mobile as channels of payments). All transactions are confirmed in real time!

ItzCash Distribution Network

- Available through an extensive pan-India network spanning approx 100,000 outlets, called “ItzCash Point” across approx 600 Tier I & II towns in the country. It is the most conveniently available product for consumers across all Socio-Economic classification.
- Additionally there are approx 5000 ItzCash franchisees branded as ItzCash world”.

ItzCash Card – Applications

- ItzCash currently has tie-ups with more than 3000 merchants and this number is constantly increasing. These tie-ups across service sectors facilitate the multi-utility aspect of ItzCash. The franchised outlets ItzCash Point & ItzCash World cater to the distribution of ItzCash cards across the country.

Current Applications

- Dish TV
- Shopping
- Travel Booking (Air/Rail/Road)
- Mobile Top-ups
- Utility Bill Payment
- Entertainment Booking
- Book / Magazine Subscriptions
- Gaming
- Astrological Reading
- Donations & Charity
- Insurance
- Matrimonial
- Education



ItzCash – Milestones of achievements

- 2.5 million active card users and increasing
- Processes between 30000 – 50000 transactions daily
- Processes more than Rs. 300 lac – Rs. 500 lac + worth transactions per day
- Process more than 2-3 times bill payments of Reliance Energy in Mumbai compared to all Debit/Credit cards put together
- Have won two prestigious awards for “Innovative Use of technology”

To sum up, ItzCash Card, a multi-utility pre-paid card deems to bring a revolution and change in the lives of people by enabling them to pay their utility bills, do online shopping, book travel tickets, play online games without any hassles and thus will be a smart option as a potential tool of payment in the coming future.

To know more about ItzCash card one can log on to www.itzcashcard.com or call the customer care on 022-26181212 or SMS ITZHELP<your query> TO 57575

ItzCash is a product of the future – a revolution in payment solutions for the common man.