

Date: September 03, 2025

To,

<b>National Stock Exchange of India Limited</b> Exchange Plaza, C-1, Block G Bandra Kurla Complex Bandra (E), Mumbai – 400 051	<b>BSE Limited</b> Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001
Symbol: MOBIKWIK	Scrip Code: 544305

**Sub: Press Release**

Dear Sir/ Madam,

In compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the Press Release.

This is for your information and further dissemination.

Thanking you

**For One MobiKwik Systems Limited**

**Ankita Sharma**

Company Secretary and Compliance Officer  
Membership No.: A37518

**ONE MOBIKWIK SYSTEMS LIMITED**

Registered Office: Unit No. 102, 1<sup>st</sup> Floor, Block-B, Pegasus One, Golf Course Road,  
Sector-53, Gurugram, Haryana-122003, India.

Ph: +91 (124) 490-3344 | CIN: L64201HR2008PLC053766 | [www.mobikwik.com](http://www.mobikwik.com) | [cs@mobikwik.com](mailto:cs@mobikwik.com)

## PRESS RELEASE

# Zaakpay partners with Odisha's CRUT and ONDC to digitize bus ticketing

- *This one-of-its-kind bus ticket service features a user-friendly chat-based interface, making bus bookings faster and easier across Odisha*
- *The ambitious program will serve ~24 million commuters while processing ~36 million bus rides each year*

**Gurugram, 03 September 2025:** [Zaakpay](#), a wholly owned subsidiary of **One MobiKwik Systems Limited**, has announced a strategic partnership with **Capital Region Urban Transport (CRUT)**, a public transit agency part of the **ONDC Network**, to launch a chat-based bus ticketing service across Odisha.

This initiative aims to simplify and digitize public transport access for over 24 million annual commuters and approximately 36 million rides across the state. Powered by a user-friendly chat interface, this solution enables seamless, smart ticketing directly through WhatsApp, improving accessibility for both rural and urban users.

The digital payment solution is developed for CRUT by **PeLocal** as the development and integration partner and Zaakpay as the payment gateway.

The service is now live across nine major cities, including Bhubaneswar, Cuttack, Khordha, Pipili, Puri, Konark, Rourkela, Sambalpur, and Berhampur, bringing contactless bus ticket booking directly to users' phones.

### **How to book tickets on WhatsApp:**

1. Open WhatsApp and message “Hi” to **+91 90780 50218** (CRUT's official number).
2. Follow the chatbot instructions to select routes, book tickets, and make payments.
3. Download your digital ticket – all within the WhatsApp chat.

Alternatively:

1. Ensure your WhatsApp app is updated.
2. Navigate to **Settings > Payments > Chat with Businesses**.
3. Search for **Capital Region Urban Transport**, and say “Hi” to get started.

This chat-based system offers an integrated set of features that make booking faster and more convenient. Users can book and download bus tickets, view recent transactions, access FAQs, and submit grievances or feedback – all within WhatsApp. The chatbot supports both English and Odia and operates via simple text-based commands, ensuring ease of use across demographics.

To ensure seamless payments, the platform supports UPI, credit and debit cards, and net banking. The digitized ticketing model reduces reliance on physical tickets and cash, shortens wait times at transit points, and contributes to a more sustainable and efficient transit ecosystem.

*“Our partnership with CRUT is a step towards redefining mobility by making it easier and more accessible for everyone. Through the simplicity of WhatsApp, we are enabling a frictionless digital payment experience that will inspire millions of Indians to embrace cashless travel in public transport and beyond,”* said **Abhishek Mukherji, Vice President & Business Head, Zaakpay.**

Speaking about the partnership, **Dr. N Thirumala Naik, IAS, Managing Director, CRUT,** said, *“At CRUT, our vision has always been to make urban transport smarter, more inclusive and commuter-friendly. The WhatsApp-based ticketing solution is another step towards digital empowerment and convenience for our citizens. By integrating technology with transit mobility, we are not only simplifying the travel experience but also encouraging more people to adopt sustainable transport options.”*

**Vibhor Jain, Acting CEO and COO at ONDC,** said: *“The open rails of the ONDC Network are unlocking public transport inventory in Odisha – making it digitally accessible for all. With CRUT’s bus ticketing integrated onto the network, commuters can seamlessly discover and book their rides through a simplified WhatsApp interface, developed by Pelocal with secured payments powered by Zaakpay. Together, such innovations demonstrate how open networks are laying the foundation for the future of multimodal mobility, with a vision to seamlessly unify every mode of daily commute into one digital experience for India.”*

Zaakpay is among the four leading payment gateways directly integrated with Meta’s WhatsApp for Business, offering a native and embedded payment experience.

Licensed as a Payment Aggregator by the RBI since April 2025, Zaakpay powers digital payments for major transport players, including Delhi Transport Corporation (DTC), Delhi Metro Rail Corporation (DMRC), and Indraprastha Gas Limited (IGL).

### **About Zaakpay**

Zaakpay ([Zaak ePayment Services Private Limited](#)) is the wholly-owned subsidiary of the Indian fintech company One MobiKwik Systems Limited, operating as its payment gateway arm to facilitate online payments for businesses.

Zaakpay, an RBI-licensed payment aggregator, enables efficient collection and disbursement of payments. Zaakpay aims to assist online businesses, whether small, medium, or large, with the edge to excel in a highly competitive market. With Zaakpay, merchants get hassle-free integration and safe & secure payment processing.

Zaakpay's product portfolio includes checkout, payment links, and QR code payments, thus supporting businesses to accept and disburse payments seamlessly. With these products, merchants get access to 100+ payment modes such as Credit Cards, Debit Cards, Net Banking, UPI, Wallets, Pay Later, and more.

### **For further information, please contact:**

**Diksha Gulyani**

Manager – PR & Corporate Communications

[diksha.gulyani@mobikwik.com](mailto:diksha.gulyani@mobikwik.com)

\*\*\*\*\*