

## Subscriptions-

India's leading recurring payment solution

### Are you an online business with any of the following challenges?

-  High cost of customer acquisition and retention
-  Revenue collection is staggered and not continuous
-  Provide recurring services and follow up for payment collections
-  Brand loyalty and customer trust is low

### Your search for a solution stops here with Razorpay Subscriptions, with:

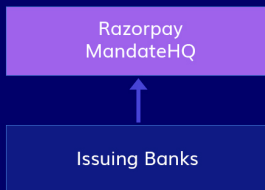
-  **7+ payment options:**  
Debit cards, credit cards, prepaid cards, UPI, eMandate, Aadhar based mandates, Paper NACH and more
-  **Support for 100+ international currencies**
-  **Intuitive APIs to automate recurring payments collection**
-  **Easy go-live within few mins with link based solution**

### Are you an online business with any of the following challenges?

- Did you know?**  
RBI released guidelines for banks to comply with for processing card based recurring payments
- What does this mean for businesses?**  
If you are integrated with Razorpay Subscriptions then you can on-board customers easily using cards instantly as and when banks go live on MandateHQ
- What did we do?**  
Razorpay built MandateHQ - A plug-n-play solution for banks to comply. Razorpay Subscriptions is powered by MandateHQ for processing card based recurring payments
- How do businesses stand to benefit?**  
Be the first to gain access to 900 million debit card users and 60 million credit card users as banks start integrating with MandateHQ

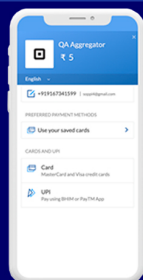
### Powering card recurring payments with MandateHQ

Step 1 - Card issuing Banks Integrate with MandateHQ



Step 2 - Integrated bank names automatically appear on Subscriptions checkout and customer can view the same

Razorpay Subscription / PG checkout



Step 3 - Businesses can onboard new customers through cards seamlessly without any additional integration effort

