kaypay

kotak Kotak Mahindra Bank

FIRST BANK-AGNOSTIC FUNDS TRANSFER
PLATFORM DESIGNED AND DEVELOPED FOR KOTAK

KayPay is the world's first bank-agnostic payment product for Facebook users to send money to each other in an instant.

Millions of bank account holders can now transfer money to each other at any hour of the day or night, without needing net banking, or knowing various bank account related details of the payee.

KayPay enables over 250 million Indian bank account holders transfer funds to each other instantly by just choosing recipients from their Facebook friends list. KayPay offers a safe and secure platform to transact on the social networking site through a two-level authentication—Facebook user ID and password and a one-time password (OTP). Further, both sender and receiver immediately receive notifications via SMS and on Facebook about the transfer.
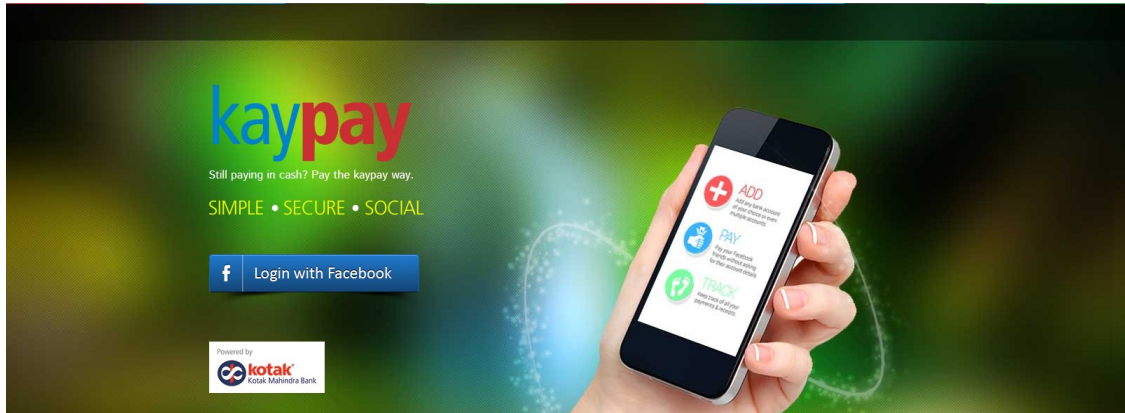
Client Speaks

KayPay is a revolutionary digital banking innovation that leverages social media to offer a better and secure payment platform to all. KayPay is bank-agnostic, facilitating transfer of funds instantly. The convenience of not having to know payee details breaks down all barriers of a process, which otherwise requires a host of information that one may not necessarily have handy."

- Shanti Ekambaram, president, consumer banking, Kotak Mahindra Bank

The Product

In order to access KayPay, users need to complete a onetime registration process by providing their existing bank accounts, which participate in the IMPS (Immediate Payment System) P2M Pull platform by National Payment Corporation of India.

Once registered, users can send money to any Facebook friend using One Time Password (OTP) to authenticate the transaction.

Once it's completed, the sender and the receiver will get notifications via SMS and Facebook. Further, both sender and receiver immediately receive notifications via SMS and on Facebook about the transfer.

Highlights

- World's first Any Bank to Any Bank funds transfer platform via Facebook powered by a Bank

- Login to KayPay directly using Facebook credentials

- Instant funds transfer - Rides on IMPS platform of NPCI

- No bank details of recipient required

- Pay anyone on Facebook friends List

- Safe & Secure Transaction: Two level authentication - Facebook user id & password, and One Time Password

Big Rattle's Role in the Product
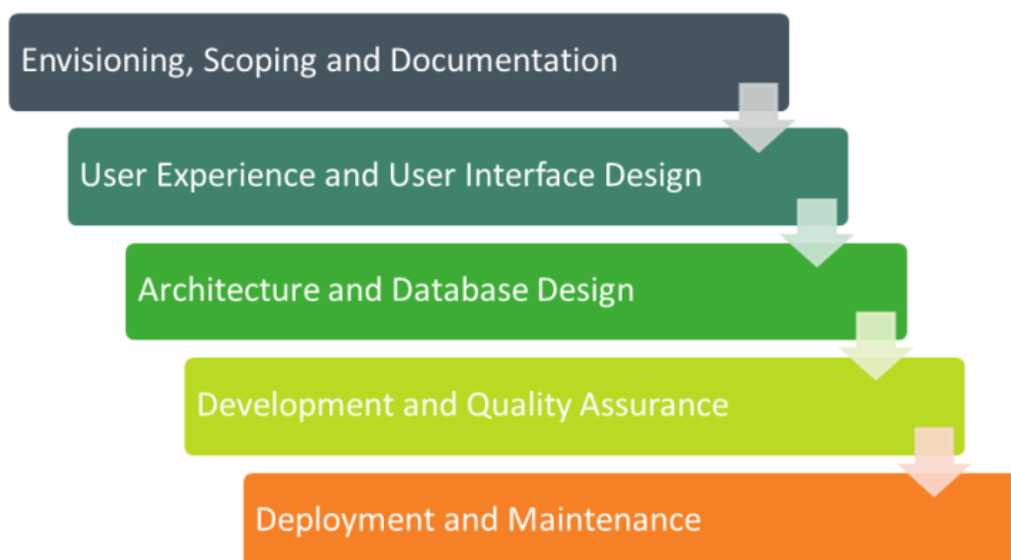
The Need

Build a robust, secure and bank agnostic and platform agnostic funds transfer platform leveraging the social networks.

Challenges

1. Social connect
2. Multi-level APIs and Web Service integration
3. Multi browser support
4. Security and Privacy
5. Responsive design to work across phones and tablets

The Approach

Kotak Mahindra Bank partnered with Big Rattle Technologies for Design and Development of kaypay. Big Rattle Technologies was involved in all stages of product development illustrated below:

Envisioning, Scoping and Documentation

User Experience and User Interface Design

Architecture and Database Design

Development and Quality Assurance

Deployment and Maintenance

As seen on:

Infosys Blog

CIO.in

Computerworld

Information Week

IndiaInfoline

Business Today

NDTV Gadgets

Business Line

The Economic Times

The Hindu

Yahoo Finance

Business Insider

More Success Stories

Kissanpur.com: World's First Ever Crowd Sourced Tomato Farm

Learn how Big Rattle Technologies delivered Kissanpur, 2 years in a row reaching over 2.5 million households with tips to grow tomatoes, contests, photo galleries, leaderboard and blogs.

BMW Event Registration App for iPad

Learn how Big Rattle Technologies digitised the event registration and press kit delivery process for BMW. The app was used at the Auto Expo in India.

WeR4Pets.com: makes the world a better place for pet and pet parents one wag at a time

Learn now Big Rattle Technologies developed a comprehensive portal for dog and cat lovers complete with articles, tips, games, discussion groups, expert connect, videos and events.

Big Rattle Technologies
Mobile | Web | Design

Ashoke Kumar Seth
+91 98211 12357

Girish Kundlani
+91 98672 80874

contact@bigrattle.com
www.bigrattle.com

In 2010, we began building mobile apps. Today, we've built over 10 apps. We are driven by a simple goal: ***Provide our clients with reliable, quality software at a cost-effective price, and ensure projects run smoothly, strategically and predictably.*** Building you the best app possible is critical, so is the process it takes to get there. That's where we come in.

At Big Rattle Technologies, we takes a business-driven methodology to all of our projects, we use technology as a way to solving a challenge rather than suggesting a predefined solution. In building a reliable, cutting-edge software, we account for the challenges that our customers seek to tackle, together with the goals they would like to accomplish. Our focus is on forming long lasting IT partnerships. with our customers.