

# Google Pay and Uber digitize cab payments

## About Uber

Uber is a leading transportation network company in India with a presence in more than 100 cities. Uber services in India include peer-to-peer ridesharing, ride service hailing and food delivery.

## Getting cash users to adopt digital Payments

As a part of its expansion strategy in India, Uber introduced cash as a payment mechanism on its app. However, managing cash transactions across the entire value chain led to increased overheads and expenses for the business. Uber's objective hence, was getting users to switch from cash to digital forms of payment. Uber wanted to provide its users a payment mechanism which offered the convenience of paying straight using their smartphones and reducing friction in finishing the ride.

“With simple, hassle-free payments and partnering closely with our cash to digital platform, we are seeing a large number of users moving from cash to digital- more than 50% of users who now pay using Google Pay on Uber, were earlier paying by cash”

Nandini Maheshwari  
Head of Business Development,  
India

## About Google Pay

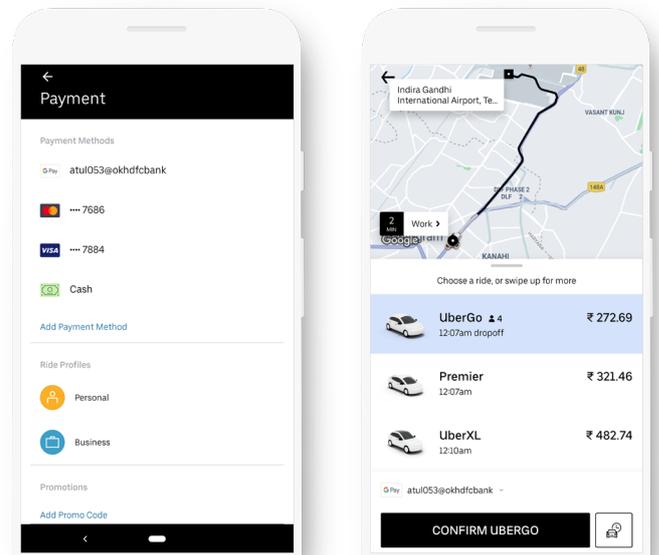
Google Pay is a fast, secure, and easy way to make bank-to-bank payments via UPI, from a user's mobile phone. Google Pay provides users the facility to do mobile recharges, bill payments, peer-to-peer money transfers and travel bookings, direct from the app. Users can also pay thousands of merchants who now accept Google Pay.

50%

More than 50% of users adopting Google Pay moved from Cash

63%

of users who adopted were from outside the top 8 metros



## Google Pay solution

Google Pay and Uber worked together to bring UPI based payments to Uber users. Uber listed Google Pay prominently as a form of payment on the Uber app, allowing users to discover and seamlessly link their Google Pay account with Uber. As soon as the ride ends, user receives a payment request on the Google Pay app which they review and approve. By paying directly from their bank account, users also don't have to worry about carrying exact cash for their ride.

## Results

With the convenience of paying directly from their bank account and the assurance of Google security, more than 50% of the riders switching to Google Pay were users who predominantly used cash as a payment method in the past. 63% of these users were from outside the top 8 metro cities in India. Uber was hence able to drive a lot of value for its users and business as a whole by integrating Google Pay a simple, reliable and secure payments solution.