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Payment cos like Mobikwik, ItzCash among applicants for Bharat Bill Payment System

By [Surabhi Agarwal](#), ET Bureau | Nov 26, 2015, 06:31 AM IST [Post a Comment](#)

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NEW DELHI: Digital payment companies that lost out in the race for payment bank licences are now eyeing getting on board a single platform that's been proposed for all utility bill payments in the country.

Mobikwik, Oxygen Services and ItzCash are among the applicants for the **Bharat Bill Payment System** (BBPS), which is expected to attract banks, telecom operators and companies that received payment bank licences.

BBPS has been proposed as an integrated system that will provide 'anytime anywhere' payment options to customers by pulling all bills and payment options onto a single platform.

The platform will be run and managed by the [National Payments Corporation of India](#).

As per the Reserve Bank of India, BBPS will initially accept utility bill payments such as electricity, water, gas, telephone and direct-to-home services and will later include other repetitive payments including school and university fees and municipal taxes.

"It should lead to significant enhancement of revenue, apart from increasing the share of electronic payments in the country," said Pramod Saxena, founder and chairman of Oxygen Services.

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Saxena said the company already has access to over 100 billers and this platform will

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create a much wider network for its access, apart from avoiding duplication of service providers.

Oxigen missed out on a payment bank licence and Saxena said the company is hopeful that payment bank permits will also be available on tap, like the BBPS permits.

The RBI had set a deadline of November 20 for receiving applications and extended it by a month. It said that it has already received 12 applications from non-bank entities and 18 requests for approval from banks to operate as Bharat Bill Payment Operating Units.

CC Avenues, a payment service provider to digital payment companies such as [Paytm](#) and Freecharge, didn't apply for a payment bank licence because it wants to be a neutral gateway.

It plans to become a BBPS operating unit. Its CEO Vishwas Patel told ET that the company is currently processing hundreds of utility payments and now wants to scale up operations.

"The system is very ambitious and game changing since it allows even small merchants in remote towns to collect payments on behalf of established entities that don't necessary have an electronic payment option," he said.

Billers will be given the option of appointing their own operators who will process the payment and get a cut on each transaction.

Mobikwik and ItzCash are among the digital payment companies that lost out in the race for payment banks but are gung-ho about the utility bill payment licence.

"It will be a good thing for us to have," said Bipin Preet Singh, founder and CEO of MobiKwik, adding that the added business opportunity will come at almost zero cost since the company won't have to invest a substantial amount towards upgrading its technology infrastructure for the platform.

The apex bank had set a Rs 100-crore net worth and domestic registration as qualifying conditions for those seeking to be authorised collection agents.

Naveen Surya, managing director at ItzCash, said the company is already servicing 200 billers such as BSES, Reliance Energy and Delhi Jal Board, of which 25 are exclusive.

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