

## **YES Bank rolls out SIMsePAY**

Our Bureau

Mumbai, November 30:

YES Bank has launched a digital banking service 'SIMsePAY', whereby any account holder can transfer money, pay utility bills, and other mobile banking services without a smartphone or internet. The bank has launched the service with the District Co-operative Bank, Dehradun, and plans to launch it across the country later.

SIMsePAY is a wafer-thin sticker that can be pasted on to any type of SIM card (standard, micro or nano) of any telecom service provider. This sticker installs a SIM Tool Kit based application which the customer can access on any mobile phone without the need for internet connectivity.

The bank said this sticker will be linked to a co-branded pre-paid wallet or a pre-paid card issued by it or the co-op bank's account by the consumer to perform transactions.

(This article was published in the Business Line print edition dated December 1, 2016)

**MORE FROM BUSINESS LINE**

12

[Modi is running away with the game](#)

[Met declares formation of cyclone 'Nada' in Bay of Bengal](#)

[Govt approves inclusion of 15 new castes in Central OBC list](#)