

LazyPay Introduces 'LazyPay EMI' to Boost Affordability for High-Value Purchases

Category: Business

written by | December 17, 2024

LazyPay, a leading digital financial services provider by PayU, has launched 'LazyPay EMI' in partnership with its partner lender, PayU Finance. This innovative solution is designed to make high-value online purchases more affordable and accessible for consumers across India. By eliminating the need for a credit card, the feature offers a hassle-free way for users to finance their purchases.

Consumers can [finance](#) purchases between Rs. 5,000 to Rs. 1 lakh with flexible repayment options ranging from 3 to 12 months. This [launch reinforces LazyPays commitment to providing a streamlined checkout experience](#) across a broader range of merchants and consumers.

Building on its strong presence with low average ticket size (ATS) and high-frequency merchants like Swiggy, Zepto, Zomato, BookMyShow, and Meesho, LazyPay is now [expanding its reach](#) in large ATS categories-such as travel, education, health & wellness, and insurance. The launch of LazyPay [EMI with PayU Finance](#) enables LazyPay to cater to merchants offering higher-value products and services, unlocking new opportunities for both merchants and consumers.

Commenting on the launch, **Ankit Nahata, Business Head – LazyPay**, said, "We are thrilled to introduce LazyPay EMI, a major milestone in our mission to make affordable credit accessible to everyone in [India](#). By making high-value purchases more affordable, we empower customers to make informed [choices](#), while also helping merchants increase

conversions and boost customer satisfaction. With our EMI solution, we reaffirm our commitment to [innovation and customer-centric solutions](#) that address key consumer needs. This new offering is projected to expand LazyPay's customer base by 15-20% in the coming months."

LazyPay EMI builds on LazyPay's core strengths to [deliver a seamless checkout experience](#) that reinforces LazyPay's brand and value. Merchants can offer affordable credit options directly at checkout, [enhancing the overall shopping experience](#) for end users, driving higher conversion rates and ultimately boosting the Gross Merchandise Value (GMV).

About PayU

PayU, [Indias leading digital financial services](#) provider, is regulated under the Reserve Bank of India and offers advanced solutions to meet the digital payment needs of Indian merchants. It aims to create a full-stack digital financial services platform to serve all tapped and untapped financial needs of merchants, banks, and consumers through [technology](#). PayU [offers over 100 local digital payment](#) methods, value-added data insight solutions, and affordability solutions across offline & online channels, empowering 4,50,000+ merchants in India. It is the preferred payments partner for nearly 60% of [e-commerce](#) merchants.

In 2017, PayUs entered the [consumer credit](#) segment with the development of LazyPay. With 6 million consumers in [India](#), LazyPay has emerged as one of the most popular checkout options across 60000+ merchants in its network.

