

PayU and AWS Unveil InFINity 2.0 – India's Premier Fintech Accelerator

Category: Business

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- PayU commits to investing up to \$5M into every startup that qualifies its investment criteria
- Applications open until Feb 15th '25; Targets startups seeking seed to Series A funding
- Gain access to AWS Activate Credits and up to \$100K PayU Startup Program credits & discounts
- 12-Week Hybrid Program – packed with practical insights from industry stalwarts
- Programme provides a platform for exclusive mentoring and knowledge sessions and potential fundraising support from Prosus and other investors.

PayU, [Indias leading digital financial services](#) providers, and Amazon Web Services (AWS), the worlds most comprehensive and

widely adopted cloud platform have launched InFINity 2.0, an accelerator program geared to help early-stage Indian fintech startups scale and succeed. The program targets startups that have raised less than \$10 million and are seeking seed to Series A funding. Applications open on December 12, 2024, and close on February 15, 2025, with the selected cohort set to be announced on February 21, 2025.



PayU & AWS launch InFINity 2.0-India's premier fintech accelerator! Upto \$5M per startup, 12-week hybrid program, \$100K+ credits & more! Applications close Feb 15, 2025

Building on the success of its first edition-which featured hundreds of applicants and a final cohort of 30 startups, culminating in a \$5 million seed investment in cross-border [payments platform BRISKPE-InFINity 2.0 offers](#) a comprehensive 12-week hybrid accelerator program starting March 2025 featuring a 3-day in-person boot camp in Bengaluru, followed by virtual office hours, culminating in a Demo Day in the last week of May 2025. PayU has committed up to \$5MM in strategic [investments](#) for each company that qualifies its investment criteria.

Key Highlights of InFINity 2.0

- **Tailored Masterclasses:** Led by experts from the banking, [financial services](#), and fintech sectors.

- **Extensive Distribution Opportunities:** Access to PayUs extensive merchant, bank, and consumer networks.
- **Lifetime Community Access:** Engage with leaders across PayU and AWS.
- **Fundraising Support:** Potential investment avenues from Prosus and other investors.

Participants will also benefit from exclusive sessions on Artificial Intelligence (AI), [business and growth](#) strategies delivered by a reputed mentor panel featuring seasoned experts from PayU, Prosus and AWS along with successful entrepreneurs, domain experts and banking partners. Additionally, the selected cohort will receive AWS Activate credits and \$100,000 in PayU [Startup Program credits and exclusive discounts to support](#) their growth.

Announcing the launch of inFINinty 2.0, **Anirban Mukherjee, CEO – PayU**, said, *“InFINity 2.0 reflects our commitment to fostering innovation and nurturing the fintech ecosystem for early-stage startups in [India](#). Having backed impactful fintech startups like Fisdom, IndiaGold, and Vayana, we continue to [double down on the India’s](#) fintech ecosystem. By leveraging PayUs operational expertise alongside Prosus’ extensive investment expertise and AWSs leading cloud solutions, we aim to empower the country’s fintech entrepreneurs to accelerate their [businesses](#) and develop innovative solutions that address the dynamic financial needs of Indians.*

For more information, visit www.infinitynow.tech

About PayU

PayU, one of Indias [leading digital financial services providers operates businesses](#) that are regulated by the Reserve Bank of India and offers advanced solutions to meet the digital payment requirements of the Indian market. PayU India companies aim to create a full-stack digital financial

services platform to serve all (tapped and untapped) financial needs of customers through [technology](#) solutions. PayU provide payment gateway solutions to online [businesses](#) through its cutting-edge and award-winning technology and has empowered 5 lakhs+ businesses, including India's leading enterprises, e-commerce giants and SMBs. It enables [businesses](#) to collect digital payments across 150+ online payment methods such as Credit Cards, Debit Cards, Net Banking, EMIs, pay-later, QR, UPI, Wallets, and more. It's a preferred partner in the affordability ecosystem, offering the maximum coverage of issuers and easy-to-implement integrations across card-based EMIs, pay-later [options and new-age cardless EMIs](#). PayU offers [e-commerce](#) brands best-in-industry success rates while ensuring a seamless checkout experience.

