

# Pluxee Boosts Merchant Activation by 26% through Strategic Partnership with Worldline's Engagement Program

Category: Business

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Worldline [Euronext: WLN], a global leader in payment services, has partnered with Pluxee, a leading global employee benefits and engagement partner to address the challenge of inactive merchants through its innovative merchant engagement program: Worldline Maitri. Worldline Maitri is a plug-and-play platform designed to engage with non-transacting merchants and create a sustainable program to increase the activation ratio.

In today's dynamic payments ecosystem, merchant engagement remains a key focus area for banks and financial institutions. Inactive or low-transacting merchants pose challenges in terms of missed revenue opportunities and engagement gaps. Without structured engagement programs, banks struggle to maintain active relationships with merchants, leading to poor retention and lower transaction volumes.

To address this, Worldline Maitri offers banks and financial institutions a powerful, data-driven solution designed to enhance merchant engagement. Worldline Maitri empowers banks with advanced technology to activate dormant merchants, increase transaction volumes, and foster long-lasting relationships through tailored engagement strategies. These include customized marketing offers, instant rewards, and omni-channel communication-ultimately driving sustainable activation and retention rates.

This plug-and-play solution is both scalable and secure, leveraging insightful data to segment and target inactive merchants effectively. Through transaction monitoring and last-mile outreach, Worldline Maitri ensures that merchant activation is not just a short-term boost but a sustainable increase.

Since the launch of this engagement platform, Pluxee has achieved a 26% activation rate among its non-transacting merchants, demonstrating the strength of this strategic partnership.

**Sheik Mohideen, Executive Vice President, Worldline,** said, *“We are thrilled with the success of the program helping Pluxee to activate its dormant merchant base. The impressive 26% activation rate is a testament to the power of data-driven engagement and our commitment to providing banks with innovative tools to strengthen merchant relationships. This partnership exemplifies our dedication to enhancing the merchant experience and driving long-term, sustainable growth.”*

**Krishnan Menon, Merchant Relations Director, Pluxee India,** said, *“Worldline’s intuitive and scalable engagement platform has played a critical role in helping us re-engage with our merchant network. The seamless support and expert guidance from the Worldline team have been instrumental in achieving this outcome. We look forward to continued collaboration that fuels innovation and enhances merchant satisfaction.”*

This success story demonstrates the transformative potential of targeted engagement programs like Worldline Maitri and highlights how strategic partnerships can create tangible, lasting impact across the payments ecosystem.

## **About Worldline**

Worldline [Euronext: WLN] helps businesses of all shapes and sizes to accelerate their growth journey – quickly, simply,

and securely. With advanced payments technology, local expertise and solutions customised for hundreds of markets and industries, Worldline powers the growth of over one million businesses around the world. Worldline generated a 4.6 billion euros revenue in 2024. [worldline.com](https://worldline.com).

In India, Worldline is a leading Omnichannel payments technology player building a robust payment ecosystem for over 26 years. Worldline is the preferred partner for over 30 leading public and private sector banks, leading sectors like NBFCs, insurance companies, e-commerce businesses, startups, retail brands, hotel chains and many more. [www.worldline.com/india](https://www.worldline.com/india).

### **About PluxeeIndia**

Pluxee is a leader in employee benefits and motivation, supporting businesses in attracting, engaging, and retaining talent through a broad range of solutions across Meal, Wellbeing, Learning, Rewards & Recognition & a whole range of other offerings. With 28+ years of expertise in India, Pluxee partners with 11,000+ companies across the public and private sectors also fostering a trusted network of 150,000+ merchant partners on meal and 5 million+ merchants on other benefits. Every day, Pluxee India works to supports 3.5 million+ consumers in 1,800+ towns nationwide.

Powered by innovative technology and a dedicated team, Pluxee India delivers meaningful and personalized experiences through a single card and app to enhance the well-being of its consumers at work and beyond. Carrying forward a 45+ year global legacy, Pluxee is committed to creating a positive impact on local communities, promoting sustainability, and enabling its stakeholders to do what matters the most.

For more information visit [www.pluxee.in](https://www.pluxee.in).

