



## Press Information

# Zeta's Fusion to power FamPay's cashless payments for Gen Z

**Bangalore, October 21, 2020:** Zeta, India's leading banking tech company, today announced that its embeddable banking API-based platform called 'Fusion' will power FamPay's neo banking solution for Gen Z.

FamPay, India's first neobank for teenagers, enables its prebanked segment of users to pay online and offline through their own UPI ID and a numberless prepaid card. The company will integrate Fusion's card issuance capability and dynamic PIN solution to offer Indian teens effortless and delightful payments experience. The dynamic 'Super PIN' which is part of Zeta's Access Control Server offering will now offer unmatched security to customers.

Fusion through its API-based platform offers all the capabilities needed for a fintech to build financial products easily.

Speaking about the association, **Murali Nair, President-Banking at Zeta** said, *"We are excited to partner with FamPay and look forward to supporting them in redefining the payments landscape for the GenZ segment. The banking ecosystem is fairly complex and building a compliant and secure financial product can be quite time-consuming. But with Fusion's embeddable banking solution, FamPay can go to market faster with innovative features and world-class user interface and user experience."*

*"Our numberless card is already popular amongst Gen Z teens and we have received an amazing response from them. We have taken two further steps in innovation and security with the Flash PIN feature, which will be powered by Zeta Fusion's Super PIN, enabling a truly painless, contactless and secure experience for our users in this new normal,"* says **Kush Taneja, Co-Founder, FamPay**.

*"When it comes to the pre-banked segment of teens, we have an added responsibility of mentoring our users on payments safety and security, since it's the first time that they are using digital payments all by themselves. While our focus remains on providing them with the best of digital payments and financial literacy, along with maintaining the GenZ vibe, Zeta is helping us take care of the heavy-lifting in terms of payments and security."* said **Sambhav Jain, Co-Founder, FamPay**.

Fusion is the leading embeddable banking marketplace. Fusion provides ready APIs, SDKs and interfaces that enable fintechs to embed financial products such as prepaid accounts, credit cards, loan accounts, forex cards, and more, within their apps/experiences.

## About Zeta

Zeta® is a modern banking tech company providing a full-stack, cloud-native API ready core banking and transaction processing platform for issuance of credit, debit, and prepaid products that enable legacy banks to launch modern retail and corporate fintech products. Fusion is the



embeddable banking arm of Zeta, providing ready APIs, SDKs and interfaces for embedding financial products of regulated institutions, such as prepaid accounts, credit cards, loan accounts, wallets, forex cards, and more, within apps / experiences of fintechs, retailers, financial service providers and neobanks

To know more about Fusion, log on to [www.zeta.tech](http://www.zeta.tech) or follow Zeta on [Twitter](#), [Facebook](#), and [LinkedIn](#).

### **About FamPay**

FamPay is India's first neobank for teenagers and their families. It was founded in 2019 by Indian Institute of Technology (IIT) Roorkee Graduates, Kush Taneja and Sambhav Jain while still in college, which makes them the youngest fintech entrepreneurs in India today. In March 2020, FamPay raised seed funding of US \$4.7Mn from Y Combinator, Venture Highway, Sequoia India and Global Founders Capital (GFC). Neeraj Arora, ex-WhatsApp, Twitch cofounder Kevin Lin, Robinhood cofounder Vladimir Tenev, CRED founder Kunal Shah, Pine Labs CEO Amrish Rau also participated in the round.

With FamPay and its numberless card, minors can successfully make online (UPI & P2P) and offline payments without the need to set up a bank account. FamPay aims to drive the smart generation of teens (Gen-Z) from cash to digital through a family-friendly app.

For more information, visit [www.fampay.in](http://www.fampay.in)

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