

## BirdRes partners with Oxigen to offer Mobile and DTH Recharge solutions

**New Delhi, May 23, 2011:** BirdRes, the state-of-the-art B2B distribution channel from Bird Group has recently partnered with Oxigen to provide Services for Mobile & DTH prepaid Recharges and other Utility Bill payments to its users.

Utility Services is an innovative, hassle free and cost effective service which offers users to sell all leading Mobile & DTH prepaid recharges and utility Bill payments under one roof. Through this tool, business partners and customers of Birdres will be able to sell these services with both PIN & easy recharges in a hassle free and cost effective way on [www.birdres.com](http://www.birdres.com). The tool will offer maximum convenience and faster revenues for the business partners. They will receive electronic confirmations of the transactions.

Commenting on the partnership, **Ankur Bhatia, Executive Director, Bird Group** said, "We are pleased to have partnered with Oxigen to offer our customers a host of services for their Recharges and Bill payments. At Birdres, we continue to develop products to further empower our business partners for driving more revenue and for growing businesses. We are sure that this partnership will enhance our brand's recognition as a leader in providing a wide array of services and solutions."

Speaking on the occasion of this tie up, **Pramod Saxena, Chairman & Managing Director, Oxigen Services India Private Limited** stated "We at Oxigen, look forward to building associations with partners who can take forward our unique bouquet of services, that are easy to access and pay for, using Oxigen's state of the art aggregation, distribution and payment technology, closer to the consumers. We believe this association will build good traction for both companies in the Retail space."

### About Bird Group

The Bird Group was founded in 1971 with the incorporation of Bird Travels. Today, with over 40 years of experience and more than 40 offices supported by over 5500 well trained staff and an impressive clientele of over 500 top corporates, Bird Group can claim to be one of the largest and most diversified entities within the industry in the Indian subcontinent. With businesses as diverse as pioneering back-office processing to being the representative for many of the world's leading airlines; from managing the backbone of the technological framework for airline IT and distribution to managing crucial relationships of international service providers, Bird Group has ensured that a comprehensive portfolio of service offering has been created to add value to an extensive client base and add new potential customers. And in recent months, Bird Group has taken bold steps to increasing the value offering while broadening business horizons with new ventures. Today Bird Group's core business includes Travel Technology, Hospitality, Aviation Services, Retail and Education.

For more details please visit: [www.bird.in](http://www.bird.in)

### About Oxigen

Oxigen is India's First and Largest Single Point Recharge, Bill Payments, Ticketing and Kiosk Banking Service provider in India. Oxigen has pioneered the idea and execution of electronic virtual distribution (using POS/WEB/SMS/GPRS) of services like Prepaid Airtime, DTH/TV Recharges, OxiCash Cards, Railway /Air/Bus Tickets, Movie Tickets, Bill/Utility payments, Internet/Broadband Payments, Insurance policy repayments, Calling-card Payments on behalf of service providers . Oxigen's robust transaction platform has 20 million customer transactions per month, for the above mentioned services with 90,000 customer touch points pan India.

Oxigen has also joined hands with India's largest bank- State Bank of India to offer banking services at neighborhood retails, to help financially excluded Bottom of Pyramid people (the Rural and Urban poor) to open "No Frill bank accounts", with biometric identification and transact cash deposits, withdrawals, Loans and domestic Money Transfer. This service has gained quick popularity among the masses, who are now using the Kiosk Banking facility, with the daily transactions reaching around Rs.3 crores on an average. Oxigen will also start International money transfer service with UK based company Luup, to facilitate migrant

Indians working in the Gulf. Oxigen services are also dispensed from Modern Retail Chains such as The Electronic Store, The Mobile Store, Planet-M, Croma, One Mobile, Sify Iways, Music world, P3, Next stores, many CSC's, etc.

For more details please visit: [www.myoxigen.com](http://www.myoxigen.com)

### **About OxiCash**

OxiCash is unique cash based online payment solution which is aimed at Customers who use cash to make payments. They may not be credit / debit card or Internet Banking users. But, need a cash based payment solution to be able to make online transactions.

The OxiCash e-wallet can be created by sending a simple SMS (OXICASH to 9870888888) or online on [www.oxicash.in](http://www.oxicash.in) and selecting the New user Tab. This e-Wallet it is attached to mobile phone number and is made further secure by using a 12-Digit e-Wallet ID number along with 6-digit numeric transaction password.

OxiCash is also available in physical Cash Cards form in the market, branded as OxiCash Cards. There are 2 types of Cards, Single Use (Rs.50-Rs100) and Multiuse Reloadable Cards (Rs.50-Rs.5000). These cards can be used to make payments for Oxigen and OxiCash aggregated services online. It works by using the card number and password printed on the card when one has to pay online or even via SMS. OxiCash can be used to pay for other services like DTH recharge, Mobile recharge, Utility Bill Payments, Rail tickets from IRCTC/Air/Bus ticket booking, Hotel & Holiday packages, Movie tickets, Online shopping, Post paid Bill payments, among others.

For more details please visit: [www.oxicash.in](http://www.oxicash.in)

### **For media queries, please contact:**

#### **Bird Group - Corporate Communications**

Ritu

**Tel:** +91 11 30613300

**Fax:** +91 124 4610667

**e-mail :** [rib@bird.in](mailto:rib@bird.in)

#### **Oxigen Services India Pvt Ltd**

Meher Sarid

(Executive Director – Brand, Marketing & VAS)

**Mobile:** +91 124 3950106

**Email:** [meher.sarid@myoxigen.com](mailto:meher.sarid@myoxigen.com)

#### **Oxigen Services India Pvt Ltd - Marcomm**

Jigyasa Yadav

**Tel:** +91 124 3950163

**Email:** [Jigyasa.yadav@myoxigen.com](mailto:Jigyasa.yadav@myoxigen.com)

### **Six Degrees Public Relation**

Neha Vij/Stuti Singh

**Mobile:** +91 91 9810408014, +91 9717269625

**Email:** [nehav@sixdegreespr.co.in](mailto:nehav@sixdegreespr.co.in) [stutis@sixdegreespr.co.in](mailto:stutis@sixdegreespr.co.in)