

Paytm acquires Bengaluru-based Balance Technology to improve user and merchant interfaces

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Paytm has acquired Bengaluru-based savings management start-up, Balance Technology. The takeover transaction is expected to be about \$2 billion. According to Paytm, this acquisition would improve One97 Communications user and merchant interfaces.

After the deal, Paytm looks to create customised and intuitive user experiences. Members of Balance Technology have joined Paytm's product and design team.

Moreover, Balance Technology has stated that it would use its capabilities in computational intelligence, design and proprietary algorithms to assist Paytm users.

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