

NPCI Bharat BillPay onboards Disney+ Hotstar as a new Biller under Subscription Category

Providing existing and new users of Disney+ Hotstar a hassle-free solution for subscription management through BBPS-enabled channels

Mumbai, 6 May 2024: NPCI Bharat BillPay Ltd. (NBBL), a subsidiary of National Payments Corporation of India (NPCI), has onboarded Disney+ Hotstar as a biller on its Bharat Bill Payment System (BBPS) platform under 'subscription' category. This association will provide the OTT's existing users, as well as new users, with a seamless subscription purchasing experience.

Bharat BillPay's one-stop solution for subscription management will enable audiences to enjoy content from Disney+ Hotstar's extensive catalogue comprising Indian, international and sports content, therefore fostering hassle-free engagement and loyalty. Users can simply choose from a variety of annual subscription plans, including the 'Mobile plan', the 'Super plan', and the 'Premium plan', all available for purchase through any BBPS-enabled banking and fintech apps.

Speaking on the development, **Noopur Chaturvedi, Chief Executive Officer, NPCI Bharat BillPay Ltd.**, said, *"We are excited to announce the addition of Disney+ Hotstar as a new biller on BBPS platform. This move not only streamlines the subscription process for viewers but also enhances value proposition of banking and fintech apps. With the continued expansion of Bharat BillPay ecosystem, we're taking a significant stride in empowering consumers nationwide with a comprehensive solution for all their bill payment needs."*

Piush Kothari, Head - Growth, Partnerships and International Expansion, Disney+ Hotstar said: *"At Disney+ Hotstar, we are committed to making premium content easily accessible to our users across India. Our collaboration with Bharat BillPay reinforces this commitment by providing users with a convenient avenue to subscribe to Disney+ Hotstar through their preferred payment apps."*

About NPCI Bharat BillPay Ltd.

Incorporated in December 2020, NPCI Bharat Billpay Limited (NBBL), is responsible for driving the RBI-conceptualised Bharat Bill Payment System (BBPS). Bharat BillPay is a one-stop ecosystem for payment of all bills providing an interoperable and accessible "Anytime Anywhere" Bill payment service to customers across India with certainty, reliability and safety of transactions.

For more information on NBBL, visit <https://www.bharatbillpay.com/>

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About Disney+ Hotstar:

Disney+ Hotstar is India's premium entertainment destination that has changed the way Indians watch their entertainment - from their favourite TV shows and movies to sporting extravaganzas. With the widest range of content in India, Disney+ Hotstar offers more than 140,000+ hours of TV Shows and Movies in 19 languages and coverage of major global sporting events.