



For immediate release

PRESS RELEASE – 9/27/2021 – Turku/Kirov

Fifth Branded PayiQ App in Russia for Kirov

PayiQ has launched its fifth branded application for replenishing transport cards in Russia. Now passengers can top up transport cards in Kirov and the Kirov region using Ekarta 43 mobile app.

The mobile application for replenishing transport cards in Kirov was created based on the PayiQ TaaS® ticketing platform and was branded for the operator of electronic travel cards in Kirov and the Kirov region.

The project was implemented jointly with the following partners: PSB Bank (PJSC Promsvyazbank), with which we implemented a new integration, GetFare and ATOL Online.



Users of the “Ekarta 43” app can replenish transport cards with different tariff plans, view the history of replenishments, check the balance of the card, and stay in the loop of the Operator’s news and announcements. The application allows topping up and naming multiple transport cards, which is very convenient for a family usage. To register in the mobile app the user should specify the telephone number and e-mail address to which the fiscal receipts will be sent.

The Faster Payments System (FPS) was chosen as the only payment mechanism for the application – being the most effective one for the operator. The advantage of this payment method for the passenger is the possibility to choose any bank application installed on the user’s smartphone if the selected bank supports FPS. Money is credited to the operator’s account immediately after the passenger authorizes the transaction. The Faster Payments System is supported by all major banks of the Russian Federation.

“We are pleased to provide the delayed replenishment of transport card service to the residents of one more region in our country. Ekarta 43 app allows you to save time and replenish your transport card in a modern way, without having to go out and come into contact with cash”, says **Elena Lipchenko**, Regional Director of PayiQ in Russia and the CIS.

“When we started working on the mobile application, we, first of all, thought about creating another convenient channel for replenishing transport cards. Therefore, a smartphone was chosen, because now practically everyone has it in their pocket. Everything in the mobile application is intuitive and simple, it is very easy to replenish the card. We will continue developing the app, to fill it with services for passengers throughout the Kirov region so that traveling can be more comfortable and enjoyable”, noted the director of LLC ‘United Cash Register Center Gorod’ **Alexei Isupov**.



PayiQ develops the award-winning account-based Ticketing as a Service platform PayiQ TaaS®. It enables smart cities, MaaS and transport operators and event organizers to sell tickets through mobile devices and validate them. Tickets can be bundled into multimodal trips or experiences combining transport, events, and services. The platform also gathers data on usage and movement on behalf of the service provider to be used to improve customer experience and process efficiency. PayiQ is leading the way to a smarter and more user-friendly world of transportation.

More information about PayiQ Solutions and Technology Licensing:

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