

Grow More. Be More. Do More.

#ForgeWithPayU



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'Forge With PayU' is unlike any run-of-the-mill testimonial series.

A digital-led episodic series highlighting the inspiration growth trajectory of our merchants and partners.

These are stories of bringing about change with rock-solid resolve to succeed and create impact.

Through these stories, we aim to show how PayU empowers these business to realize their true potential and create inspiring stories of success, achievement, and growth.

#Timeis **Now**

“
focus on what you're best at,
build a great team and leave the
rest to great partners who are
there in the ecosystem.”

PayU | *Sujata*



#ForgeWithPayU – Strong Digital Amplification

- Each video is crafted in a storytelling approach, defining background, opportunities, challenges, *impact insights and ‘a brand story’*.
- Amplification plan – social media, PayU internal/external newsletter, microsite and other internally defined touchpoints.
- These videos have gained strong traction on social media: **10.5 Million Impressions, 6.4 Million Reach, 2.2 Million Views**
- Each video is accompanied with a 30sec cuts created for digital consumption and a blog.

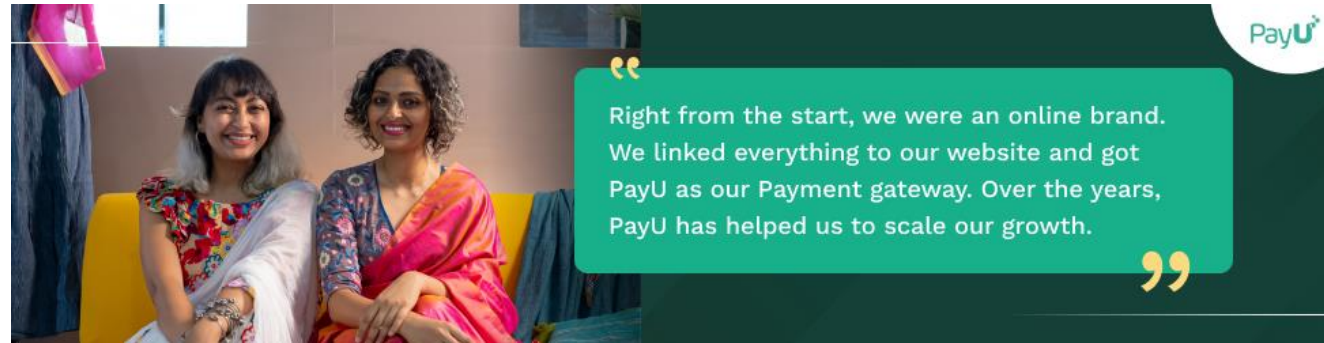
There's never a right time to start
& even if you fail you will be
young enough to start again.



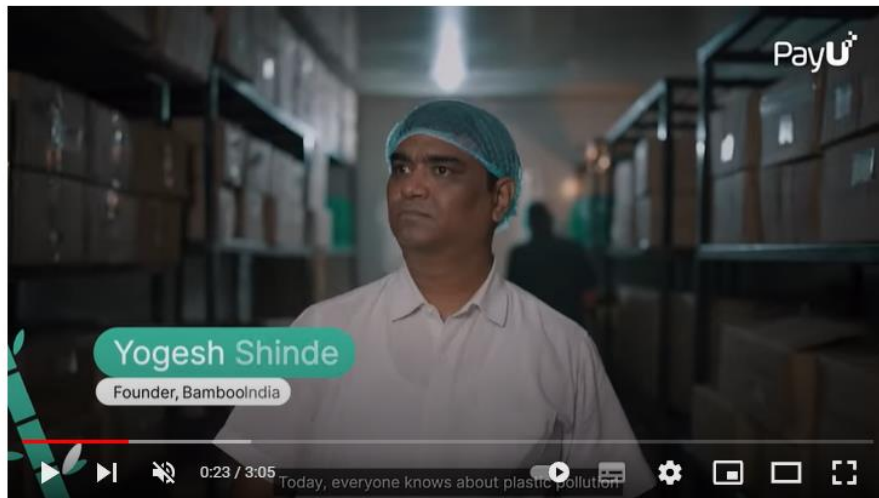
#ForgeWithPayU SnapShot



Forge With PayU | They Wanted Customers To Drool Over Coffee And PayU Made It Seamless.



Episode 2: Forge With PayU x MIVI India



Episode 4: Forge With PayU x Bamboo India

Watch All Episodes of FORGEWITHPAYU [here!](#)