

Now, go cashless at Amul with MobiKwik

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In the wake of [demonetisation](#) and [cash](#) crunch, MobiKwik, Indian mobile wallet major today announced its tie up with Amul, the Indian dairy cooperative to help customers of Amul in making cashless payments with MobiKwik at 7000 Amul outlets and three lakh Amul Multi brand outlets and retailers across India.

"In today's less [cash](#) economy , through this pan [India](#) initiative we shall be accepting payments with MobiKwik wallet, from our millions of consumers to our more than three lakh retailers and 7000 dealers of milk and dairy products. This will help us provide remunerative and quick returns to our 3.6 millions farmers or milk producers whose livelihood depends upon the sale of milk to the Amul cooperative structure," said Managing Director Amul, R S Sodhi.

MobiKwik has been in the forefront of India's cashless mission and with this tie up, the company will be catering to the 80k crore organized dairy market. Dairy is a daily requirement in [India](#) with milk and curd being the primary dietary preferences.

"MobiKwik has become synonym to seamless payments and it is our constant endeavor to make MobiKwik payments ubiquitous. Now, Amul product buyers across [India](#) can use MobiKwik to pay for their daily dairy buys. We are proud to help Indians in adapting to an evolved, less [cash](#) economy," said co-founder MobiKwik, Bipin Preet Singh.