INTRODUCTION:

1.1 General:

*E- Wallets* are becoming a key *marketing* platform. Marketing is an act of creating value for the customers. Dr. Philip Kotler defines *marketing* as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target *market* at a profit”. It is through the advent of technology marketers are trying to provide ease (value) to the customers at any place and at any time, with aim of earning profit (gaining more customers would be a profit for marketers which in turn would increase their sales).

Still remember those simmering days when people used to take a day off to withdraw money from banks for their day to day use. Now with the advent of technological advancement day by day this era has witnessed a miracle by replacement of those queues on ration line by traffic on networks. Over numerous hundreds of years, payment gateway has advanced fundamentally, beginning from coins, to paper and to data. Reason of Payment framework consistent advancement is development and quick adoption of rising innovations that give comfort, proficiency and more prominent esteem. *E-wallet* or mobile wallet is the digital version of your physical wallet with more functionality. In simple terms, it is a digital technology to pay the bills online instantly without having to pay by cash or using credit or debit card all the time. The emergence and advancement of technology has made the smart phones to become essential part of daily routine of people. For any purchases, the person does not have to run to ATMs or banks to withdraw cash, rather transactions can be completed then and there within few seconds by just a click or touch. It has become an approaching way of making purchases without any physical movement of cash. The ultimate aim of launching this concept of e-wallets is to make speedy transactions thereby discouraging people to make use of cash.
1.2 E-Wallets:
An Electronic Wallet is an e-money payment instrument. E-wallets include electronic transactions by consumers, which incorporate payment for merchandise and ventures that are made over the web, by means of cell phone (applications). Electronic-Wallet is a digital wallet (also known as a E-wallet) which permits consumers to make electronic business transactions quickly and securely. Virtual cash or Cashless Transaction is a technology. It provides consumers simple and enhanced payment experience.

E-wallet is an online prepaid account where one can stock cash, to be utilized when required. As it is a pre-loaded digital wallet, purchasers can purchase a scope of items from carrier tickets to basic supply without swiping a credit or debit, Visa if so their wallet is loaded with adequate sum required for payment.

1.3 Types of E-Wallets:
There are three types of mobile wallets usually practiced in India –

a. Open Wallet
b. Semi-closed Wallet
c. Closed Wallet

a. Open wallets: It can only be issued by the banks. It allows to purchase goods and services, cash withdrawal at ATMs and to transfer funds. For Example - Almost every Visa, Master Card or Rupay card issued in India by different banks. For example M-Pesa, a joint venture between ICICI and Vodafone. You can use these wallets to make payments at a wide range of stores and businesses and withdraw cash from ATMs. You can even send money to a mobile number or a bank account. These are by far the most convenient and flexible kind of wallets.

b. Semi-closed wallets: It involves a specific contract with the issuer to accept the payment instruments and allows in buying goods and services or performing financial services at clearly
identified merchant locations. These instruments do not permit withdrawal of cash or redemption by the holder. PayTM is a semi-closed wallet. Airtel Money, Mobikwik, Pay u Money are few in this category. You can use this money, available in these wallets in other partner websites in addition to these stores for online shopping, recharges and bill payments.

c. **Closed wallets:** These are accounts issued by a company to a consumer for buying goods and services exclusively from that company. As part of it a certain amount of money is locked with the company in case of a cancellation or return of the order, or gift cards. Example – FreeCharge credit, Ola money etc.

1.4 Uses of E-Wallets in Todays Era:

India's most well known online target for prepaid portable and DTH revives and shopping, applications are promoted through Android and iOS applications utilizing E-wallet facility for the method of payment. E-wallet can be utilized for some, reasons like online Grocery Stores, utility, payments, purchasing web based, energizing cell phones, though numerous web based business destinations are likewise supports. The administration division organizations like Uber, Ola taxis, Book my show, Make my excursion additionally lean toward E-wallet for method of installment