

**PAY ROUTE and Kadamba Intrac Private Limited,
collaborates to improve Finance Security in India
Utilizing "ROUTE CODE", an ID/passwordless authentication technology,
to prevent personal information leaks**

PAY ROUTE Inc. (Head office: Kita-ku Osaka, CEO: Ryo Tagawa) has started a joint research project with Kadamba Intrac Private Limited (Head office: Atala Canada, Director Sri: Anantkumar Hegde), a provider of financial services in India.



※Left : PAY ROUTE Inc., CEO: Ryo Tagawa / Right : Kadamba Intrac Private Limited, Director Sri: Anantkumar Hegde

PAY ROUTE Inc. is providing "ROUTE CODE" enables ID/passwordless transactions without any linkage to a number that identifies an individual. We have started a joint research project with Kadamba Intrac Private Limited to improve the security level of authentication for the digitalization of new transaction methods.

In India, the usage of "One-Time Password (OTP)" was mandatory for online bank transfers, etc. However, due to frequent hacking and phishing scams, other authentication technologies in addition to One-Time Password (OTP) was needed.

In the security field with ROUTE CODE as the key, we will deepen exchanges between India and Japan to share and integrate the technologies and utilization knowledge of both sides for further development. The technology will be used not only for business operations from the user's point of view, but also for consumers who are victims of phishing scams or having concerns about online shopping, etc. We are also considering the development of "ROUTE PAY," which combines ROUTE CODE and payment services, to continue delivering security and peace of mind to consumers.

Through the efforts of us two companies, we will realize a future in which consumers can continue to enjoy the safety and security of online shopping and other services.

About the joint research project

The purpose is to search the use of ROUTE CODE for authentication when logging into services operated by Kadamba Intrac Private Limited to authenticate and complete login and money transfers. Also to test the connection between ROUTE CODE and Kadamba Intrac Private Limited by conducting connectivity testing between ROUTE CODE and Kadamba Intrac Private Limited's services to improve the safety of finance security in India. Specifically, approximately 80 Kadamba internal staff will test the following services.

- Human Resource Management Software (Service Login)
- Content Management System (Service Login)

Afterwards, we will test the connection with the following two services, which are deployed for general users.

- E-commerce (service login)
- DMC Bank (authentication at service login and money transferring)

After the demonstration testing with the Kadamba service to survey Indian users' awareness, we will share the results of the survey through questionnaires, and both parties will adjust the issues and launch the service in India.

Kadamba Intrac Private Limited, Director Sri, Anantkumar Hegde comment

We are thinking that ROUTE CODE is a security technology that was born from a completely new perspective, not based on traditional ID/password use. Since it is a security technology that does not use ID/password, the risk of ID/password hacking and phishing fraud is theoretically almost impossible, which we think is amazing. Moreover, the fact that authentication without ID/password also makes it possible to login and make payments more securely than ever before without having personal information, including credit card information stolen, and this is also a strength. The number of group companies and business partners in the banking, e-commerce, and internal management system fields, including the consumers involved, is enormous. Together with PAY ROUTE, we hope to create a state in which such corporate entities and their consumers can enjoy a secure daily life without any inconvenience in terms of personal information and financial transactions.

■ About Anantkumar Hegde

An Indian politician, former Minister of State for Skill Development and Entrepreneurship and current Member of Parliament for Uttara Kannada Constituency. Member of the People's Party of India (BJP), volunteer for the National Unity Party (RSS). Runs a wide range of businesses in science and technology, banking and financial services, community enterprises, and e-commerce.

PAY ROUTE Inc., CEO Ryo Tagawa comment

We are pleased to announce that India has shown interest in our ID/passwordless authentication ROUTE CODE, and we have decided to conduct research between our two companies on authentication technology to improve the security of financial transactions and prevent personal information to be stolen. We are very proud to have been selected by an India company, which is considered a fintech powerhouse. We will make every effort to contribute to Kadamba Intrac Private Limited and to improve the security of authentication technology in India through our subsequent activities.

The start of all cashless payment services such as credit card, QR code, account linking, bank-to-bank transfers, logging in to services, and management, which are increasingly being used these days, starts with "authentication". We would like to create a secure system recognized worldwide with new "authentication" and "payment" (ROUTE PAY), which can only be done by our company involved in the cashless industry.

Although PAY ROUTE is currently provided mainly in Japan, we will prove that we can contribute as a composite fintech company not only in Japan but also worldwide.

■ About ROUTE CODE

ROUTE CODE enables ID/passwordless authentication without any connection to a number that would identify an individual, and login is completed by entering the four-digit number on your smartphone. Even when using a single smartphone, users can login simply by tapping the authentication button, eliminating the risk of information leakage and providing peace of mind.

We use a very strong cryptographic authentication method that supports BitCoin/blockchain, etc., and uses public key authentication, an advanced authentication method that replaces ID/password authentication. Furthermore, this authentication technology can prevent impersonation and leakage of personal information by phishing scams and other fake services by achieving two-way authentication between the user and the service.

※This product and service are provided under a license agreement with PLATFIELD INC., which owns the rights.

■ About Kadamba Intrac Private Limited

【Company Profile】

Name : Kadamba Intrac Private Limited
Place : 17 KHB Colony, Sirsi Uttara Kannada, Karnataka 581402
Establishment : 1999
Representative : Director Sri Anantkumar Hegde
Business : Science and technology, banking and financial services, community enterprises, e-commerce, philanthropy
U R L : <https://www.kadamba.co.in/>

■ About PAY ROUTE Inc.

With the goal of “continuing to create a world full of smiles and peace of mind through the power of composite FinTech,” the company's main businesses are credit card payment business, online payment business, security development business, and payment solution development business. As an acquiring agent (commonly known as “AA”) officially authorized by “Visa International x Domestic Credit Card Companies”, we are a contact for Visa merchants to conduct credit card merchant business. We have been engaged in the cashless business for more than 10 years and have experienced the transition of security. While cashless is a trend, the number of incidents and frauds related to money has not stopped increasing. As a solution to such background and social issues, we are developing new services at an accelerated pace by developing “ROUTE CODE,” an ID/password-less login system, and “ROUTE PAY,” an ID/password-less payment system.

【Company Profile】

Name : PAY ROUTE Inc.

Place : Head office Shin Yamamoto Building 6F, 1-1-25 Dojima, Kita-ku, Osaka-shi, Osaka
Tokyo Office Akasaka Central Building 2F, 3-13-3 Akasaka, Minato-ku, Tokyo

Establishment : 2011 April

Representative : , CEO: Ryo Tagawa

Capital stock : 99,175,000 yen

Business : Credit card payment business, online payment business,
security development business, payment solution development business

U R L : <https://pay-route.co.jp/>