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ELoad partners Linkwell for retail solutions

Our Bureau

Hyderabad , Aug. 90

ELoad Services, a Hyderabad-based electronic mobile pre-paid distribution company, is set to launch pre-paid services under the brand name 'ELoad PrePay' to be offered via point-of-sale (POS) terminals.

Linkwell Telesystems provides PoS terminals, ELoad offers electronic payment solutions for mobiles.

Addressing a press conference here, the Managing Director of ELoad Services, Mr J. Vinay Sagar, said the system would enable mobile operators to supply electronic goods and services through a multitude of devices and open new avenues of sale. A solution that supports Web-based sales of airtime both online and offline will be launched very soon.

"ELoad will have its own distribution channel that deploys the terminals to the retail outlets. We plan to expand our operations to Maharashtra and Tamil Nadu soon," Mr. Sagar said.

One of the significant developments in the prepaid telecom industry has been the emergence of electronic distribution technologies that have changed the way prepaid services are sold. Through a compact point of sale terminal equipment, this facility assists retailers in selling products and services. Through these terminals a retailer can store pins and has the option of connecting to the server through mobile phones. This provides for flexibility.

The General Manager, Linkwell Telesystems, Mr C. Ramesh, said that the battery back up for point of sales terminals provides additional benefit for retailers

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