

Axis Bank collaborates with boAt and Mastercard for seamless payments on its newly launched smartwatch, 'Wave Fortune'

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- *Revolutionizing wearable payments with seamless, secure transactions*

[Axis Bank](#), one of the largest private sector Banks in India, today announced that it has collaborated with boAt, India's No.1 wearable brand, and Mastercard, a global technology leader in payments, to seamlessly integrate tap & pay NFC enabled payments for its newly launched '**Wave Fortune**', a cutting-edge smartwatch. Priced competitively at ₹3,299 (₹2,599 during special offers), Wave Fortune is designed to empower users with convenience, security, and a next-level smartwatch experience.

Axis Bank cardholders can now securely tokenize and store their debit and credit cards on the WAVE Fortune Smartwatch via Crest Pay, boAt's official payment app and make contactless payments effortlessly. This feature, powered by Mastercard's tokenization technology and supported by the robust token requestor infrastructure of TAPPY Technologies, allows single-step payment of up to ₹5,000 on a POS device without entering card PIN, ensuring both speed and security.

Powered by Mastercard, the payment system allows users to securely tokenize and store their cards within the smartwatch strap for quick and seamless transactions. Axis Bank credit and debit cardholders on Mastercard and VISA networks will continue to enjoy the rewards and benefits of their linked card while making payments with the Wave Fortune smartwatch.

Commenting on the partnership, Arnika Dixit, President & Head - Cards, Payments and Wealth Management, Axis Bank, said, *"At Axis Bank, we have been continuously working on innovation-led partnership models to offer innovative and secure digital banking solutions to customers. In this effort, we are delighted to have partnered with boAt to truly make payments on-the-go, seamlessly integrating contactless payments into people's day-to-day lives. Bringing in our expertise in tokenized contactless payments, 'Wave Fortune', a cutting-edge smartwatch will allow the users with the highest standards of safety and security, combined with a quick and convenient payment experience."*

Sameer Mehta, Co-founder and CEO, boAt, said, *"At boAt, we are always striving to push the boundaries of technology to enhance everyday convenience. Our partnership with Axis Bank brings secure, effortless payments to the wrist, making contactless transactions more accessible than ever."*

Gautam Aggarwal, Division President, South Asia at Mastercard said, “In the near future, payments will be gesture-based – integrated into our daily routines, with transactions occurring in a frictionless manner. Wearable devices, irrespective of the form factor, will play a key role in this evolution, offering quick and secure payment experiences. As a company committed to shaping this future of commerce, Mastercard is delighted to power the tokenization enabled smartwatch, empowering users to pay with their credit or debit cards.”

Annexure:

Additional Product Highlights – Wave Fortune Smartwatch:

In addition to its contactless payment functionality, the Wave Fortune smartwatch is designed to keep users connected, stylish, and productive - whether at the gym, on the move, or in business settings. It brings secure, on-the-go payments to the wrist and reflects boAt's vision of merging convenience with innovation to create lifestyle-driven wearables.

A Display That Shines, Features That Deliver

- **Vivid 1.96” HD display** with 240 x 282 resolution and 550 nits brightness for exceptional clarity - even under direct sunlight
- **Wake gesture** for quick access to time and notifications
- **DIY Watch Face Studio** to personalize your home screen with images, themes, or artworks

Fitness and Utility Built-In

- Earn **boAt Coins** by achieving fitness milestones - redeemable for boAt offers
- **Ultra-clear Bluetooth Calling**, interactive dial pad, contact saving, and direct access to Crest Pay

The Wave Fortune smartwatch is now available in **Active Black** on the [[boAt website](#)].