



GLOBAL
FINTECH
FEST
2024



Lyra

Aug 27. 28 & 29 2024

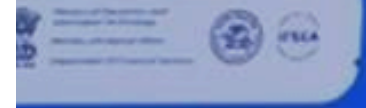
Start from 9 AM - 7 PM

Venue:

Jio World Convention
Centre, Mumbai.

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#GFF



NPCI | FCC

GLOBAL
FINTECH
FEST
28-30 AUGUST 2024

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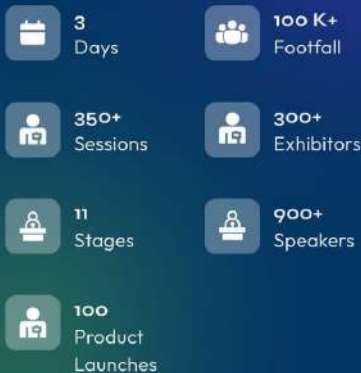


1 Highlights

GFF24

Lyra views the Global Fintech Fest as a premier platform for fostering collaboration, innovation, and knowledge exchange within the fintech ecosystem. Each year, the event continues to grow in significance, reflecting the expanding role of Lyra's participation and presence in this dynamic landscape.

GFF'24 Highlights



+ LYRA



Mr. Christophe Mariette
Chairman & co founder, Lyra India



Mr. Rajesh Desai
MD & CEO, Lyra India



Mr. Manoj Varma
Director, Lyra India



1 Overview



EVENT GATHERING

INDO FRENCH RELATIONSHIP



Mr. Christophe Mariette
Chairman and co founder of Lyra India



Mr. Patrick Branco Ruivo
Sete-Societe d'exploitation de la tour Eiffel



Mr. Hemant Mediratta
Representative Galeries Lafayette

Deligates:

- **Ms. Sylvia Malinbaum**
- **Ms. Anne DESSEMOND**
- **Ms. Sheetal Wadhwa Munshaw**
- **Ms. Shweta Pahuja,**
- **Shri. Axel Guyon,**
- **Consul Sami Bouakaze,**
- **Shri. Alexandre Stervinou**



EVENT OBJECTIVE



Promote UPI Global

Highlight the latest technological advancements and solutions in the fintech sector, focusing on their impact on financial inclusion.



Foster Collaboration

Create networking opportunities for industry leaders, startups, and policymakers to foster partnerships that drive growth in digital finance.



Explore Future Trends

Analyze emerging trends in fintech and digital payments to prepare participants for future challenges and opportunities



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2

EVENT DESCRIPTION



Aug 27. 28 & 29 2024

2 Highlights

DAY 1

Honoured to have Mr. Patrick Branco Ruivo



Lyra had a wonderful opportunity to host our esteemed guest, Mr. Patrick Branco Ruivo, at our booth. His presence celebrated the launch of UPI Global. He shared his experience working with Lyra and adopting India's popular payment method UPI for Eiffel Tower Ticket booking.

Honoured to have Mr. Hemant Mediratta



Lyra was honored to have Mr. Hemant Mediratta on stage, representing Galeries Lafayette. His insights on the future expansion of business in India were truly inspiring. Being a part of this journey is a significant achievement for Lyra.

2 Highlights

DAY 1

Inauguration of Lyra Booth

Lyra welcomed Mr. Patrick Branco Ruivo & Mr. Hemant Mediratta at Lyra Booth.

We demonstrated live UPI Transaction. Booking the ticket to Eiffel Tower.



Honoured by NPCI

Lyra was honoured by NPCI for taking UPI to France starting from the iconic Eiffel Tower and then taking it to the Galeries Lafayette luxury mall in Paris.

Christophe's Session

The session revolved around the topic "The evolving role of Fintech in Payments" It covered how Lyra is expanding its reach and awareness of UPI in Indo French market.



Connecting Cultures.

In the presence of huge French community & Diplomats, Lyra showcased it's UPI journey taking it to France. Also celebrated its association with NPCI International.

DAY 2

Mega Draw & Lucky Draw

Demonstrating live ticket booking to Eiffel tower and promoting iUPI as Lyra has taken UPI Global to France. Unique opportunity to experience UPI Transaction in Euro.



Rajesh's Session

Global Payments Ecosystems: Bridging Regional Innovations and Universal Standards.

Manoj's Session

Empowering the Next Billion: Global collaboration to advance Financial Inclusion in Emerging Economies



Fintech- AI Fusion

Christophe graced the stage with the famous Bollywood's diva The Shraddha Kapoor to enlighten Wegofin event based on Fintech AI fusion and futuristic solutions.

DAY 3

Live Session Of Shri. Narendra Modi



Bharat Pe

BharatPe team experienced a seamless live transaction for booking tickets to the iconic Eiffel Tower at Lyra's booth using iUPI. Also explored Mega draw using Global UPI.

Media Coverage: Money Control

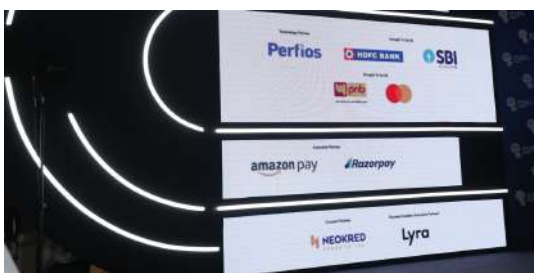


Buzz of iUPI at Lyra Booth

Delegates and visitors were amazed to see live payment using iUPI and instant currency conversion into Euro. Love for Eiffel tower and UPI was a true demonstration of Indo French people to people connect.

EVENT RUNDOWN

Lyra Branding.....



EVENT RUNDOWN

Lyra Interactive Session



EVENT RUNDOWN

Lyra Interactive Session



EVENT RUNDOWN

Media Coverage & PR



Lyra Delegates featured in Curly Tales.

[https://youtu.be/talb6xySodU?
si=hq2PGXFuOZuYDTN5](https://youtu.be/talb6xySodU?si=hq2PGXFuOZuYDTN5)



Shri Narendra Modi shared his vision
for next 5 years

[https://youtu.be/Bu0FJQqIHVM?
si=U63DTRE3fVAhXKo1](https://youtu.be/Bu0FJQqIHVM?si=U63DTRE3fVAhXKo1)



Exclusive interview by Fintech ki Baat
about Lyra taking UPI Global

[https://youtu.be/swVaKSawZ88?si=-
aeWgF_yTqCUusaE](https://youtu.be/swVaKSawZ88?si=-aeWgF_yTqCUusaE)



Money Control covered a fintech byte
from Lyra

[https://youtu.be/Bu0FJQqIHVM?
si=jZaCOI8RFLVSRns1](https://youtu.be/Bu0FJQqIHVM?si=jZaCOI8RFLVSRns1)



Lyra shared the stage with The Shradha Kapoor

<https://shorturl.at/gdPm5>

3 Thank you for your contribution

SPECIAL THANKS



Mr. Christophe Mariette
Chairman & co founder, Lyra India



Mr. Rajesh Desai
MD & CEO, Lyra India



Mr. Manoj Varma
Director, Lyra India



Vijya Nand jha



Navpreet Kaur



Zeeshan Shaji



Banani Ghosh



Namrata Agarwal



Vikas Naik

On Se Reverra...2025

A sincere thank you to Mr. Christophe Mariette, Mr. Rajesh Desai, and Mr. Manoj Varma. We believe that the visibility, connections, and strategic partnerships gained from GFF24 will pave the way for new avenues of growth. It was truly a remarkable experience to be part of such a prestigious global event.

As we look forward to GFF25, we are excited about the vision of fostering innovation and collaboration within the fintech ecosystem. We remain committed to contributing to this journey and strengthening our partnerships along the way.

