

# PayMaya, Fruit Magic ink cashless payment partnership

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PLDT Inc.'s digital financial arm has partnered with Fruit Magic Co. to enable the latter's Pure Nectar branches to join the cashless revolution by accepting Quick Response (QR) payments from customers.

With the partnership, PayMaya Philippines Inc. said in a statement, customers of Pure Nectar could now pay for their cold-press juices or fruit shakes by scanning the QR code at the cashier on the PayMaya app.

"We're so glad that brands like Pure Nectar are joining the 'cashless' revolution, along with so many other brands and companies now accepting PayMaya QR as a payment method. With PayMaya, there's no more need to bring cash when you buy from Pure Nectar outlets, bringing total convenience for those who are always on the go," Raymund Villanueva, vice president and head of consumer business at PayMaya said.

Arielle Escalona, director of sales and marketing at Fruit Magic said the partnership not only provides an additional payment option for customers, but also gives them other benefits when they use PayMaya QR.

"Our customers love the on-the-go convenience that Pure Nectar offers, which is why it's a perfect match that we now offer PayMaya QR payments at some of our stores. And the best part is they get an additional treat, too, whenever they pay via QR, for more of that healthy goodness wherever they go," he said.

Customers who pay using PayMaya QR for the whole month of June at participating Pure Nectar branches can get a free upgrade from medium to large of mixed flavored shakes.

To avail of the promo, customers can choose from the Fruit Magic Shake, the Red Revitalizer, the Blueberry Burst, the Penta Mix, the Merry Berries, or the Nutty Oaty.

To use the PayMaya QR, a customer has to download the PayMaya app on his or smartphone and sign up for an account using a mobile number from any Philippine telco.

The user will need to add money to be able to use the PayMaya account.