

Coping with COVID-19 : Paytm teams up with hotels to offer temporary accommodation for healthcare professionals

India's leading digital payments and financial services platform Paytm announced that it has launched a special hotel listings page on its app. The aim is to support temporary accommodation needs of the medical frontline forces fighting COVID-19. The company has rolled out this initiative in partnership with more than 300 hotels including acclaimed chains and star-rated properties that are pitching in to support healthcare heroes in 60 plus cities.

This initiative will enable medical practitioners to search and book a room in hotels nearest to the hospitals, clinics and other medical facilities they are working in. The list would be available on the app under the '#WESALUTEYOUALL' tag. Few of the most prominent chains in the country including OYO, Treebo, Ginger Hotels are participating in their initiative. The company is in talks with more hotels that would be added to the list in the days to come.

Healthcare professionals can go select and book a hotel on the Paytm app and check-in using a valid ID card to avail of a special rate. The rooms in these hotels are specially designated for medical staff.

Over the last few weeks, the company has launched several initiatives to fight the spread of Corona virus. It has committed INR 500 crore to Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund (PM-CARES). It is collecting donations to buy hygiene products for people who might not have the means to buy it. Also, the company has created a INR 5 crore fund for innovators who are developing medical instruments or medicines to combat the virus.