

*Beyond Beds & Boundaries...*

# Indian Student Mobility Report

2023-2024





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# Case Study – EasyTransfer: Revolutionizing Cross-Border Education Payments



Financial and payment technology is quickly evolving and changing the international student fee payment landscape.

## Who?

EasyTransfer, a leading international payment and banking platform, is helping international students to “Pay Like a Local”.

In major countries like the UK, US, Canada and Australia, international students can pay application fees, deposits, tuition fees, installments and accommodation fee payments to universities, schools, language courses, accommodation properties, etc. as easily as a domestic student.

## What?

For domestic students, paying for education and accommodation is straightforward with local payment methods like card payments and eCheck ACH. International students, however, face challenges due to lack of a local bank account, credit system registration, and familiarity with local payment options.

They may incur high fees for currency exchange, international wire transfers, and encounter delays and compliance issues. Third-party payment solutions can also be costly due to exchange rate differences and often lack personalized support, leading to frustration among international students navigating payment for the first time overseas.

# Case Study – EasyTransfer: Revolutionizing Cross-Border Education Payments

## How?

EasyTransfer streamlines international student payments by allowing them to use local payment methods from their home countries, offering transparent, live market exchange rates.

In the UK, it issues a virtual local card for easy payments in GBP, while in the US, students can use the eCheck portal without needing a US bank account. Similar services are available in Australia and Canada with BPay and PayBill.

This encourages student choice, reduces university inquiries significantly, and has seen high adoption rates at partner universities, simplifying payment processes for international students.

## Why?

Lower, better exchange rates than banks and other platforms, zero processing fees and no hidden fees.

1-to-1 customer support based in the student's home local time zone, speaking the native language, free exchange rate monitoring and reminder service to pay at a better rate.

Available on instant messaging platforms like WhatsApp and Line to provide direct payment guidance and live support.

Payments update in the university system in as fast as same day or next day.

Recommended by schools, universities and student accommodation platforms.





# About Us



# About Us (1/2)



University Living, founded in 2015 by Saurabh Arora and Mayank Maheshwari, has been a trailblazer in the international student accommodation industry. It stands out as a managed marketplace with a strong community focus, dedicated to offering students secure, comfortable, and affordable housing in numerous global locations.

Highly regarded in the Indian subcontinent, University Living has set new benchmarks in the field, providing access to over 2+ million beds across 515+ cities spanning the UK, Ireland, Australia, Europe, the USA, and Canada. Its services extend to over 1,000 top universities worldwide, significantly enhancing the educational journey for 2+ million students from 110 different nationalities. University Living is a tech-enabled, content-driven leader in the industry, having earned numerous awards and achieved a Gross Booking Value (GBV) of USD 500 million by booking over 15 million nights in just seven years. Their comprehensive suite of services includes seamless booking, transparent pricing, and 24/7 assistance, reflecting a decade's worth of expertise and a steadfast commitment to ensuring a smooth post-admission experience.

The company is deeply rooted in a people-oriented culture, utilizing innovative technology to adapt to the evolving needs of its members, constantly enhancing its services, and setting new industry standards. University Living's unwavering dedication to providing exceptional student accommodation experiences has solidified its position as a respected industry leader. Notably, University Living is an award-winning global student housing platform, receiving accolades such as Forbes India DGEMS 2023, Entrepreneur India-Cross Border Business Growth Award 2023, Best Entrepreneur Solution for Higher-ed, Mint Startup Icon Awards 2023, Indian Achievers' Award, and more. Discover a world of comfortable and secure accommodations with University Living, your trusted partner in the journey of higher education.



# About Us (2/2)



EasyTransfer is a cross-border payments and compliance FinTech headquartered in Singapore with offices across India, greater China, UK, US, Canada and Australia.

For 10+ years, we have provided an online education payment platform for international students, processing US\$ 3 billion annually in payments to education institutions and accommodation providers globally.

By offering novel payment technologies, transparent and fair exchange rates, 1-to-1 guidance and native speaker support based in the home countries, EasyTransfer has helped international student families overcome cross-border financial challenges and pay tuition fees like a local.

EasyTransfer works with 1500+ education agencies, pathway programmes, colleges, universities and accommodation providers around the world. Our in-house technology and operations teams custom-build solutions and integrations for our education partners.

EasyTransfer has been ranked on FXC Intelligence Global Fintech 100, KPMG Fintech 50, and Forbes Asia 100 to Watch lists.



One Step Global is a market entry firm specialized in the higher education sector. We help global universities, colleges, government organizations to land and expand across Asia, through stakeholder management and in-country representation.

One Step Global works with some very prestigious universities and colleges across the world. Our solutions vary from market development, market entry and market presence.

Currently we have universities from the UK, USA, Ireland, Finland, Australia and New Zealand. We help our clients with strategy development, market introductions, in-country representation, stakeholder management, logistics and operations encompassing office space, hiring dedicated resources working for the client, managing payroll etc. Ours is a young and dynamic company, with a strong focus on performance and core values.

Our team of experienced and passionate professionals has a deep understanding of the higher education sector in Asia.



RAYSolute Consultants, founded by Aurobindo Saxena in Bengaluru, specializes in the education sector.

Deriving its name, RAYSolute (pronounced as "resolute"), from the four Indian Vedas, the firm offers expertise in Strategy, Operations, Finance, HR, IT, Marketing, Sales, and Change Management. RAYSolute empowers clients to overcome business challenges and capitalize on opportunities.

With a team of global education consultants, RAYSolute is dedicated to supporting educational institutions and companies in achieving their goals, driven by a passion for education and success.



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