FinTech has made an impact on Urban and to some extent, Semi-Urban parts of India. FinTech must address Rural India, as there is a huge gap right now.

Need is to focus on Semi-Urban and Rural segments and provide an opportunity for a holistic financial inclusion of the currently unbanked and underbanked areas of India.
Inclusion Challenges

Brick and mortar
Prohibitive Costs
Limited reach

Traditional BC Model
- Distributed & Expensive to build
- High transaction cost
- Not delivered the inclusion

Financial Inclusion

Physical Delivery
- Identify - KYC
- Physical
- High friction

Reach
- Limited by economics of brick and mortar model
- Low banking services penetration
- Bank branch reachability
Public Infrastructure

JAM

AEPS Platform

Enabling Inclusion

Market Trends

- Aggregate withdrawal market size – $215B FY20
- Massive Rural Underpenetration
- AEPS 3 Yr CAGR – 273%
- AEPS size (1QFY21 annualized size) – ~US$30B

AEPS – Robust Volumes

AEPS Rising market share

Source: NPCI, RBI
Digital Rural Financial Inclusion

Company Overview

- A full stack fintech company which provides predominantly underserved rural communities access to banking and payment solutions using their innovative technology and reliable infrastructure.
- The venture turns kirana stores into places where rural consumers can avail banking facilities thorough POS machines, such as withdrawal of cash, remittances and other financial products.
- The Company enables customers to transact on their platform using debit cards and Aadhar enabled payment system.

Key Highlights - (FY 20*)

- **53,977** Touch Points
- **US$ 500 M** Transaction Value
- **16,000** Pin Codes Served
- **25,000** Villages Covered
- **INR 223 Mn** Revenue

Services Offered

- Cash Access
- Credit Access
- Domestic Money Transfer
- Payment & Recharge

USP for Stakeholders

For Partners

- Reduction in cash conversion cycle
- Cash rich companies earn a commission

For Merchants

- Additional Source of Income through commissions

For Banks and Financial Services companies

- Significant reduction in servicing existing customers and Lowering sales cost for penetration in rural areas

* Provisionals – FY20
Flow of financial products through the company's extensive network of channel partners
Efficient CAC for the distributed billion Indians!

**Banking Partners**
- Provide banking, lending and insurance services
- Banks lower their transaction costs by 66% - 80%

**iServeU Platform**
- Financial Inclusion Program
- Digital platform for banking services and products

**iServeU Channel Partners**
- Channel partners (CP) onboard 100 to 1000 retailers each
- CP is responsible for on-field recruitment of retailers

**Retail Touch Points**
- Retail Touch Points provide banking products to rural users through the ISU platform
- Retailers generate INR 10,000-15,000 through fees and increased footfalls
**Competitive Differentiation**

**Digital platform**

- **Time to Onboard**
  - Pre-requisites for Onboarding
    - Choice of Banking Gateway
    - KYC Process
    - Customizable Features

- **Real time**
  - Business Channel partners of all size and capacity can be onboarded
  - Business partners have the option to choose the gateway that they seem fit from operational and technical point of view.
  - Paperless onboarding with Real time VKYC verification using ML
  - Automated & customizable to retailer’s level

- **3 days**
  - Directly work with retail partners
  - No
  - Manual
  - Manual and Fixed

**COMPETITORS VS**
Product Stack

Transaction centric
Fee Based

AEPS
DMT

FY19

AEPS
DMT
Micro ATM

Payments

Beyond

FY20

+ + +
Customer Centric Approach

Digital Delivery

Financial Inclusion

Access to financial services

Environment

Paperless Approach

Reaching Underserved

Rural Focused

Enabling Technology

Empowering micro businesses
Debiprasad Sarangi, CEO

An engineer specializing in fintech products. Worked with product teams of leading PPI players like GI Technology etc. Was a member of the iCash team which was a leading player in domestic remittance and digital payment space.

Amit Tyagi, CFO

A finance expert with 14 years of international Global treasury and ALM experience across Europe and India having worked with likes of Royal Bank of Scotland, Yes Bank & IndusInd Bank. An Alumni of Delhi College of Engineering, Cass Business School & Indian School of Business, Amit brings on board product as well as finance expertise.

Umakant Sahoo, CSO

A veteran in payment solutions, rural banking and financial inclusion, with 14 years of experience. He has been instrumental in developing an aggressive push for rural market’s financial inclusion strategy in his past role in companies like IDBI Bank, IIFL Holding Limited, Oxigen, GI Technology(iCash), Easy Bill Limited (Hero Group).

Sanjib Parida, CTO

15 years experience in building scalable systems that have served millions of customers concurrently and securely. Has built and managed teams building technology products in past roles.

Debashis Mohapatra, COO

An engineer with 6 years of experience in IT Operations and Core Banking Solutions. Deep experience in handling support teams catering to major rural banks.
iServeU Snapshot

FY20*

Scalable & Profitable

Revenue – INR 223M

Transaction Value – US$ 500 M

AEPS value market share – 1%+

Touchpoints – 64,557

EBITDA and PAT Positive

* Provisionals – FY20
iServeU

Key Metrics

FY20*

Solid reach &
Strong growth

Touchpoints – Q1FY21

Villages covered

Pincode served

Total Revenues (INR M)

GTV (INR B)

88
223

FY 19
FY 20

2.5x

12.1
39.3

FY 19
FY 20

3.2x

* Provisionals – FY20
Niyogin
A Full-Stack Fintech Platform

Payments ✓
Wealth ✓
Credit ✓
Business Builder ✓
Niyogin to acquire 51% (post-money) ownership on fully diluted basis

Consideration – Cash + Stock deal
INR 592 M (US$ 8 M)

Fresh capital infusion in iServeU to accelerate growth
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