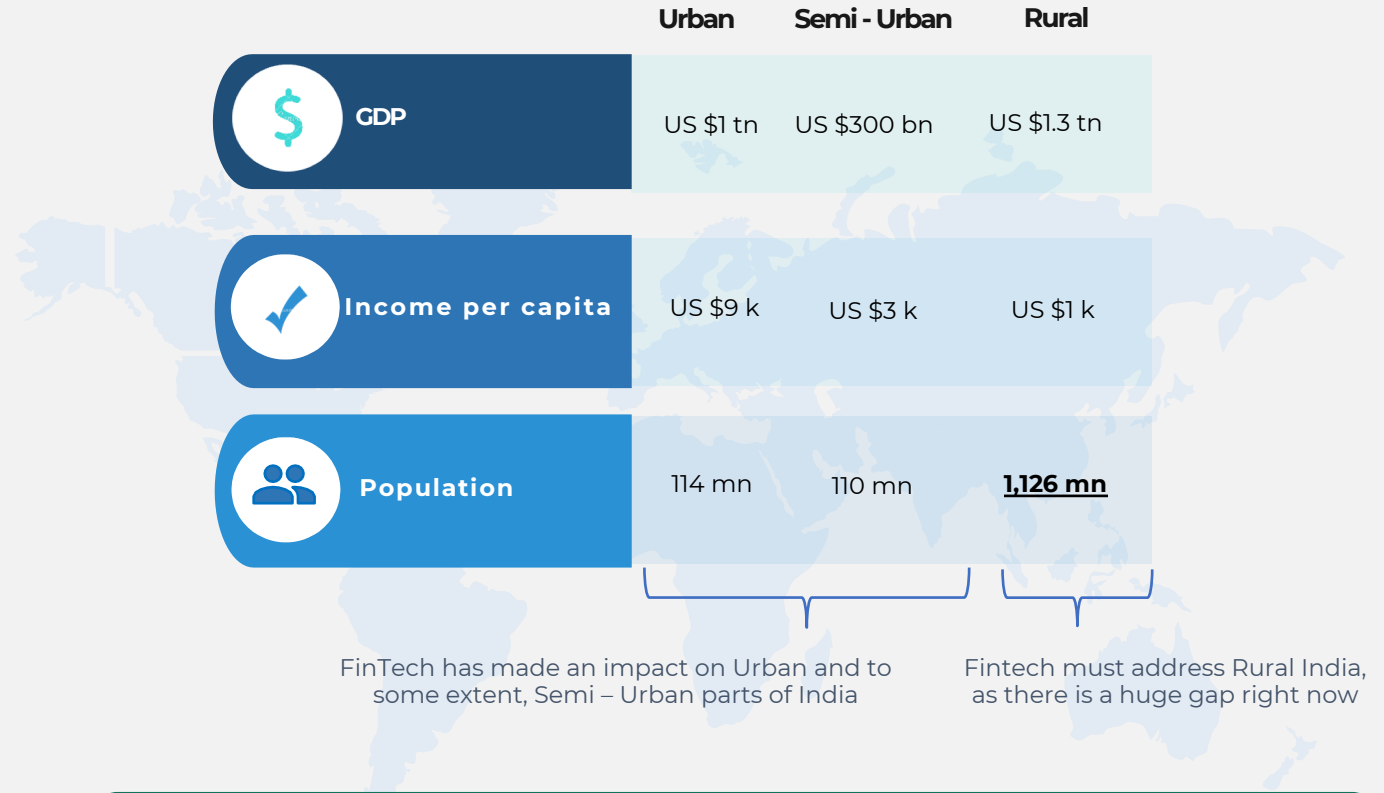




# niyogin

Niyogin – iServeU

August 2020



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

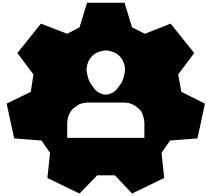
**Need is to focus on Semi-Urban and Rural segments and provide an opportunity for a holistic financial inclusion of the currently unbanked and under banked areas of India**

## Inclusion Challenges

Brick and mortar

Prohibitive Costs

Limited reach



### Traditional BC Model

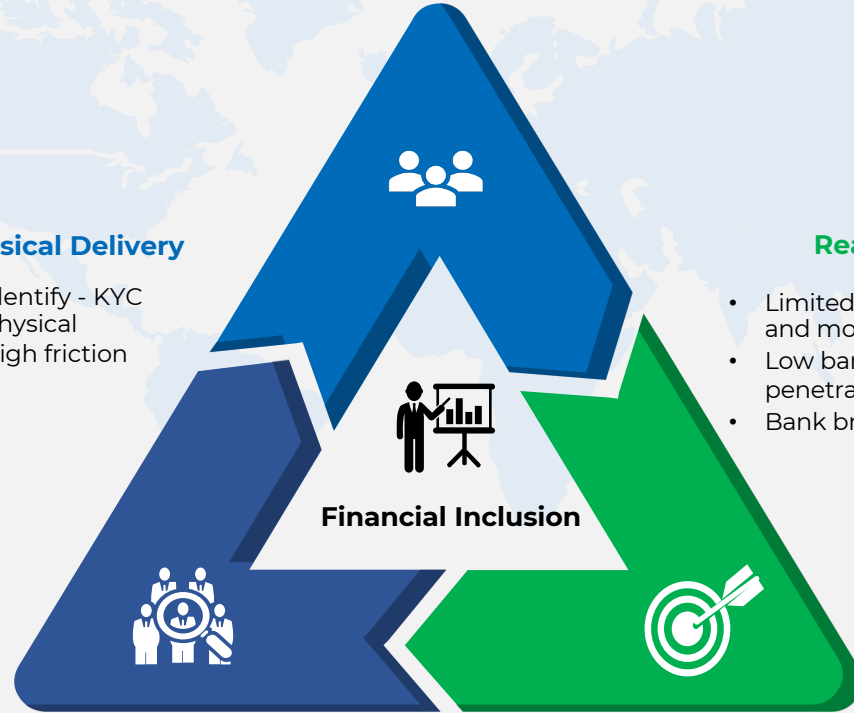
- Distributed & Expensive to build
- High transaction cost
- Not delivered the inclusion

#### 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

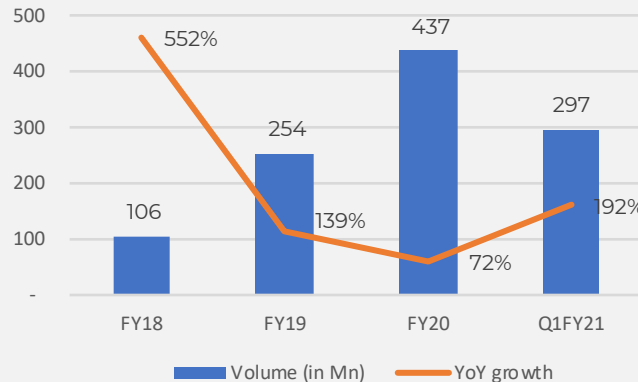
- A - Authentication
- A - Accessibility
- A - Affordability
- A - Availability

Market Trends



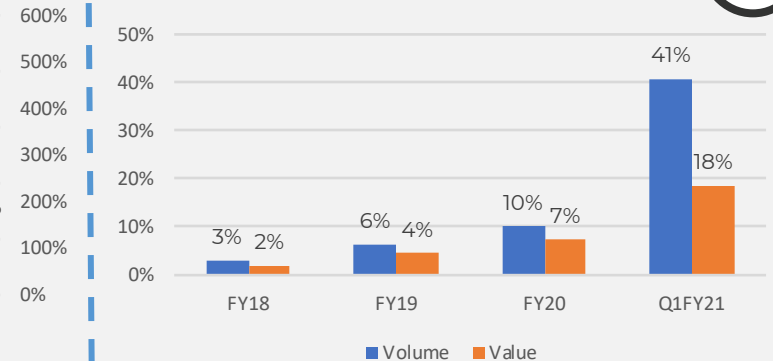
- Aggregate withdrawal market size – \$215B FY20
- Massive Rural Under penetration
- AEPS 3 Yr CAGR – 273%
- AEPS size (1QFY21 annualized size) – ~US\$30B

AEPS – Robust Volumes



Source : NPCI, RBI

AEPS Rising market share



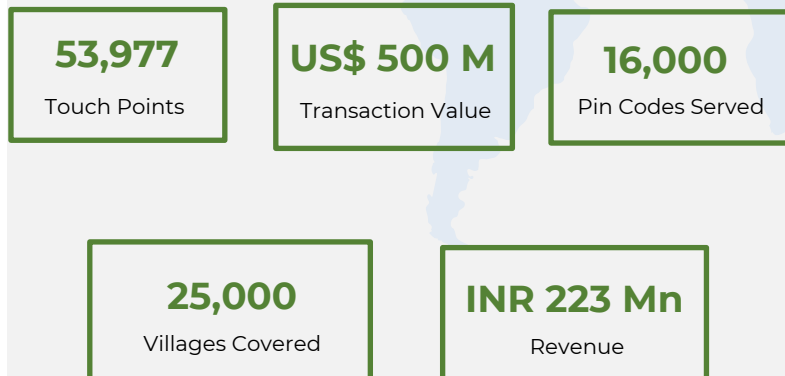
Source : NPCI, RBI

## iServeU

### 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 through 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\*)



### 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



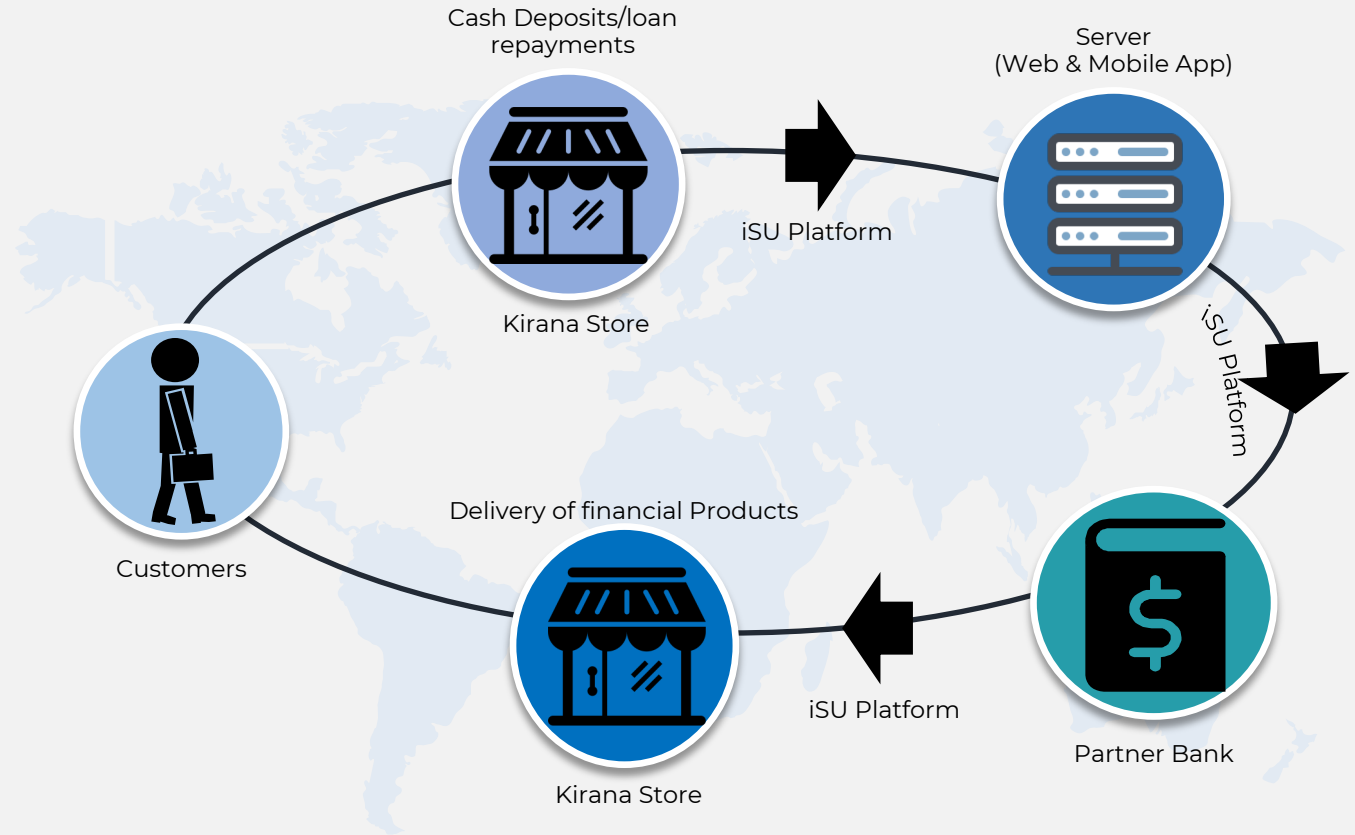
- Significant reduction in servicing existing customers and Lowering sales cost for penetration in rural areas

## Inclusion Centric Platform



Business Model

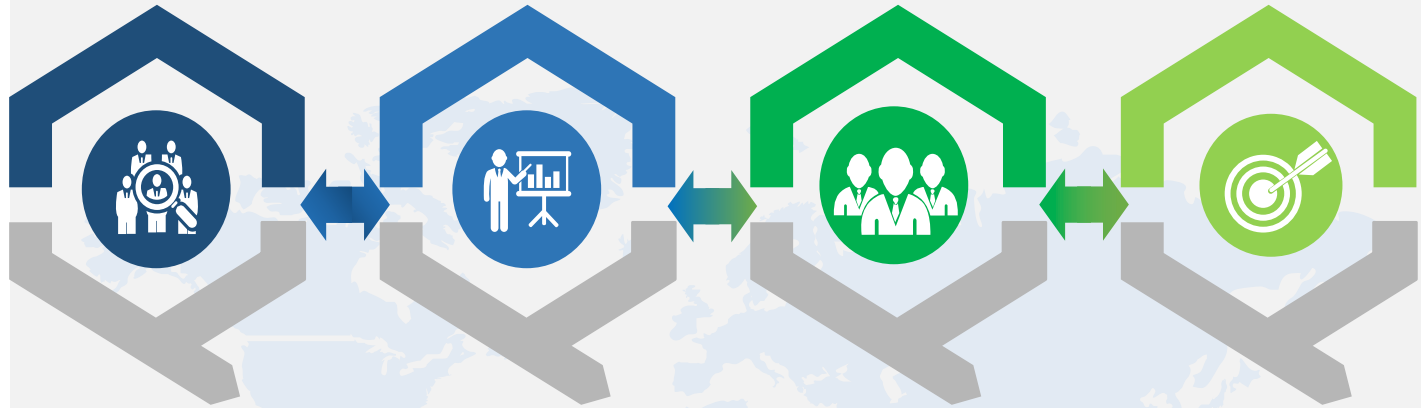
Empowering local store



Flow of financial products through the company's extensive network of channel partners

Last Mile Partnership

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

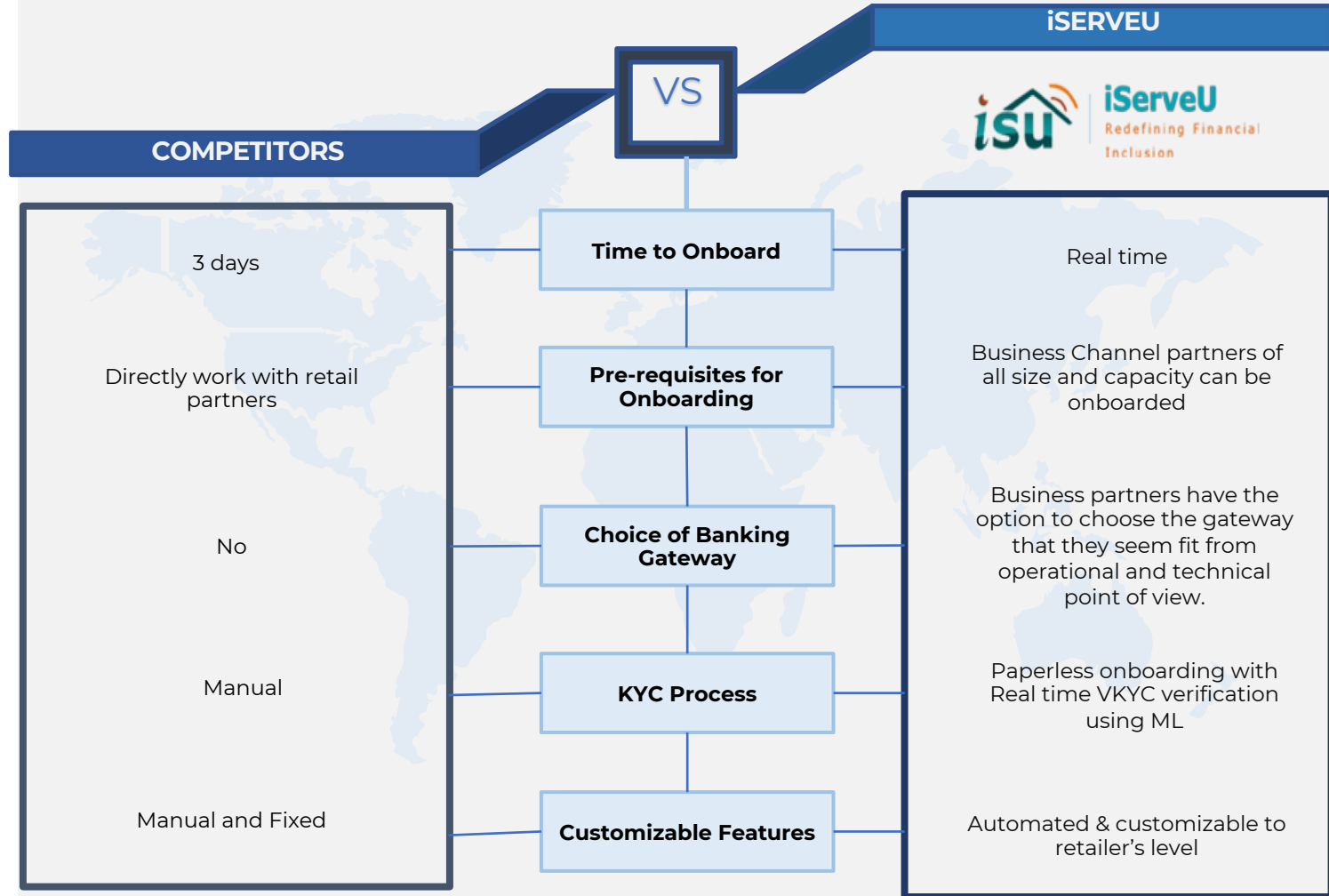
**Retail Touch Points**

- 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

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Competitive  
Differentiation

Digital platform

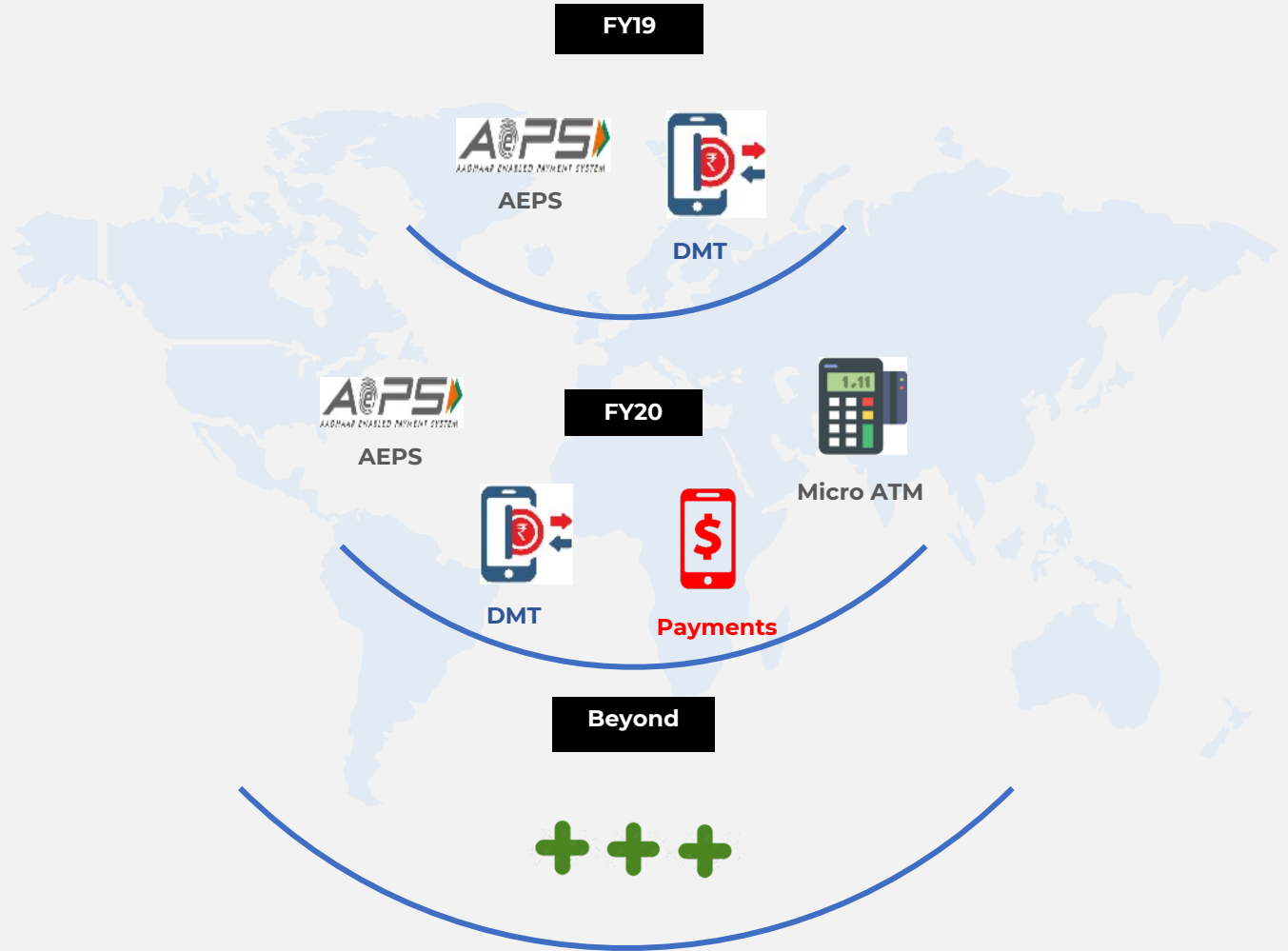




Product Stack

Transaction centric

Fee Based



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Impact centric

Profit with Purpose

Driving financial inclusion



**Customer Centric Approach**

Digital Delivery



**Reaching Underserved**

Rural Focused



**Financial Inclusion**

Access to financial services



**Environment**

Paperless Approach



**Enabling Technology**

Empowering micro businesses

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Team @  
iServeU

Entrepreneurial



## 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

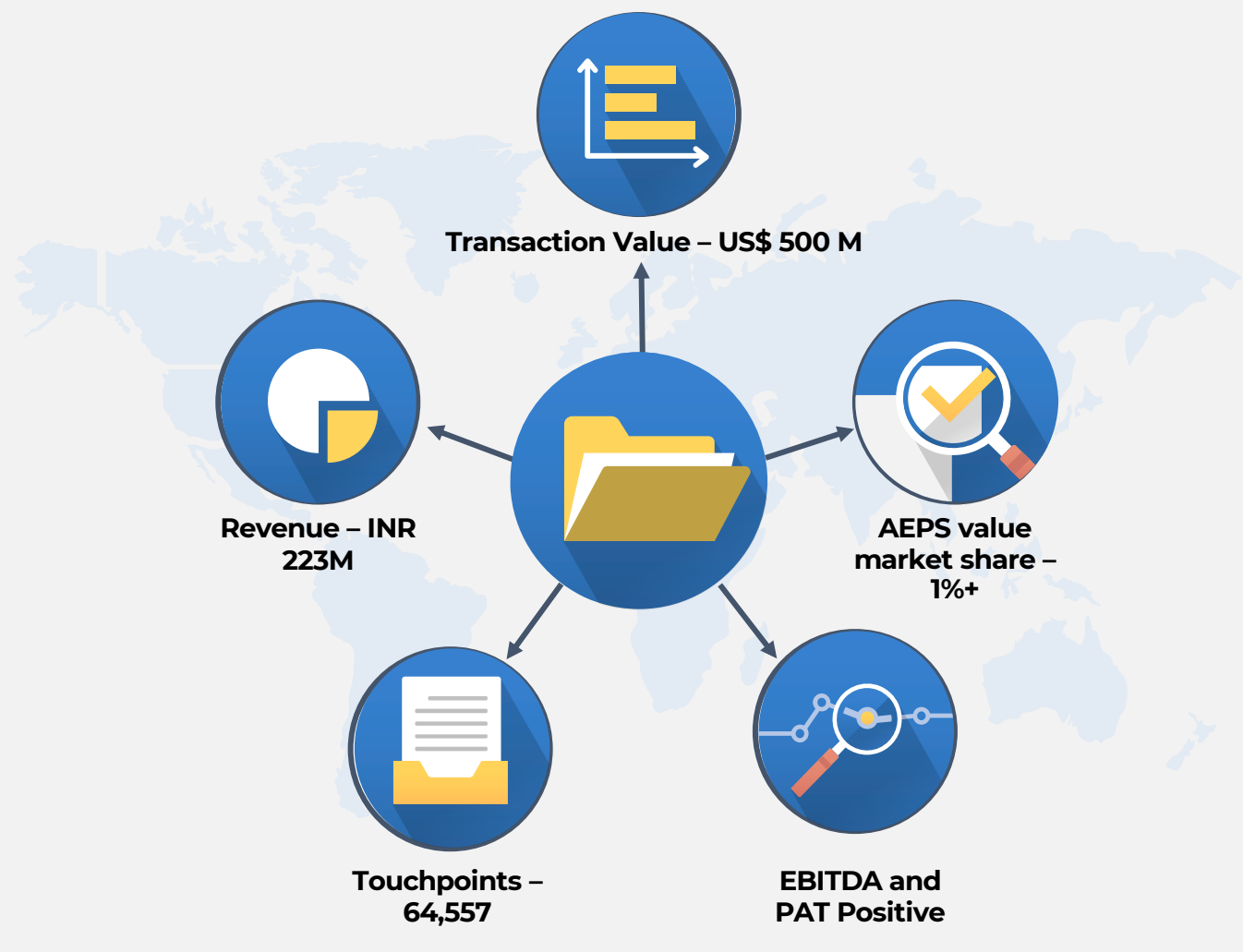
An engineer with 6 years of experience in IT Operations and Core Banking Solutions. Deep experience in handling support teams catering to major rural banks.

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iServeU  
Snapshot

FY20\*

Scalable  
&  
Profitable



iServeU  
Key Metrics

FY20\*

Solid reach  
&  
Strong growth



64,557

Touchpoints – Q1FY21



25,000

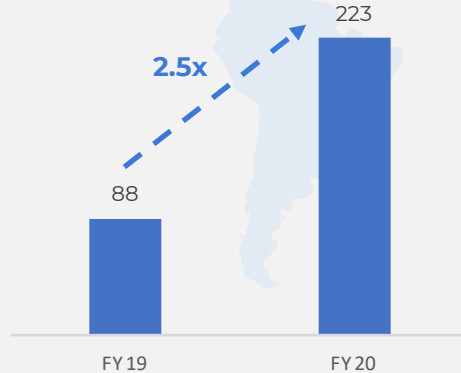
Villages covered



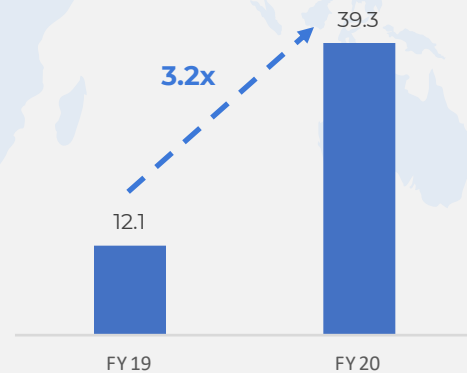
16,000

Pincode served

Total Revenues (INR M)



GTV (INR B)



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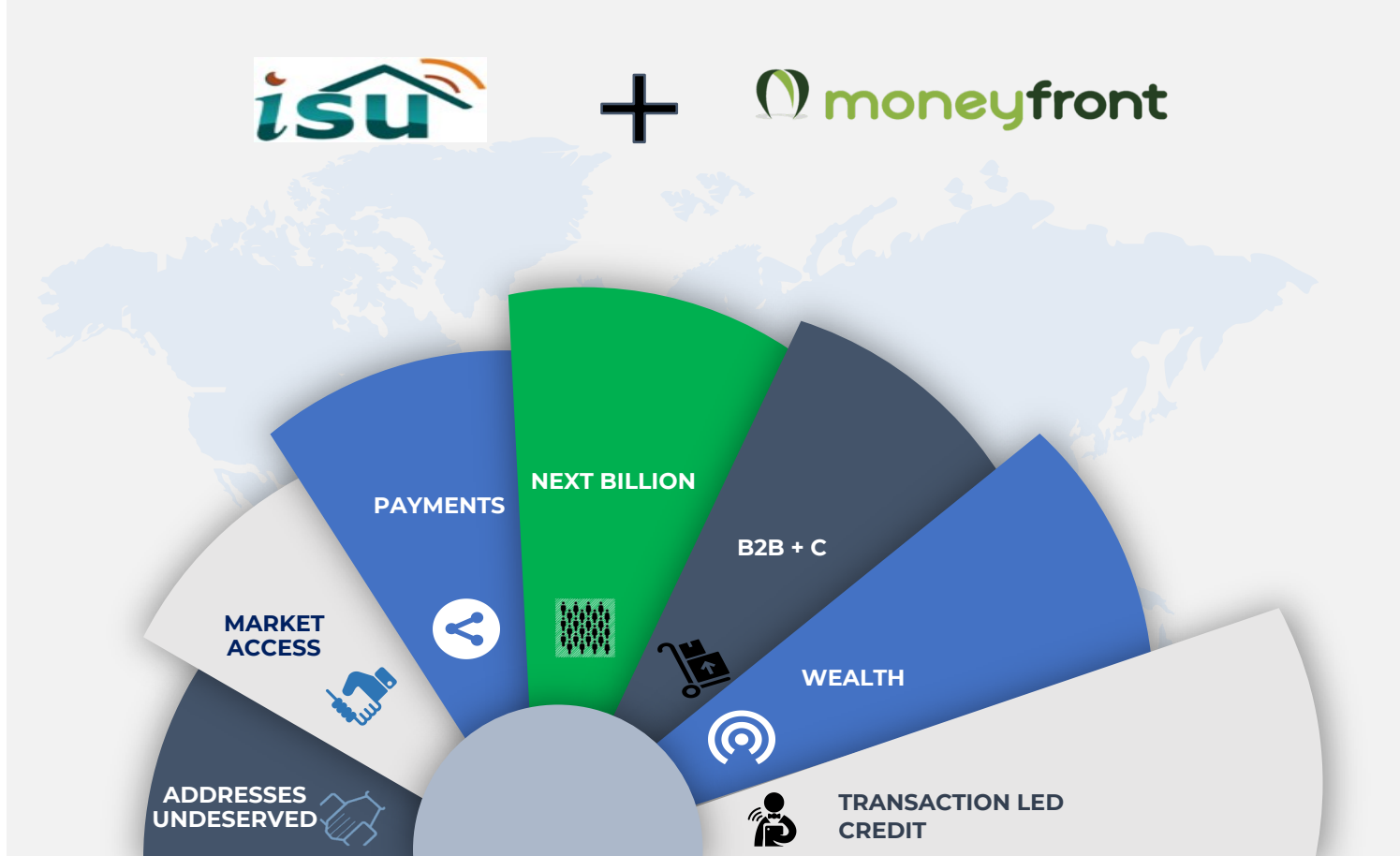
# Niyogin A Full-Stack Fintech Platform

Payments ✓

Wealth ✓

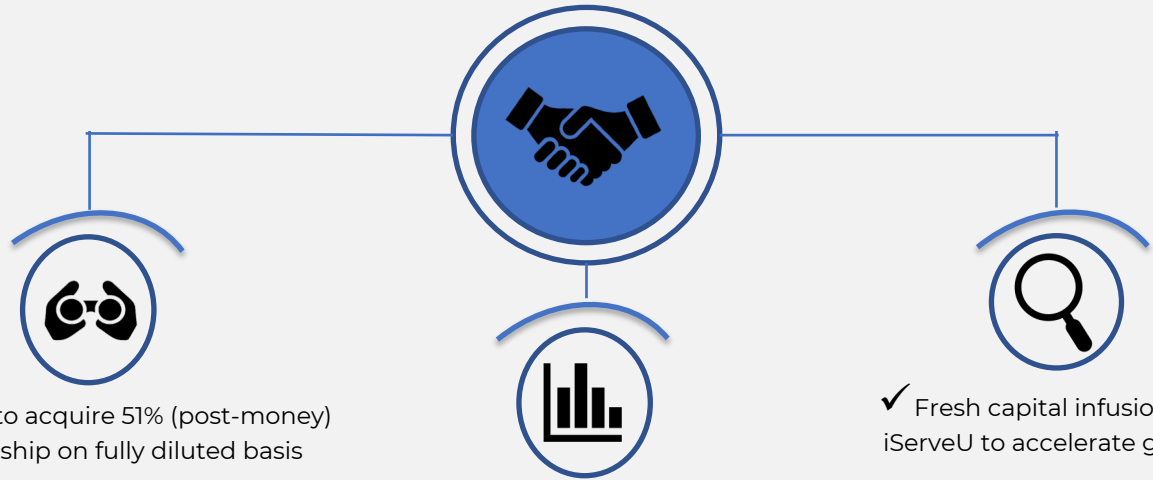
Credit ✓

Business Builder ✓



Transaction

Cash + Stock deal



✓ 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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