

Investment Opportunity

in

Leading Financial Technology Company

Company Profile

Year of Establishment: 2014

Ownership:

Private Company

Location: India

Employees: 70

Service Offering:

- Cash Based Remittance Services (Banking Correspondent – AXIS BANK)
- Service & Utility Payments
- AEPS Transactions/ UPI
- Merchant Payments
- Value Added Services*

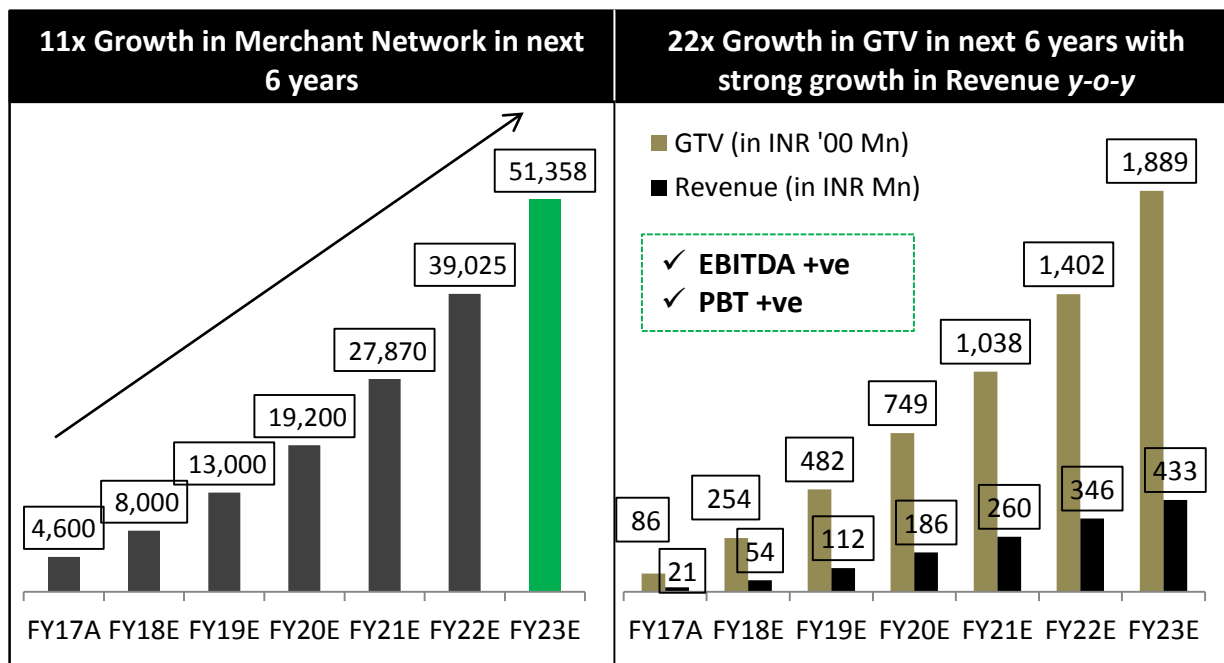
*prospective Service Line

Certifications & Memberships

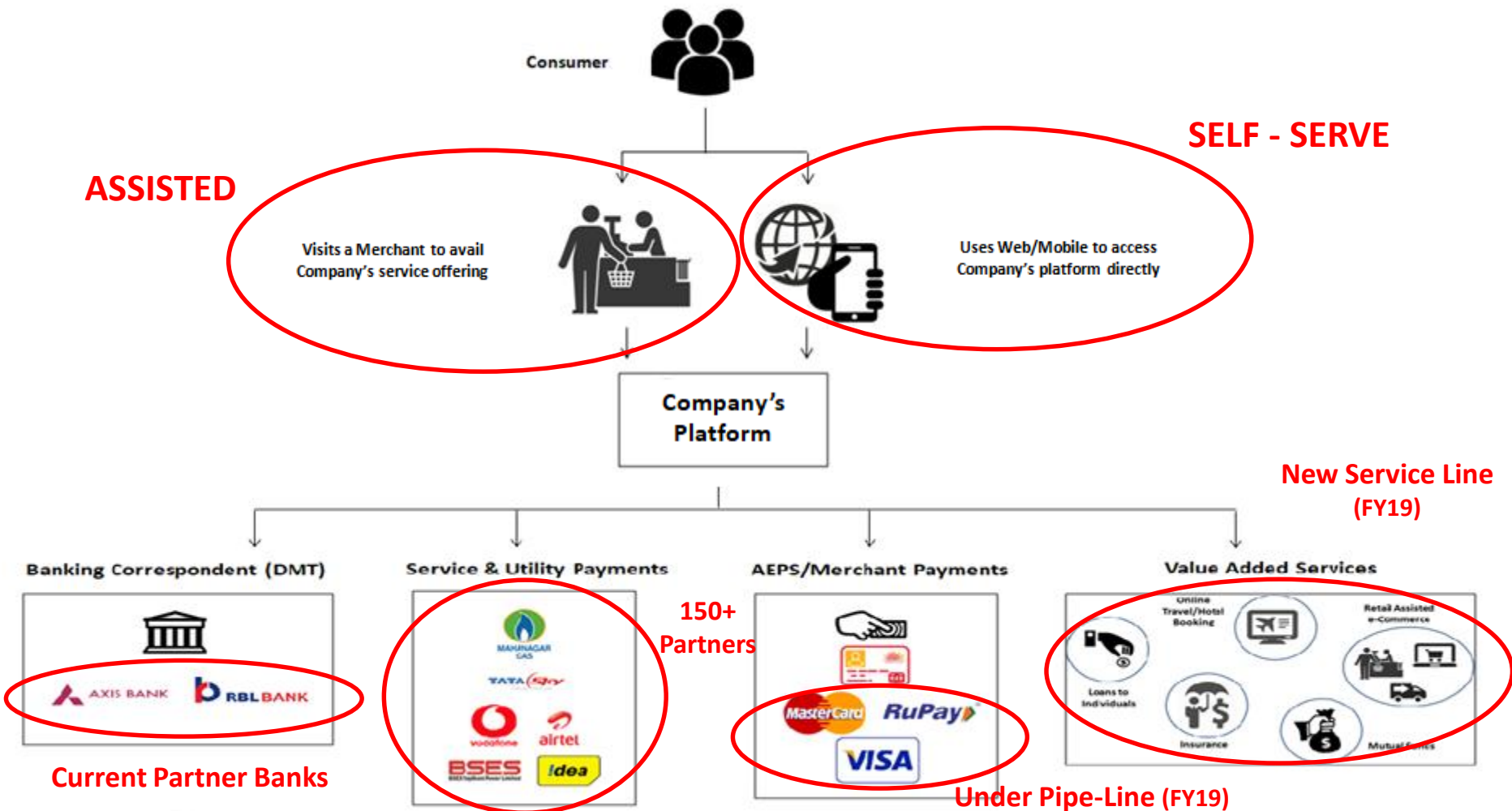
- ISO 9001:2008 certified
- ISO/IEC 27001:2005 certified
- Member of PCI & IAMAI
- Member of BCFI

COMPANY DETAILS

- Promoted by an IITian having > 10 years of experience in the Financial Technology space and overall more than 30 years of experience in software and hardware industry. Expert in Entrepreneurial initiatives with proven track record of scaling up the businesses. Nominated member of a committee formed by the Ministry of Finance for creating a Rupay Standard for Chip Banking Cards.
- The company's primary focus is on Web based platform transactions i.e. direct to customer model while it is additionally concentrating upon deployment of POS machines with an aim to target non-cash model.



Fully integrated Financial Services platform



Company provides single Platform for multiple needs of a Consumer. Currently doing 7 Mn transactions per annum, projected to grow to 40 Mn transactions in next 5 years.

Market Opportunity

Financial Technology

Payments

- ✓ **USD 500 Bn** market by 2020 from current **USD 50 Bn**
- ✓ **USD 23 Bn** per annum volume of domestic remittances from urban to rural areas
- ✓ **15% of GDP** in 2020
- ✓ Govt. focus on cashless and digital society (target of **INR 25 Bn** on digital transactions in 2018)

Alternative Lending

- I. **SME Loans: > 50 Mn** SMEs in India with unmet demand of **USD 200 Bn**
- II. **P2P Lending : USD 5 Bn** market by 2023
- III. **Credit Scoring: 350 Mn** credit invisible people without a documented credit history


Wealth Management

- ✓ **Only 2% of India's Population** invests money in market traded securities
- ✓ **USD 20 Bn** pumped in by Investors in equity mutual funds in 2017 as compared to **USD 7.8 Bn** in 2016

Insurance Tech

- ✓ Insurance Sector market size projected to reach **USD 400 Bn** by 2020
- ✓ **< 20% of India's Population** is covered under the most basic health insurance
- ✓ **75% of non-life insurance** expected from online channels by 2020

Under-served Segments



Migrant Laborer

Old Age

Students

SMEs

Rationale

Key Strengths

- **Large presence in Domestic Market** - Currently amongst top 10 Financial Technology company in India; looking to branch out to foreign markets as well (UAE)
- **Strong Profitable Growth** - Has achieved break-even in less than 2 years – one of the fastest in the Industry
- **Extensive Merchant Network** - Large merchant presence; currently 8k merchants , aims to grow 6x in next 5 years
- **Strong Technology Platform** – Robust banking grid platform capable of handling large transaction volume and can be scaled up with minimal additional costs
- **Asset Light Model** - Highly scalable business model with more emphasis of transactions on web based platform and rental model for deployment of POS machines

Transaction Overview

- Looking for Strategic/Financial or both investor for both primary **(INR 350 Mn)** and secondary **(INR 150 Mn)** funding rounds
- Exit Opportunities will be available over a period of 3-5 years through :
 - ✓ Strategic M&A
 - ✓ Subsequent future funding rounds
 - ✓ Becoming a Payments Bank

THANK YOU!

Alamak Capital Advisors
C-56, Soami Nagar
New Delhi - 110017
T: +91.11.4132 9808
www.alamakcapital.com

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