What do we do?

**Policybazaar**
Insurance marketplace focused on the Indian middle-class families buying protection against the 3Ds (Death, Disease and Disability)

We provide end to end insurance solutions to the retail consumers (choice of products, the most convenient way of buying and policy management & claim support). We believe quality of business which includes honest customer declarations and risk assessment, along with proper disclosure on products is critical for the long term growth of the industry, and we are a positive force in that endeavor.

**Paisabazaar**
Credit marketplace focused on credit availability and convenience for all

We provide credit options across consumer segments and help them make the right decisions using proprietary algorithms. Paisabazaar is also the largest destination for consumers to access their credit score and manage the same.

**PB Partners**
Enablement platform for more than 100k partners to help them manage insurance sales using technology
Q3 FY23: Insurance Premium grew 70% YoY
Credit Disbursal grew 57% YoY

Insurance Premium
(₹ Cr)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Insurance Premium (₹ Cr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 FY22</td>
<td>1,781</td>
</tr>
<tr>
<td>Q2 FY22</td>
<td>1,781</td>
</tr>
<tr>
<td>Q3 FY22</td>
<td>1,781</td>
</tr>
<tr>
<td>Q4 FY22</td>
<td>1,781</td>
</tr>
<tr>
<td>Q1 FY23</td>
<td>3,028</td>
</tr>
<tr>
<td>Q2 FY23</td>
<td>3,028</td>
</tr>
<tr>
<td>Q3 FY23</td>
<td>3,028</td>
</tr>
</tbody>
</table>

Disbursals
(₹ Cr)

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Disbursals (₹ Cr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 FY22</td>
<td>1,928</td>
</tr>
<tr>
<td>Q2 FY22</td>
<td>1,928</td>
</tr>
<tr>
<td>Q3 FY22</td>
<td>1,928</td>
</tr>
<tr>
<td>Q4 FY22</td>
<td>1,928</td>
</tr>
<tr>
<td>Q1 FY23</td>
<td>3,021</td>
</tr>
<tr>
<td>Q2 FY23</td>
<td>3,021</td>
</tr>
<tr>
<td>Q3 FY23</td>
<td>3,021</td>
</tr>
</tbody>
</table>
Consistent Revenue Growth over the years

With improving margins

9M Revenue (₹ Cr)

- New Initiatives
- Existing Business

FY19: 328
FY20: 526
FY21: 616
FY22: 1,689
FY23: 610

9M EBITDA Margin %

- Existing Business
  - FY19: 91%
  - FY22: -11%
  - FY23: -9%

- New Initiatives
  - Expansion of New Initiatives
  - FY19: -55%
  - FY21: -52%

Q3 Revenue (₹ Cr)

- New Initiatives
  - FY19: 123
  - FY20: 194
  - FY21: 212
  - FY22: 367
  - FY23: 66%

- Existing Business

EBITDA referred here is Adjusted EBITDA (non-GAAP)
Existing Business profitability through growth

Average EBITDA up by ₹55 Cr per quarter in FY23

Existing Business Revenue (₹ Cr)

Existing Business Contribution (₹ Cr)

Existing Business EBITDA (₹ Cr)

EBITDA referred here is Adjusted EBITDA (non-GAAP)
Q3 YoY – Existing Business

Existing Business continues improvement in Margin & Profitability

Existing Business EBITDA

(₹ Cr)

EBITDA referred here is Adjusted EBITDA (non-GAAP)

EBITDA Margin %

-13%

3%

1%

3%

6%

Q3 FY22
Q4 FY22
Q1 FY23
Q2 FY23
Q3 FY23
Q3 YoY – New Initiatives

New initiatives continue to focus on growing efficiently.

Revenue from New Initiatives (₹ Cr)

<table>
<thead>
<tr>
<th></th>
<th>Q3</th>
<th>Q4</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY22</td>
<td>50</td>
<td>154</td>
<td>134</td>
<td>164</td>
<td>185</td>
</tr>
<tr>
<td>FY23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

-3.7x

Investment in New Initiatives (₹ Cr)

<table>
<thead>
<tr>
<th></th>
<th>Q3</th>
<th>Q4</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY22</td>
<td>-51</td>
<td>-90</td>
<td>-71</td>
<td>-65</td>
<td>-54</td>
</tr>
<tr>
<td>FY23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

~1x
<table>
<thead>
<tr>
<th>₹ Crores</th>
<th>Q3 FY22</th>
<th>Q3 FY23</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Existing Business</td>
<td>New Initiatives</td>
</tr>
<tr>
<td>Revenue</td>
<td>367</td>
<td>317</td>
<td>50</td>
</tr>
<tr>
<td>Contribution (non-GAAP)#</td>
<td>86</td>
<td>127</td>
<td>-41</td>
</tr>
<tr>
<td>Contribution %</td>
<td>23%</td>
<td>40%</td>
<td>-82%</td>
</tr>
<tr>
<td>Adjusted EBITDA (non-GAAP)</td>
<td>-91</td>
<td>-41</td>
<td>-51</td>
</tr>
<tr>
<td>EBITDA %</td>
<td>-25%</td>
<td>-13%</td>
<td>-101%</td>
</tr>
</tbody>
</table>

# = Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)
**EBITDA up by ₹164 Cr for Existing Business**

For 9 Months YoY

<table>
<thead>
<tr>
<th>₹ Crores</th>
<th>9M FY22</th>
<th></th>
<th>9M FY23</th>
<th></th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Existing Business</td>
<td>New Initiatives</td>
<td>Total</td>
<td>Existing Business</td>
</tr>
<tr>
<td>Revenue</td>
<td>885</td>
<td>814</td>
<td>71</td>
<td>1,689</td>
<td>1,206</td>
</tr>
<tr>
<td>Contribution (non-GAAP)#</td>
<td>234</td>
<td>291</td>
<td>-58</td>
<td>415</td>
<td>539</td>
</tr>
<tr>
<td>Contribution %</td>
<td>26%</td>
<td>36%</td>
<td>-82%</td>
<td>25%</td>
<td>45%</td>
</tr>
<tr>
<td>Adjusted EBITDA (non-GAAP)</td>
<td>-202</td>
<td>-121</td>
<td>-81</td>
<td>-147</td>
<td>43</td>
</tr>
<tr>
<td>EBITDA %</td>
<td>-23%</td>
<td>-15%</td>
<td>-115%</td>
<td>-9%</td>
<td>4%</td>
</tr>
</tbody>
</table>

# – Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)
## Existing Business – 9M performance

### Operating leverage exhibited in Existing Business

<table>
<thead>
<tr>
<th>₹ Crores</th>
<th>9M FY22</th>
<th>9M FY23</th>
<th>Δ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>814</td>
<td>1,206</td>
<td>392</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(48% YoY)</td>
</tr>
<tr>
<td>Contribution (non-GAAP)#</td>
<td>291</td>
<td>539</td>
<td>248</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(85% YoY)</td>
</tr>
<tr>
<td>Adjusted EBITDA (non-GAAP)</td>
<td>-121</td>
<td>43</td>
<td>164</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(135% YoY)</td>
</tr>
</tbody>
</table>

# = Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)
Renewal / Trail revenue
At an annualized run rate of ₹315+ Cr

Current Renewal / Trail Revenue ₹ 315+ Cr^\

- Insurance
- Credit

5x

Q1 FY19 | Q2 FY19 | Q3 FY19 | Q4 FY19 | Q1 FY20 | Q2 FY20 | Q3 FY20 | Q4 FY20 | Q1 FY21 | Q2 FY21 | Q3 FY21 | Q4 FY21 | Q1 FY22 | Q2 FY22 | Q3 FY22 | Q4 FY22 | Q1 FY23 | Q2 FY23 | Q3 FY23

^: Based on ARR of Q3, Unaudited management accounts
PAT losses reduced by ~71% YoY
On track for PAT breakeven in FY24

<table>
<thead>
<tr>
<th>₹ Crores</th>
<th>Q3 FY22</th>
<th>Q4 FY22</th>
<th>Q1 FY23</th>
<th>Q2 FY23</th>
<th>Q3 FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adjusted EBITDA (non-GAAP)</td>
<td>-91</td>
<td>-80</td>
<td>-66</td>
<td>-53</td>
<td>-28</td>
</tr>
<tr>
<td>ESOP Charges</td>
<td>226</td>
<td>175</td>
<td>168</td>
<td>174</td>
<td>105</td>
</tr>
<tr>
<td>One-time Expenses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EBITDA</td>
<td>-317</td>
<td>-255</td>
<td>-234</td>
<td>-226</td>
<td>-133</td>
</tr>
<tr>
<td>Depreciation</td>
<td>11</td>
<td>12</td>
<td>13</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>Finance Cost</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Other Income</td>
<td>34</td>
<td>51</td>
<td>47</td>
<td>60</td>
<td>69</td>
</tr>
<tr>
<td>PAT</td>
<td>-298</td>
<td>-220</td>
<td>-204</td>
<td>-187</td>
<td>-87</td>
</tr>
</tbody>
</table>
Insurance Continues to Scale

Improving Efficiency & Customer Experience

- “Har Family Hogi Insured!” We aim to protect every family in India against the financial impact of Death, disease & disability by having Health and Life insurance. We have extended our TV campaigns in regional languages like Tamil, Telugu and Marathi.

- Scale is key for a marketplace: we are at an annual run rate of insurance premium of over ₹12,000+ Cr growing at 70% YoY.

- ₹2.86 Cr ARR renewal revenue which has 85% Margins.

- Our consistent efforts to improve customer service and claims support are paying off with multiple heartening customer messages and is reflected by a CSAT of 88% for Q3 FY23.

- Quality of business in terms of Claims ratios and Retention rates makes our business profitable for our partners.

- High disclosure rates & fraud detection are helping improve claims settlement ratios for our partners. We offer on-ground claims support in 114 cities.

- Continued focus on product & process innovation, supported by the change in regulation to “use & file” mechanism.

- Increasing efficiency of operations:
  - More than 80% of Motor (four and two wheeler insurance) and travel insurance transactions continue to be unassisted.
  - New insurance premium per enquiry has increased by 21% YoY.
  - Physical leg of the business delivering meaningful impact on Health and Life Insurance businesses:
    - Steady growth in premium per enquiry.
    - Increasing percentage of business via this hybrid mode.

^ - ARR of Q3 FY23; * CSAT is for Policybazaar online Business only; #Unaudited management accounts; #* For 9 months.
Regulatory update

Budget FY24
• Gains of maturity proceeds of non-ULIP policies for annual premiums in excess of ₹5 Lacs for policies issued after April 1, 2023 to be taxable under "income from other sources" (thus max marginal tax rate)
  • We are focused on middle class consumers than on wealth management category
  • The likely impact for us is under 1%
• Government nudging tax payers to move towards the new tax regime which will likely push higher focus on protection category by the industry

Anti Money Laundering (AML) Guidelines
• IRDAI extended the timeline for implementation of Guidelines to January 01, 2023 for General and Health insurers
• Sales processes updated to ensure due compliance with the KYC requirements

Exposure Draft on Long-Term Motor Products
• 3 year policies for Private cars, 5 year policies for Two-Wheelers
• Similar to the proposal of August 2018, which was later withdrawn in 2020
• May lead to affordability issues / forced selling by the vehicle financers, increased complexity, and higher consumer grievance
Credit Continues to Scale
Improving Efficiency & Customer Experience

- Lending business grew 57% YoY and currently is at a disbursal ARR of ₹12,000 Cr. Credit Card issuance at 5 Lacs ARR (growing at more than 125%YoY)

- Over 3.3 Cr customers have accessed Credit score on Paisabazaar platform till date, representing 14%* of India’s active credit score customers

- 76%+ disbursals are from existing customers$ demonstrating strong repeat behavior

- Lending business is transformed post COVID with strong margin focus and is now almost breakeven.

- Digitization is becoming significant in Lending – currently led by Credit cards where ~75% of Cards issued in Q3 were end-to-end (E2E) digital#. Unsecured lending will follow. As the lending moves to more E2E digital, a digital marketplace with improving experience like ours would stand to benefit

- Co-created product strategy is shaping up well with products like Step-up Card, Duet Credit Card; Credit line products all gaining good traction

^ ARR of Q3 FY23
*, #Unaudited management estimates
$ Consumers who have ever accessed credit score from Paisabazaar
Two leading consumer destinations

Policybazaar

- **65.4 mn** Registered Consumers\(^{(1)}\)
- **13.4 mn** Transacting Consumers\(^{(2)}\)
- **31.8 mn** Policies Sold\(^{(3)}\)
- **c. 20%** Consumers who have purchased at least one insurance policy through Policybazaar
- **c. 2.4** Average policies per transacting consumer

Paisabazaar

- **33 mn** Consumers accessed their Credit Scores\(^{(4)}\)
- **3.5 mn** Transacting Consumers\(^{(5)}\)
- **5.0 mn** Transactions\(^{(6)}\)
- **c. 1.4** Average transactions per transacting consumer

---

1. Consumers registered on Policybazaar platform as of Dec 31, 2022
2. Cumulative number of unique Consumers who bought at least one product on Policybazaar since its inception till Dec 31, 2022
3. Cumulative number of new life and non-life insurance policies sold and non-life insurance renewals on Policybazaar since its inception till Dec 31, 2022
4. Consumers who accessed their credit scores through Paisabazaar
5. Cumulative number of unique Consumers who made at least one transaction on Paisabazaar since its inception till Dec 31, 2022
6. Cumulative number of transactions made on Paisabazaar since its inception till Dec 31, 2022

---

16
93% Market share (online aggregators)^

31.8mn Insurance Policies sold (till date)

₹ 3,028 Cr Insurance premium (Q3 FY23)

70% YoY growth

₹ 1,563 New insurance premium per enquiry per month* (9M FY23)

₹ 12,000+ Cr Insurance premium (ARR Q3 FY23)

51 Insurance Partners

13.4mn Transacting Consumers till date

^ Market share is as per the Frost & Sullivan Report titled “State of Insurance and Consumer Credit Market of India: Unlocking the Digital Opportunity” dated October 19, 2021

* New insurance premium - India Business (excluding PoSP)
India continues to have one of the widest protection gaps; Health & Term Insurance is needed

<table>
<thead>
<tr>
<th>Country</th>
<th>Out of pocket expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>36%</td>
</tr>
<tr>
<td>UK</td>
<td>15%</td>
</tr>
<tr>
<td>Brazil</td>
<td>44%</td>
</tr>
<tr>
<td>Thailand</td>
<td>12%</td>
</tr>
<tr>
<td>USA</td>
<td>11%</td>
</tr>
</tbody>
</table>

% Out of pocket spends (Total healthcare spends – Insurance coverage)

<table>
<thead>
<tr>
<th>Country</th>
<th>Sum Assured</th>
<th>Protection Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Singapore</td>
<td>62%</td>
<td></td>
</tr>
<tr>
<td>Hong Kong</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>Thailand</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>India</td>
<td>94%</td>
<td></td>
</tr>
</tbody>
</table>

94% of income is not protected

Note: 1. Mortality protection gap figures are as of 2015; 2. Out of pocket expense % figures are as of 2016 (Source – Swiss Re Report on Mortality Protection Gap)
India is vast and growing
The future is in Tier 2 & 3 cities

<table>
<thead>
<tr>
<th>Geography</th>
<th>Penetration (%)</th>
<th>Density (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Life</td>
<td>Non-Life</td>
</tr>
<tr>
<td>USA &amp; Canada</td>
<td>3.1</td>
<td>8.8</td>
</tr>
<tr>
<td>Advanced EMEA</td>
<td>4.6</td>
<td>3.3</td>
</tr>
<tr>
<td>Emerging EMEA</td>
<td>0.7</td>
<td>1.2</td>
</tr>
<tr>
<td>Advanced Asia Pacific</td>
<td>6.2</td>
<td>3.1</td>
</tr>
<tr>
<td>Emerging Asia Pacific</td>
<td>2.3</td>
<td>1.7</td>
</tr>
<tr>
<td>World</td>
<td>3.3</td>
<td>4.1</td>
</tr>
<tr>
<td>India</td>
<td>3.2</td>
<td>1.0</td>
</tr>
</tbody>
</table>

City wise Insurance Premium

- Tier 1 cities contribute 10% population of the country but 41% of Insurance premium

- FY17: 72%
- FY22: 41%
- FY27: 20%
PB Advantage for consumers
Uniquely positioned for capturing mindshare

Policybazaar provides a holistic product suite with seamless experience

- Customized journeys
- Assistance using chatbots
- Natural language processing mechs

- 500+ Product span (from 51 insurers)

- Service & claims support (full stack experience)

Convenient
For all insurance needs
10 product categories
(Health, Life, Four Wheeler, Two Wheeler, Travel, Corporate, etc.)

Most suited Product
Unbiased advisory
Commission agnostic (highly transparent)

Post-purchase delight
PB Advantage for insurance partners
Leverage data and technology to create best in class products and experiences

Enhanced scoring using digital data
- Intricate data collected by PB which is unavailable in an offline environment
- Risk pricing simulation: Use of digital variables exclusive to PB in addition to traditional variables; niche/customized product conceptualization
- Risk scores calculated for fraud and shared with insurers at the time of case login

Improved customer disclosures
- Data disclosure directly from the customer - bypassing agent channel which is prone to fraud
- Tech based document verification

Extensive historical data
- 14 years digital vintage: Rich data on customers & claims variables
- c.13.4mn transacting customers since inception

Rich insights from voice analytics
- 100% of calls converted to text & analysed for behavioural insights, thus sharp risk assessment for insurers
- Reducing false positives through customer conversation tone analytics
FY23: Key Focus Areas

- **Top of the Funnel**
  - Creative Excellence through Brand campaigns

- **Conversion**
  - Offline push
  - Customer Centric Products

- **Customer Experience**
  - Renewals
  - Claims / Maturity

**Insuring Indian Middle Class Families**
“Har Family Hogi Insured”

(policybazaar.com  paisabazaar.com)
Segmental Market Reach Approach

Awareness brand campaigns on TV in local / regional languages

- Tamil
- Telugu
- Marathi
- Hindi
### The best of both worlds: Online B2C + Offline Push

<table>
<thead>
<tr>
<th>Direct to Consumer Retail Business</th>
<th>Intermediary Led Business</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online B2C</strong></td>
<td><strong>B2B2C</strong></td>
</tr>
<tr>
<td><strong>Online B2C + Offline Push</strong></td>
<td></td>
</tr>
</tbody>
</table>

#### Consumer Led business

**Consumers**
- Tele-assistance during purchase
- Choices of products & pricing
- Tech & customer-center based service / claims assistance

**Insurers**
- Distribution Commission only
- Sharp risk assessment + real-time control on claims / frauds / mis-selling

#### Agent Led / Initiated business

**Consumers**
- Human touch
- Low choices of products & pricing
- Limited service / claims assistance

**Insurers**
- Cost of maintaining the agency channel / B2B2C partners commission
- Cannot control high claims / frauds / mis-selling

---

**PolicyBazaar.com | PaisaBazaar.com**
New channels of access

Offline Push through stores & in-person appointments

**Website / Mobile site**
- Choice of products, pricing, combos
- Unassisted purchase
- Service – book health tests, upload documents, etc.

**Telephone**
- Assistance during purchase
- Service coordination – medicals + documentation

**Video Call / Video Uploads**
- Higher trust factor
- Video medicals / KYC
- Fraud detection – liveliness scores
- Motor claims

**Retail Store**
- Walk in purchase
- Human touch
- Service & Claims assistance
- Multiple product purchase & combos

**Chat**
- Assistance during purchase through chatbots
- One-click renewals
- Real-time updates on service & claims requests

**In person**
- Convenience of location
- Human touch
- Service & Claims assistance
- Multiple product purchase & combos
Offline stores: 62 insurance centres in 51 cities
On-ground sales support in 125+ cities

- Omni-channel experience for trust building
- Extension of PB experience from tele-assistance to human-touch & physical accessibility
- One stop solution for consumers who don't want to transact online
In-person appointments & stores
Boosting Premium per Enquiry

<table>
<thead>
<tr>
<th>Insurance Premium (₹ Cr)</th>
<th>FY22</th>
<th>FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>4,799</td>
<td></td>
</tr>
<tr>
<td>Q2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8,002</td>
<td></td>
</tr>
</tbody>
</table>

67% YoY

YTD FY22 | YTD FY23
---------|---------
1,286    | 1,563   

21% YoY

^Unaudited management accounts
* New insurance premium - India Business (excluding PoSP)

PolicyBazaar is now In Your City!
Book a home visit now!

Book a home visit for your Health Insurance
Get expert advice from the comfort of your home

PolicyBazaar.com
Book home visit
Term insurance

New-age products for all consumers

Salaried consumers

A wide variety of offerings
Zero cost Term Plan

Housewives & Self-employed consumers

Term insurance plans for ₹1 Cr Sum
Assured for housewives
Surrogate underwriting using non-conventional variables

Housewives & Self-employed consumers

Affordable & comprehensive plans for NRIs and PIOs

NRI consumers

Term Plans in India are 50% cheaper than Abroad

Term Insurance Plans for NRIs

<table>
<thead>
<tr>
<th>Premium (Per Month)</th>
<th>Get (Cover Upto)</th>
</tr>
</thead>
<tbody>
<tr>
<td>₹1,071</td>
<td>₹2 Cr</td>
</tr>
<tr>
<td>₹1,523</td>
<td>₹3 Cr</td>
</tr>
<tr>
<td>₹2,407</td>
<td>₹5 Cr</td>
</tr>
</tbody>
</table>

Cover Your Spouse!
Give extra security for your family’s future

View All Plans
Health Insurance

Catering to all insurance needs: Special products

**Consumers with Pre-Existing Diseases get Day 1 Cover**

1. Buy 1x Cover (₹5 Lacs)
2. Get 2x Cover from Day 1 (₹10 Lacs)

Aapke Customer ko mile pehle din se hi 2x coverage at no major cost!

**Global Health Coverage**

**Senior Citizen Plans**

**Riders**

- Room Rent Waiver
- Hospital Cash Benefit
- Critical Illness Cover
- Personal Accident Cover
- OPD Care
- NCB protection
- Inflation protection
- Domiciliary hospitalization

**Special Maternity Plans**

MATERNITY INSURANCE POLICY
Health Insurance

Unbundled offers & personalized options

Unbundled offers: Choose the features you want!

Policy benefits

These benefits are part of your insurance cover. You can check plans as per your desired benefits

- Pre-hospitalization covered
- Post-hospitalization covered
- Day care treatments
- No claim bonus
- Restoration benefits
- Free health checkup
- Doctor consultation and pharmacy
- Maternity cover

Apply filters

Existing disease waiting period

It is a time span before a select list of ailments get covered in your policy

- No preference
- Covered after 1 year
  - Recommended
  - Covered after 2 years
  - Covered after 3 years

Policy period

Selecting a multi-year plan saves your money and the trouble of remembering yearly renewal

- 1 year
- 2 years
  - Save up to 10% on premium
  - Recommended
- 3 years
  - Save up to 15% on premium
Savings plans
Differentiated offering with higher returns

Get 100% Guaranteed returns as high as 7.2%* 

View Plan

Capital Guarantee Solutions

Returns beating Fixed / Term Deposit Interest Rates

Tax free for PB customers

Creating product awareness through Celebrity Influencers
Motor Insurance

Usage based plans: Pay-As-You-Drive

Pay As You Go/Drive Insurance

Pay as you drive insurance plan allows a policyholder to save up on their own damage premium depending on the total number of kilometres covered in a policy year. It is a kind of comprehensive car insurance plan that helps a policyholder reduce his/her premium based on the usage of the car.

Get Car Insurance starting @ only 2094/year

Compare & Save upto 85%* on Car Insurance

- Enter your car number
- For e.g. DL1A81234

View Prices

Pay As You Consume! Drive Less? Save more by uploading the odometer reading after payment.

IDV
- BAJAJ Allianz
- ₹7,12,260

Addons
- Zero Dep: ₹9,802
- 24x7 Roadside Assistance
- Key & Lock Replacement

Spot Claims Upto Rs. 30,000
- 50% Advance Payment
- Zero Paper Claims
- Zero Paper Claims

Claims Settled 98.5%

Select Annual Driving Limit
- 3000 km

1 Cashless Garages

Policy Details

*Conditions apply.
A data & technology driven approach to change the insurance landscape

User friendly interface assisting customers throughout the lifecycle

- Fill-in customer details
- Compare products across insurers
- Self video inspection (Motor) or Telemedical (Life / Health) or upload docs
- Easy payment process

Unique customer journey through Chatbots

- Handles customer queries resulting in faster fulfilment
- Response within a minute
- Increased Unassisted Share of Business

Compare Premiums in 30 Seconds

Pay using

- Credit Card
- Net Banking
- Debit Card

Payment and Plan Summary

More products compared in just 30 seconds

Compare & Save Big

By clicking on ‘Compare’ you agree to our Privacy Policy and Terms & Conditions.
**PB Risk framework used to detect fraud**

<table>
<thead>
<tr>
<th>Explicit Variables</th>
<th>Current Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Website / M-site</td>
</tr>
<tr>
<td></td>
<td>• Tele / Video</td>
</tr>
<tr>
<td></td>
<td>• Meeting</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Implicit Variables</th>
<th>Historical Interactions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Enquiries</td>
</tr>
<tr>
<td></td>
<td>• Transactions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Implicit Variables</th>
<th>Claims History</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Normal</td>
</tr>
<tr>
<td></td>
<td>• Abnormal</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Implicit Variables</th>
<th>Payment Graph</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Implicit Variables</th>
<th>Document Verification</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Implicit Variables</th>
<th>Biometrics / Identity Verification</th>
</tr>
</thead>
</table>

**Risk Score less than Cut-off**
- Sent to the insurer for processing
  - Additional checks
    - Higher Claims Settlement

**Risk Score greater than Cut-off**
Customer Centricity is the key for us – reflective in **88% CSAT**

**Service Experience**
- Pre-fill KYC details using CKYC and eKYC integrations, a central system for multiple purchases
- Medicals done at home enabled by insurer partners using dedicated Phlebotomists
- Automated documentation and other processes using tech, system based endorsements
- Use of mobile phone app-based videos for motor insurance surveys

**Relationship Management**
- 360 degree view
- Centralized KYC documentation
- Nominee management
- Easy renewals, add-on / rider purchases, cross-purchases

**Claims management**
- On-ground support for Health & death claims in 114 cities
- App-based claims assistance during motor insurance claims, seamless coordination with consumer / surveyor / garage / insurer
- Assistance at the time of maturity for savings products
A wholesome experience in the App

- **Consumer Education / Awareness**
  - How insurance works for you
  - Are your parents nearing 60?
    - Be ready with health insurance for your parents.
    - 40%
  - Are you again...
  - Explore now

- **Renewals**
  - CAR INSURANCE
  - Your policy will expire on 20th December
  - Vehicle: Maruti Swift
  - Vehicle ID: HR28ABB213
  - Premium: Renew @₹7,983

- **Policy Management**
  - Term Insurance
  - My policy
  - View all policies
  - Plan: ICICI Life Protect
  - Cover: ₹2 Crores
  - Bought on: Feb 01, 2022
  - Premium: ₹12,521
  - Start new search
  - For Yourself
  - Anuj Kapur, Male, 34 years
  - Buy New Policy
On-ground claims support in 114 cities

24X7 Dedicated Helpline
1800-258-5881

Dedicated Relationship Manager
Call or WhatsApp Relationship Manager at any time for any assistance

30 min On-ground support
Claims expert visits home or hospital and help in claim settlement within 30 mins

Assistance on rejected claims
500+ rejected claims are reopened & approved every month

Claims Assistance: 30 mins TAT
Dedicated relationship manager for online & offline support

On-ground support in 114 cities
Walk-in stores in 51 cities

Free grief support programs
For beneficiaries of term insurance
in case of an unfortunate demise
Claims Assistance
Handy kit for claims

Physical card sent to the customer, which they can safely keep with themselves or with the nominee
~19 Lacs
Monthly Enquiries (credit products)

~19 Lacs
Transactions ARR

~20 Lacs
New consumers added in Q3 FY23

~3.3 Cr
Credit Score consumers

~12,700 Cr
Loan disbursals ARR*

~5.2 Lacs
Credit Cards issued ARR*

~3.9 seconds
Acquiring a consumer every

^ All data pertains to Dec-22 estimates
*Dec-22 Annualized run rate
Paisabazaar: Platform of Choice for India’s credit needs

>14%* of India’s active credit score† consumers on Paisabazaar

~9%* of Credit enquiries in India happen on Paisabazaar

Independent, unbiased & transparent platform with E2E assistance

60+ partnerships including large banks, NBFCs & fintechs

Best offers always - For all consumers
Industry-first “Chance of Approval” algo to maximize approval rate

* Consumers having at least 1 active trade line
† Management Estimates
9M Disbursals growth @ 87% YoY
Card issuance grows @ >200% YoY

Disbursals (₹ Cr)

<table>
<thead>
<tr>
<th></th>
<th>Q3 FY19</th>
<th>9M FY19</th>
<th>Q3 FY20</th>
<th>9M FY20</th>
<th>Q3 FY21</th>
<th>9M FY21</th>
<th>Q3 FY22</th>
<th>9M FY22</th>
<th>Q3 FY23</th>
<th>9M FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID year</td>
<td>1,352</td>
<td>3,445</td>
<td>1,822</td>
<td>4,951</td>
<td>994</td>
<td>1,642</td>
<td>1,928</td>
<td>4,418</td>
<td>3,021</td>
<td>8,263</td>
</tr>
</tbody>
</table>

Credit cards issuance (k)

<table>
<thead>
<tr>
<th></th>
<th>Q3 FY19</th>
<th>9M FY19</th>
<th>Q3 FY20</th>
<th>9M FY20</th>
<th>Q3 FY21</th>
<th>9M FY21</th>
<th>Q3 FY22</th>
<th>9M FY22</th>
<th>Q3 FY23</th>
<th>9M FY23</th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID year</td>
<td>36</td>
<td>91</td>
<td>44</td>
<td>131</td>
<td>16</td>
<td>27</td>
<td>54</td>
<td>89</td>
<td>123</td>
<td>336</td>
</tr>
</tbody>
</table>

Credit Card issued prior to FY21 are management estimates.
Paisabazaar business is now **EBITDA positive**

Sustainable margins due to improved processes, better offerings & higher conversion rates.

Continued investments in brand, product & tech capabilities to improve margins further.

Co-created products driving trail revenue stream, helping margins.

---

**EBITDA Margin %**

Graph not to scale

EBITDA referred here is Adjusted EBITDA (non-GAAP)
Driven by co-created products
Building a sustainable trail revenue stream

Trail revenue is revenue accrued in addition to the acquisition commissions over a period of time.

This revenue helps build a steady revenue stream; improve margins.

Through deep partner engagements, we are steadily transitioning our business to this revenue model.

% of Disbursals with Trail Revenue
- Jan-22: 2%
- Mar-22: 2%
- May-22: 2%
- Jul-22: 5%
- Sep-22: 20%
- Nov-22: 30%
- Dec-22: 33%

% of Cards Issued with Trail Revenue
- Aug-21: 9%
- Sep-21: 9%
- Oct-21: 10%
- Dec-21: 20%
- Apr-22: 30%
- Aug-22: 50%
- Dec-22: 50%
Driving India’s largest Credit Score Awareness Initiative

3.3 Cr consumers have accessed credit score

- Strong product proposition
  - Free for life always, with monthly updates
  - Access to credit score from all 4 Credit Bureaus in the country
  - Digital & instant process enabling ease of access
  - Available in 5 different languages
  - Intelligent, personalised recommendations for best products or to build score
  - Creating new products to cover industry supply gaps
Credit score

Deep analytics driving product innovation & monetization

Analytics & segmentation-led sharp X-Sell offers;
Building strong revenue per consumer

Credit segmentation

<table>
<thead>
<tr>
<th></th>
<th>New to Credit</th>
<th>Sub-prime</th>
<th>Prime</th>
<th>Super-prime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sleepers</td>
<td>20</td>
<td>55</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>At-risk</td>
<td>340</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Core Active</td>
<td>30</td>
<td>130</td>
<td></td>
<td>460</td>
</tr>
<tr>
<td>Engaged</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Number represents indexed revenue per customer for that segment; 100 = Portfolio avg.
Depth & width of product offerings across all credit segments
Helping drive economies of segmentation

Super Prime
- Pre-approved Programs (Credit Info based/Banking relationship based)
- Personal loan, Cards Marketplace with integrations

Prime
- Pre-Approved programs
- Home Loan Marketplace
- Business Loan Marketplace

Self Employed

Near Prime

Sub Prime
- Fintech Lenders for Sub-Prime

New to Credit
- Co-creation: Credit Line
- Co-creation: Card cum Line
- Co-creation: SME Line
- Co-creation: Secured Card
- Co-created STPL
- Co-creation: Secured card
- STPL partners with NTC focus
Digitization play becoming significant
E2E digital transactions growing

>10x growth in E2E digital transactions

- Credit cards is moving fast; ~75% E2E Digital
- Unsecured loans following
- 12 partner journeys E2E digitized

Tech-data infrastructure like Account Aggregator, CKYC will further strengthen digitization
Digitization Case Study
Best-in-class CX with Federal Bank using Digital Stack
Co-created products covering gaps & scaling acquisition

Serving credit-starved segments

Innovative products

Seamless CX

Brand building

Improved Insights

6 Products live – across credit segments

• 'StepUp' Secured Credit card
  - NTC and Sub-prime segment
  - Credit Card backed by an FD

• Paisabazaar 'Duet'
  - Prime Segment
  - Credit Card cum Line Product

• Credit Line
  - Super Prime Segment
  - Personal Loan, pay-as-you-use

• STPL
  - Near/Sub Prime Segment
  - Strong repeat loan behavior

36x cards sourcing in 17 months

Jan-22 Jul-22 Sep-22 Dec-22

Recent product launches driving disbursals

Jan-22 Jul-22 Sep-22 Dec-22

*Unaudited Management Accounts
New initiatives
PB Partners

Sustained market leadership & Increasing efficiency

- A platform for independent sellers of Insurance and other financial products
  - Enable sellers to sell across Products and Suppliers via an app
  - Tech based platform for Research, Issuance, and Customer Management
- Market Leadership in Premium as well as technology platform
- Highest proportion of non-motor business in the industry at 20%
- Improvement in sales & marketing efficiency
- Expanding reach in the country
  - Present in 14.3k pin codes out of 19.1k pin codes in India
  - Tier 2 & Tier 3 cities contribute 69% of the business
PB Partners
First-in-industry tech initiatives

Improving the breadth of product offerings, supported by sales training

General Insurance
- Car
- Two Wheeler
- Commercial
- Health
- Home Insurance

Life Insurance
- Investment
- Term

Know more about Other Insurance Products available on Policybazaar.com

Group Health insurance
Fire And Burglary
Marine Insurance
General Liability
Workmen Compensation

VIEW ALL PRODUCTS
PB Partners
First-in-industry tech initiatives

Simplified Consumer Life cycle management using the platform

My Leads

<table>
<thead>
<tr>
<th>Lead ID</th>
<th>Status</th>
<th>Car Model</th>
<th>Insurance Company</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>50305033</td>
<td>PYP expiring in 30 days</td>
<td>Car</td>
<td></td>
<td></td>
</tr>
<tr>
<td>502760299</td>
<td>PYP expired already</td>
<td>Car</td>
<td>Edelweiss General Insurance</td>
<td></td>
</tr>
<tr>
<td>502697423</td>
<td>PYP expiring in 7 days</td>
<td>Car</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Lead ID: 50305033
Created On 2022-11-02 18:27:31 PM
Continue >

Lead ID: 502760299
Created On 2022-11-01 16:24:08 PM
Continue >

Lead ID: 502697423
Created On 2022-11-01 12:58:16 PM
Continue >
## Self-help features: Endorsements, Cancellations & Refunds

### I Need Help With

<table>
<thead>
<tr>
<th>Vehicle Details</th>
<th>Insurance Details</th>
<th>Ownership Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Registration No</td>
<td>☐ Registration Date</td>
<td>☐ Manufacturing Date</td>
</tr>
<tr>
<td>☐ Engine No</td>
<td>☐ Chassis No</td>
<td>☐ Seating Capacity</td>
</tr>
</tbody>
</table>

You can only select up to 6 changes.

### Select Issue

1. **Need Policy Copy**
2. **Policy Related Query**
3. **Claims Related Query**
4. **Help in cancellation of the policy**
5. **Financial Issues**
6. **Incorrect Policy Information**
7. **Bought Another Policy from PBP**
8. **Got better deal outside PBP**
9. **Unhappy with Terms and Condition**

<table>
<thead>
<tr>
<th>Policy Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>POLICY NO.</td>
</tr>
<tr>
<td>Lead Id:</td>
</tr>
<tr>
<td>INSURER (101)</td>
</tr>
<tr>
<td>PRODUCT</td>
</tr>
<tr>
<td>PLAN NAME</td>
</tr>
<tr>
<td>PREMIUM</td>
</tr>
<tr>
<td>OD PREMIUM</td>
</tr>
<tr>
<td>NCB</td>
</tr>
<tr>
<td>NAME</td>
</tr>
<tr>
<td>Insurance Details</td>
</tr>
<tr>
<td>Registration No</td>
</tr>
<tr>
<td>Chassis No</td>
</tr>
</tbody>
</table>

**Note:** You can only select up to 6 changes.
UAE Operations
Premium Grew 167% YoY

- Started operations in FY19
- Focus on Health and Life insurance
  - Other Financial products also on the same platform
    - Loans (Personal, Car, Home) & Credit cards
- No 1 in website traffic
- Continued focus on protection against death, disease & disability

Insurance Premium (₹ Cr)

- Current ARR ~ ₹ 320 Cr*
- Premium Grew 167% YoY

Insurance Premium by Segment

- FY22
  - Q1
  - Q2
  - Q3
  - Q4
- FY23
  - Q1
  - Q2
  - Q3

* Unaudited Management Accounts
For any queries please email: investor.relations@pbfintech.in

**PB Fintech Limited**
Plot 119, Sector 44
Gurugram
Haryana 122001