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paisabazaar.com

Earnings Call
Quarter ended Sep 2022

Revenue more than doubled, Margin & Profitability improved for Existing biz

₹ Crores	Q2 FY22			Q2 FY23			YoY		
	Total	Existing	New Initiatives	Total	Existing	New Initiatives	Total	Existing	New Initiatives
Revenue	280	264	16	573	410	164	105%	55%	920%
Contribution (non-GAAP) [#]	80	92	(12)	142	184	(43)	78%	101%	(246%)
Contribution %	28%	35%	(77%)	25%	45%	(26%)			
Adjusted EBITDA (non-GAAP)	(69)	(48)	(21)	(53)	12	(65)	24%	126%	(217%)
EBITDA %	(25%)	(18%)	(128%)	(9%)	3%	(40%)			

Adjusted EBITDA up by ₹98 Cr for Existing biz

₹ Crores	H1 FY22			H1 FY23			YoY		
	Total	Existing	New Initiatives	Total	Existing	New Initiatives	Total	Existing	New Initiatives
Revenue	517	497	21	1,079	781	298	109%	57%	1,352%
Contribution (non-GAAP) [#]	148	165	(17)	255	352	(96)	72%	113%	(479%)
Contribution %	29%	33%	(81%)	24%	45%	(32%)			
Adjusted EBITDA (non-GAAP)	(111)	(81)	(30)	(119)	17	(136)	(7%)	121%	(346%)
EBITDA %	(21%)	(16%)	(148%)	(11%)	2%	(46%)			

H1 – Existing Biz

Operating leverage exhibited in Existing Biz

₹ Crores	H1 FY22	H1 FY23	Δ
Revenue	497	781	284
Contribution (non-GAAP) [#]	165	352	187
Adjusted EBITDA (non-GAAP)	(81)	17	98

[#] – Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)

Revenue growth ✓

109% (H1 FY23)

Market Share Growth ✓

2-5x vs industry (Life & Health Ins)

Renewal revenue ✓

₹290 Cr (ARR)

Claims support ✓

10k appreciation letters pm

EBITDA ✓

₹98 Cr Δ (H1 FY23)*

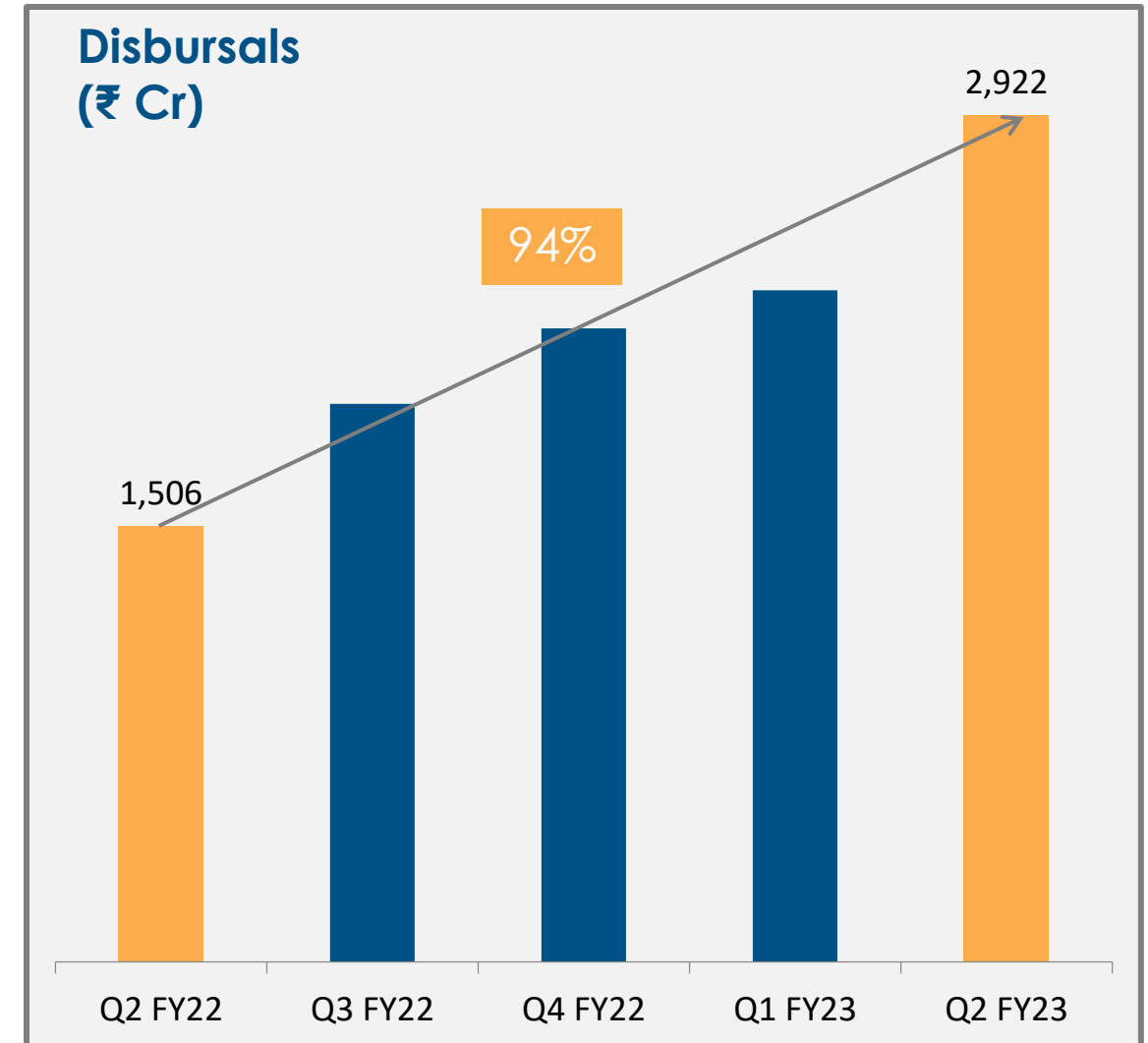
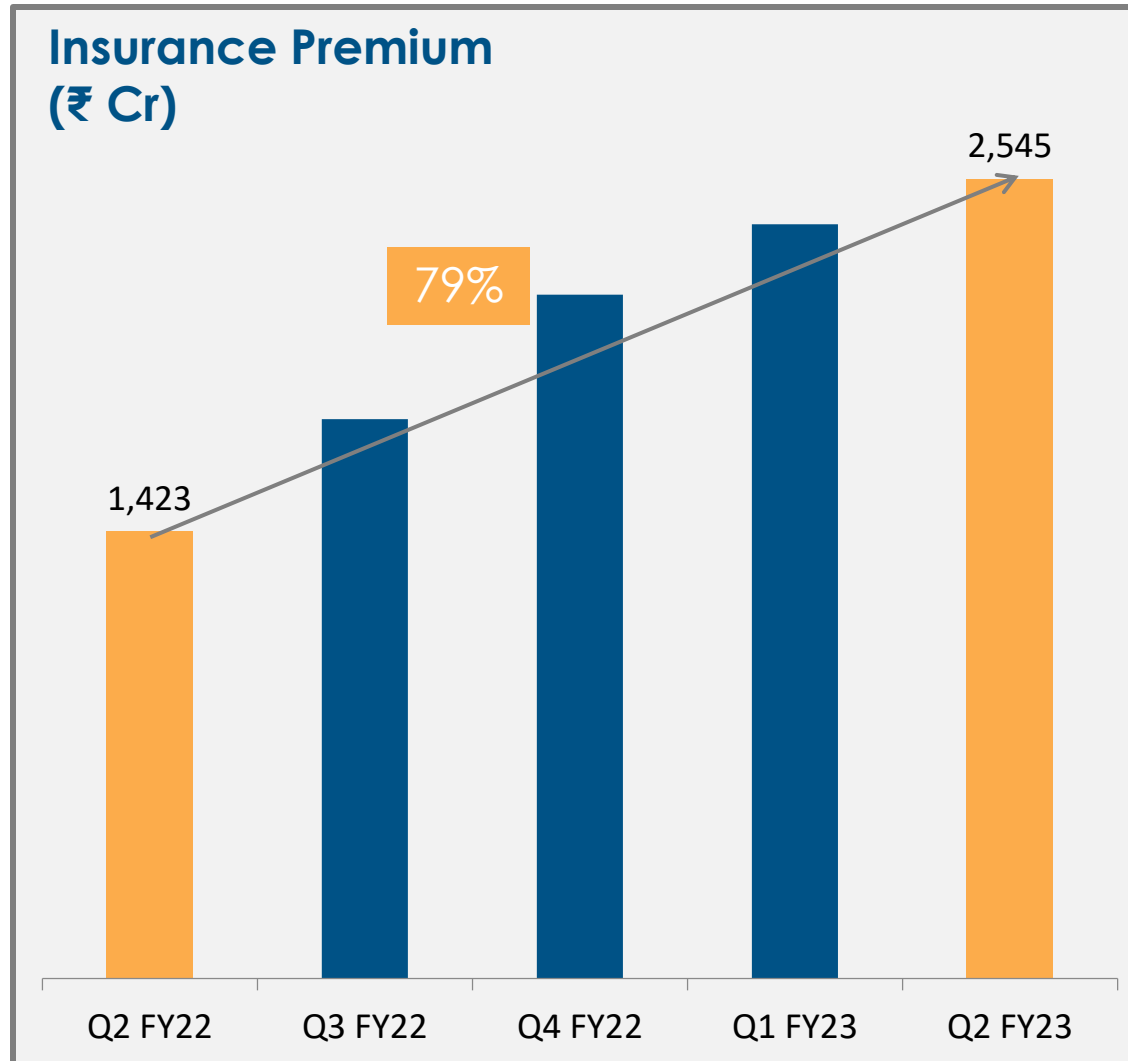
Tech & Data Play ✓

Proprietary & AI/ML driven innovation

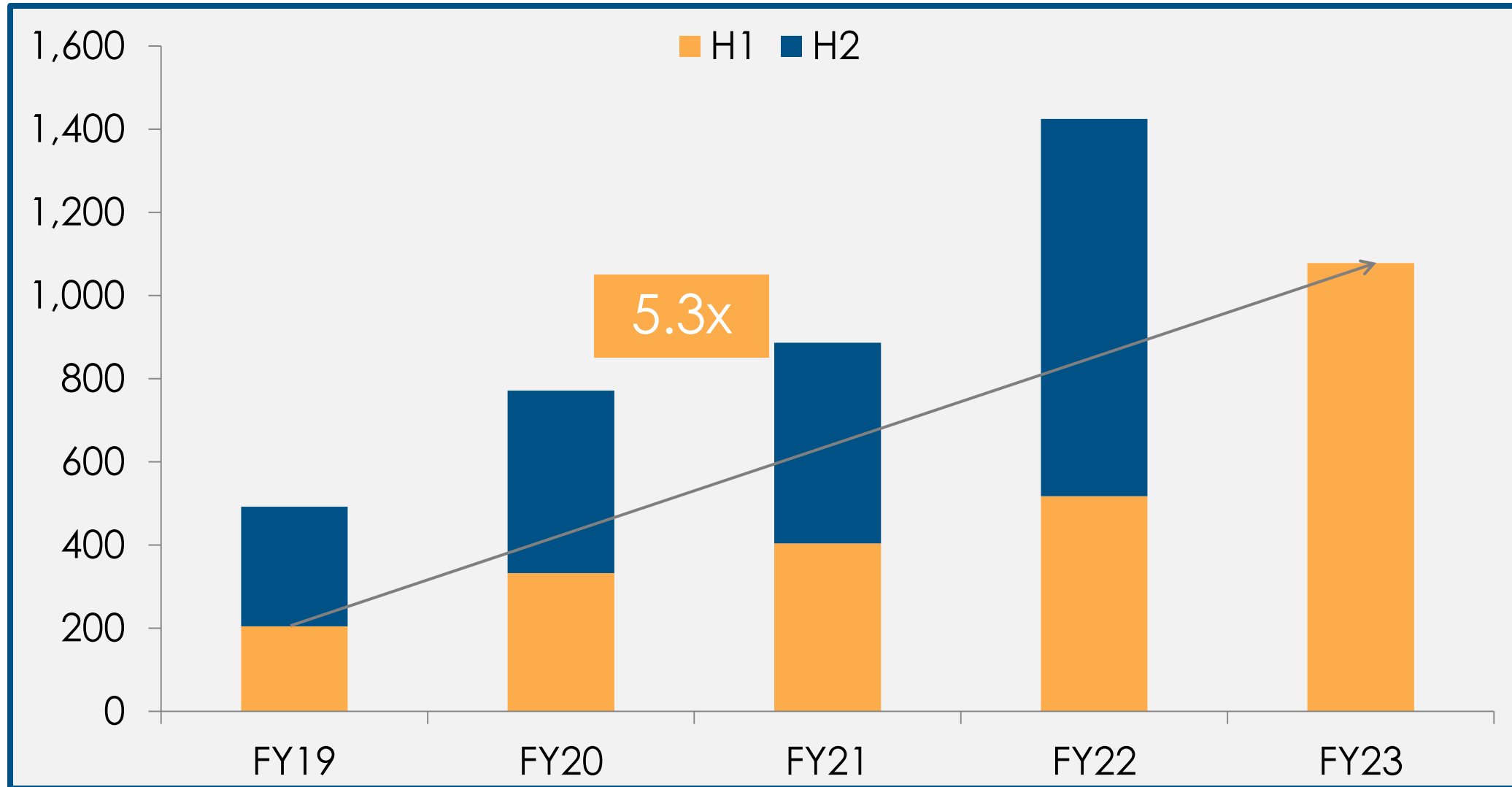
* Existing Biz EBITDA

Insurance Premium grew 79% YoY

Credit Disbursal grew 94% YoY



5.3x Revenue Growth in 4 years



Key Performance Indicators

Strong Insurance Premium & Credit Disbursal Growth

₹ Cr ^	Q2 FY22	Q2 FY23	YoY	H1 FY22	H1 FY23	YoY
Insurance Premium	1,423	2,545	79%	3,018	4,975	65%
Lending Disbursal	1,506	2,926	94%	2,490	5,242	111%

YoY insurance premium growth(excluding POSP)*^	PB	Industry#
Life new insurance	29%	6%
Health insurance	34%	17%

→ 2-5x compared to Industry Growth

#Industry benchmark data: Source: GI Council, LI Council

*Insurance premium - India biz (excluding POSP)

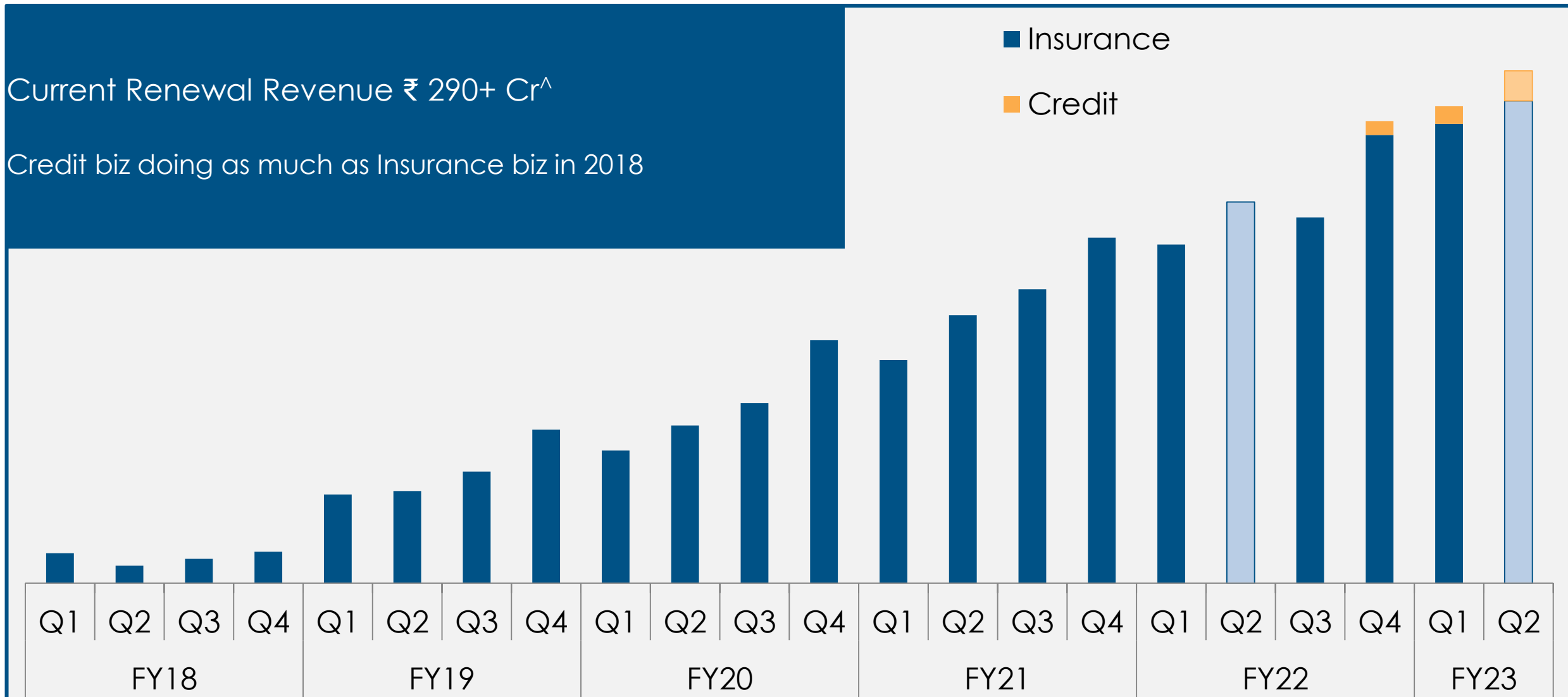
^ Unaudited management accounts

Renewal revenue

At an annualized run rate of ₹290 Cr

Current Renewal Revenue ₹ 290+ Cr[^]

Credit biz doing as much as Insurance biz in 2018



[^]: Based on ARR of Q2, Unaudited management accounts

Improving Efficiency & Customer Experience

- “Har Family Hogi Insured!” We aim to make every family in India have Health and Life insurance
- Scale is key for a marketplace: we are at an annual run rate [^] of insurance premium of over ₹ 10,000+ Cr growing at 79% YoY
- ₹ c.276[#] 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 (10k per month) and is reflected by a CSAT^{*} of 86% for H1 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; our folio has 9% higher claims settlement ratio as compared to other channels for health insurance^{##}. 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 27% 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

Regulatory update – Insurance



Draft Expense of Management (EoM) Guidelines

- Single Expense Limit with flexibility on commissions



Proposed Rollout of Bima Sugam & Bima Bharosa

- Access to more products & data for intermediaries
- Centralized / digitized claims & servicing
- Robust grievance redressal mechanism (Bima Bharosa) will help build consumer trust



“Use & File” procedure

- Launch of insurance products without prior approval extended to all categories
- Customized & consumer-friendly plans are easier to create
- Helps increase experimentation & insurance penetration

Improving Efficiency & Customer Experience

- Lending business grew 94% YoY and currently is at a disbursal[^] ARR of ₹12,000 Cr. Credit Card issuance at 5 Lacs ARR (growing at more than 250%YoY)
- Over 3.1 Cr customers have accessed Credit score on Paisabazaar platform till date from 824 different towns, representing 13%* of India's active credit score customers
- 75%+ disbursals are from existing customers\$ demonstrating strong repeat behavior
- Lending business is transformed post COVID with strong margin focus and is moving towards profitability in near term
- Digitization is becoming significant in Lending – currently led by Credit cards where ~73% of Cards issued in Q2 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 Sep -22

^{*}, #Unaudited management estimates

^{\$}Consumers who have ever accessed credit score from Paisabazaar

Regulatory update – Credit



Digital Lending Regulations – effective Aug to Nov

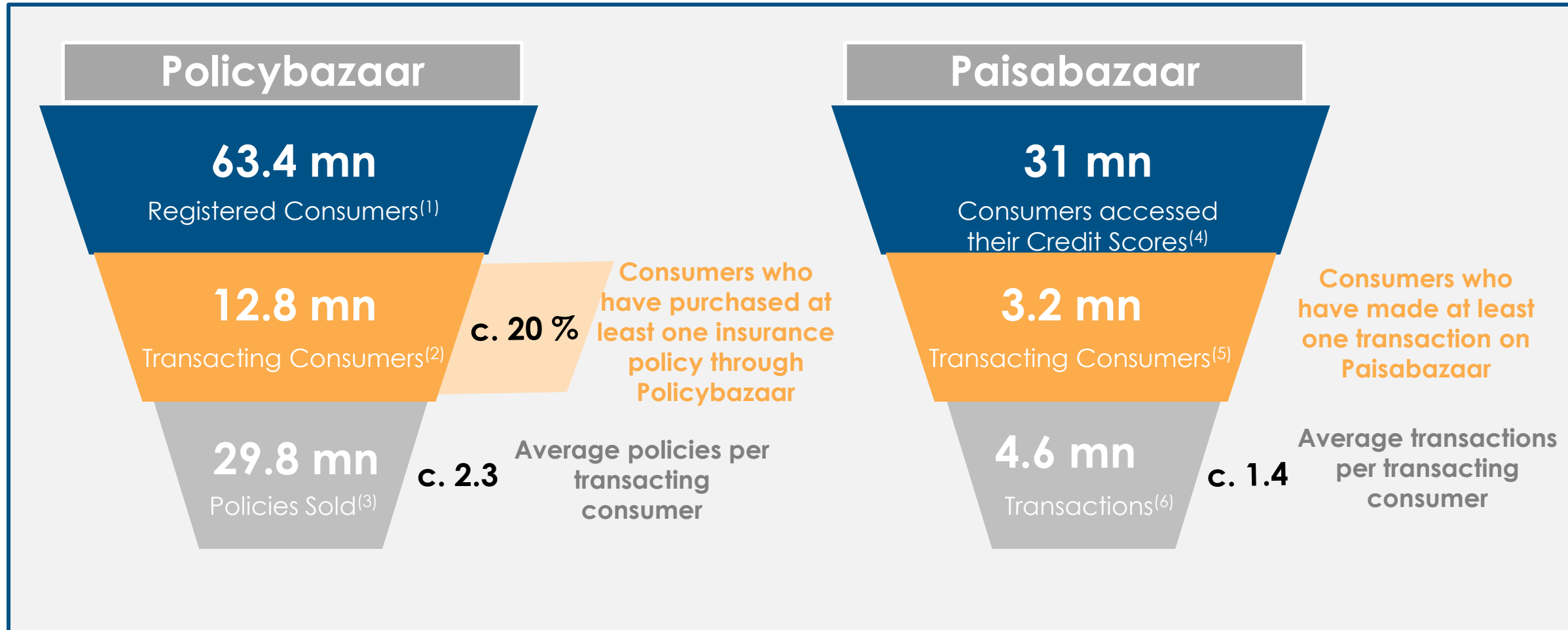
- Covers lending processes, bureau reporting, consumer protection & transparency, data storage
- Impact on BNPL players who were using Pre-paid cards, FLDG arrangements
- Mandatory reporting of BNPL loans to Credit bureaus is a positive development, increases inclusiveness
- Minimal impact on our business – Need to tweak processes to ensure compliance, working with partners



Credit Card Regulations – effective Jul to Oct

- Covering aspects across activation, closure, billing, and co-brand operation
- Would help clean up and present actual picture of active cards in the country over next Quarter
- Low, manageable impact related to activation of Credit cards. Working with partners to improve activation

Two leading consumer destinations



1. Consumers registered on Policybazaar platform as of Sep 30, 2022
2. Cumulative number of unique Consumers who bought at least one product on Policybazaar since its inception till Sep 30, 2022
3. Cumulative number of new life and non-life insurance policies sold and non-life insurance renewals on Policybazaar since its inception till Sep 30, 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 Sep 30, 2022
6. Cumulative number of transactions made on Paisabazaar since its inception till Sep 30, 2022

policybazaar.com

INDIA'S LARGEST MARKETPLACE FOR INSURANCE



93%
Market share
(online aggregators)[^]



₹ 2,545 Cr
Insurance premium
(Q2 FY23)

12.8mn
Transacting Consumers
till date



29.8mn
Insurance Policies sold
(till date)

79%
YoY growth



₹ 1,505
New insurance premium
per enquiry per month*
(H1 FY23)

₹ 10,000+ Cr
Insurance premium
(ARR Q2 FY23)

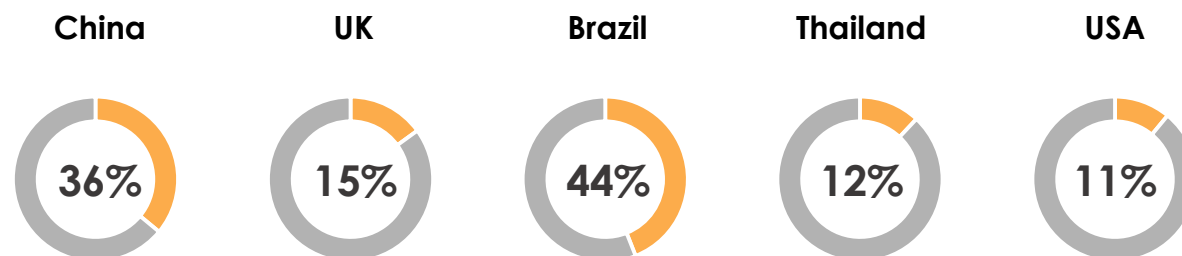
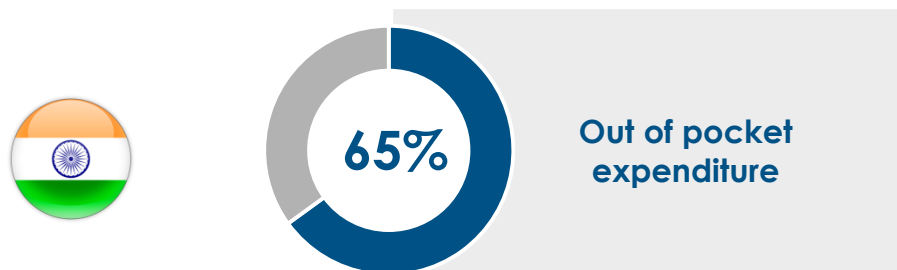
51
Insurance
Partners



India continues to have one of the widest protection gaps; Health & Term Insurance is needed

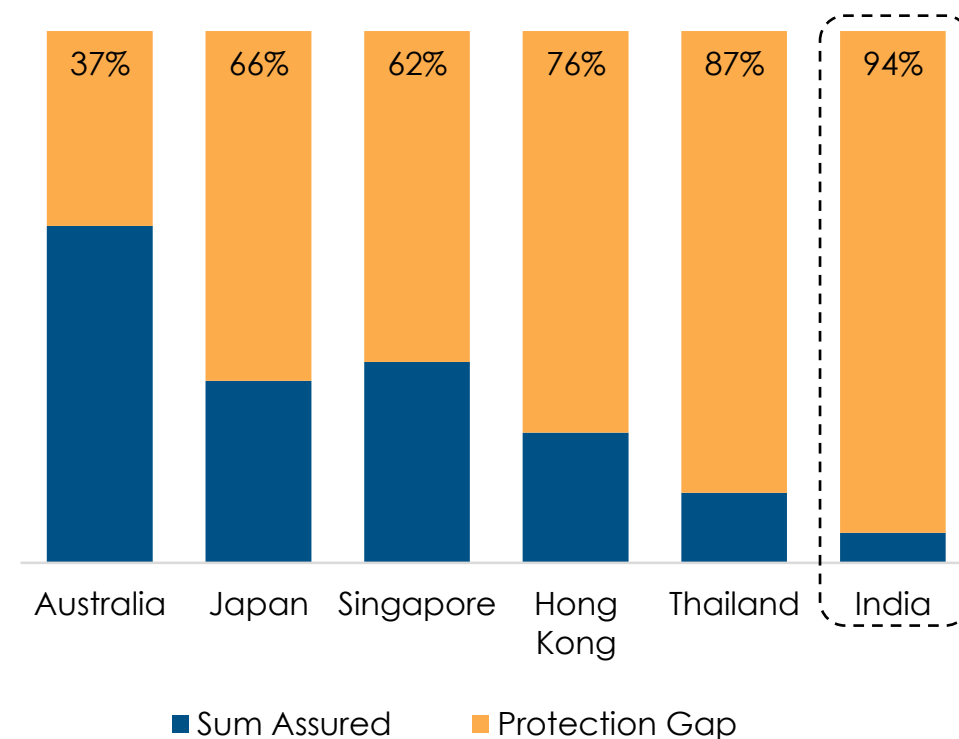
65% of Healthcare spend is out of pocket

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



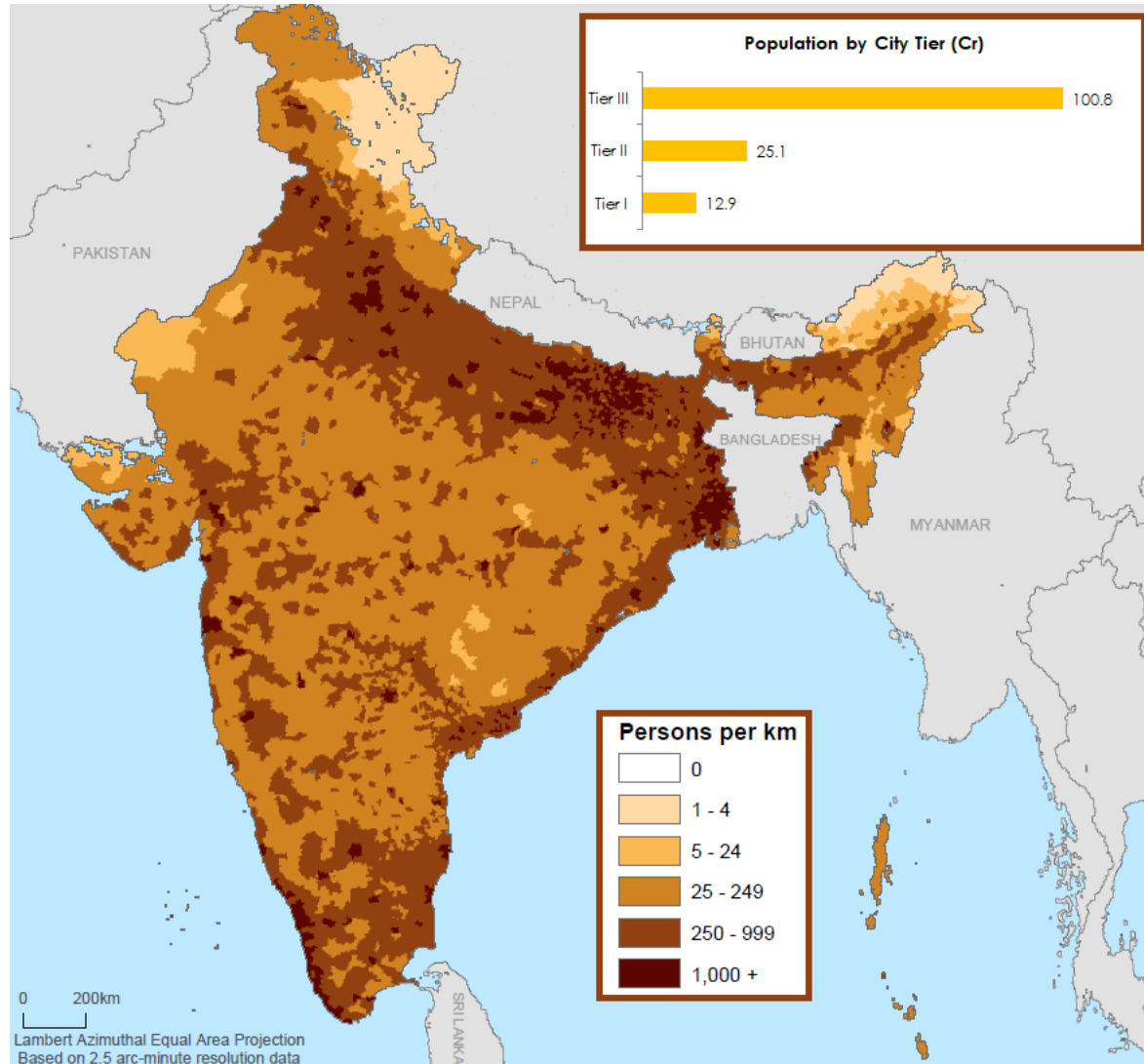
94% of income is not protected

Mortality protection gap
(Protection required – Sum Insured)

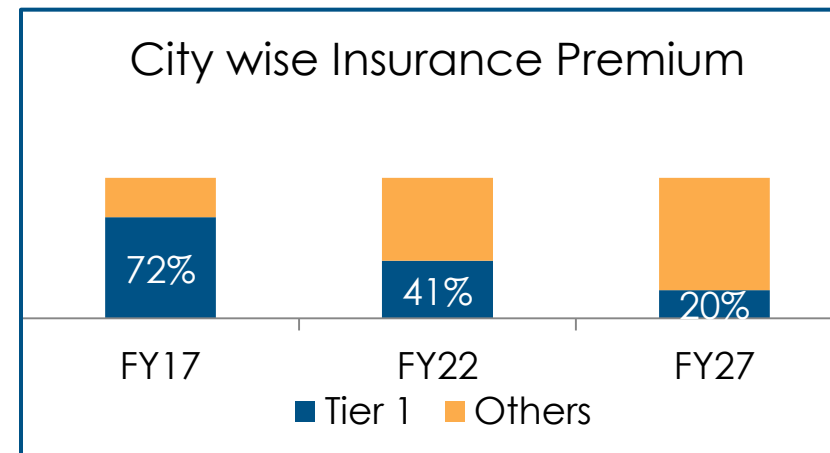


India is vast and growing

The future is in Tier 2 & 3 cities



Geography	Penetration (%)			Density (USD)		
	Life	Non-Life	Total	Life	Non-Life	Total
USA & Canada	3.1	8.8	11.8	1,878	5,392	7,270
Advanced EMEA	4.6	3.3	7.9	1,893	1,341	3,234
Emerging EMEA	0.7	1.2	1.9	30	50	80
Advanced Asia Pacific	6.2	3.1	9.3	2,331	1,159	3,490
Emerging Asia Pacific	2.3	1.7	4.1	124	92	215
World	3.3	4.1	7.4	360	449	809
India	3.2	1.0	4.2	59	19	78

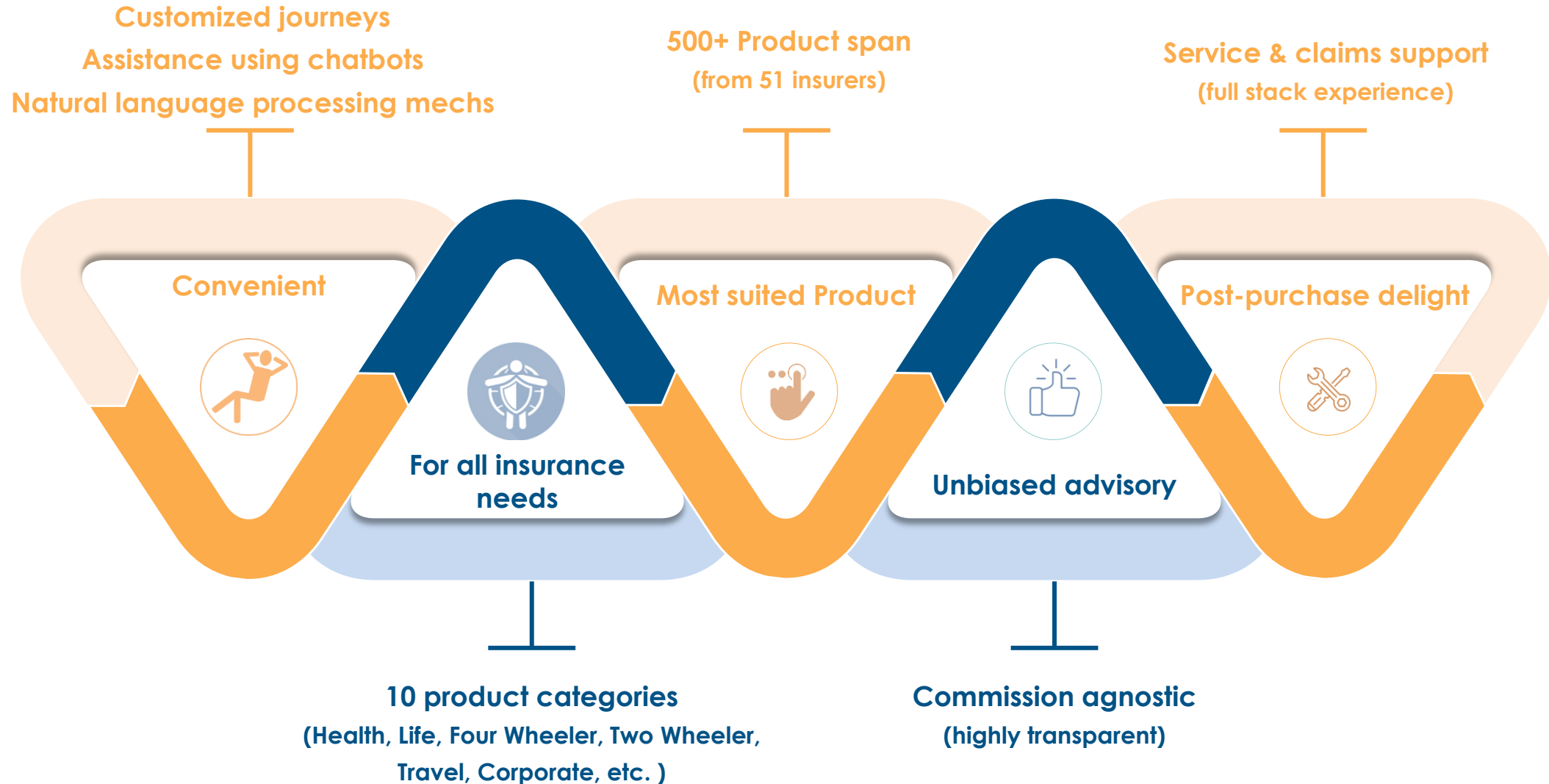


Tier 1 cities contribute 10% population of the country but 41% of Insurance premium

PB Advantage for consumers

Uniquely positioned for capturing mindshare

Policybazaar provides a holistic product suite with seamless experience



Leverage data and technology to create best in class products and experiences



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.12.8mn transacting customers** since inception



Enhanced scoring using digital data

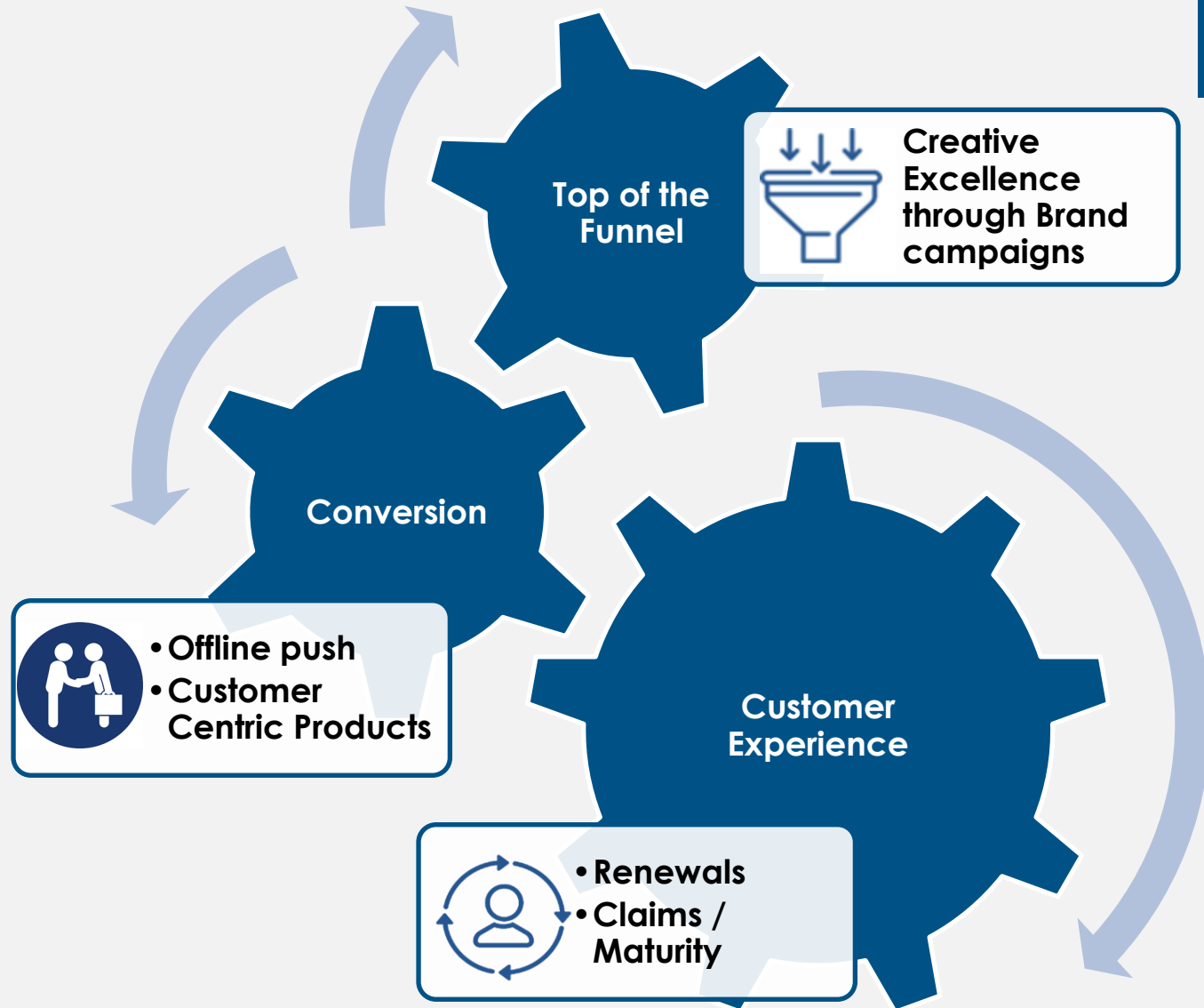
- Intricate data collected by PB which is unavailable in an offline environment
- Risk pricing simulation: Use of **digital variables exclusive to PB** in addition to traditional variables; niche/customized product conceptualization
- **Risk scores** calculated for **fraud** and shared with insurers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



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



Insuring Indian Middle Class Families
“Har Family Hogi Insured”



The best of both worlds: Online B2C + Offline Push

Direct to Consumer Retail Business		Intermediary Led Business
Online B2C	Online B2C + Offline Push	B2B2C
		
Consumer Led business	Consumer Led business	Agent Led / Initiated business
Consumers	Consumers	Consumers
<ul style="list-style-type: none"> • Tele-assistance during purchase • Choices of products & pricing • Tech & customer-center based service / claims assistance 	<ul style="list-style-type: none"> • Tele-assistance + Human touch • Choices of products & pricing • Tech & customer-center based service / claims assistance 	<ul style="list-style-type: none"> • Human touch • Low choices of products & pricing • Limited service / claims assistance
Insurers	Insurers	Insurers
<ul style="list-style-type: none"> • Distribution Commission only • Sharp risk assessment + real-time control on claims / frauds / mis-selling 	<ul style="list-style-type: none"> • Distribution Commission only • Sharp risk assessment + real-time control on claims / frauds / mis-selling 	<ul style="list-style-type: none"> • Cost of maintaining the agency channel / B2B2C partners commission • Cannot control high claims / frauds / mis-selling

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



Chat

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



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

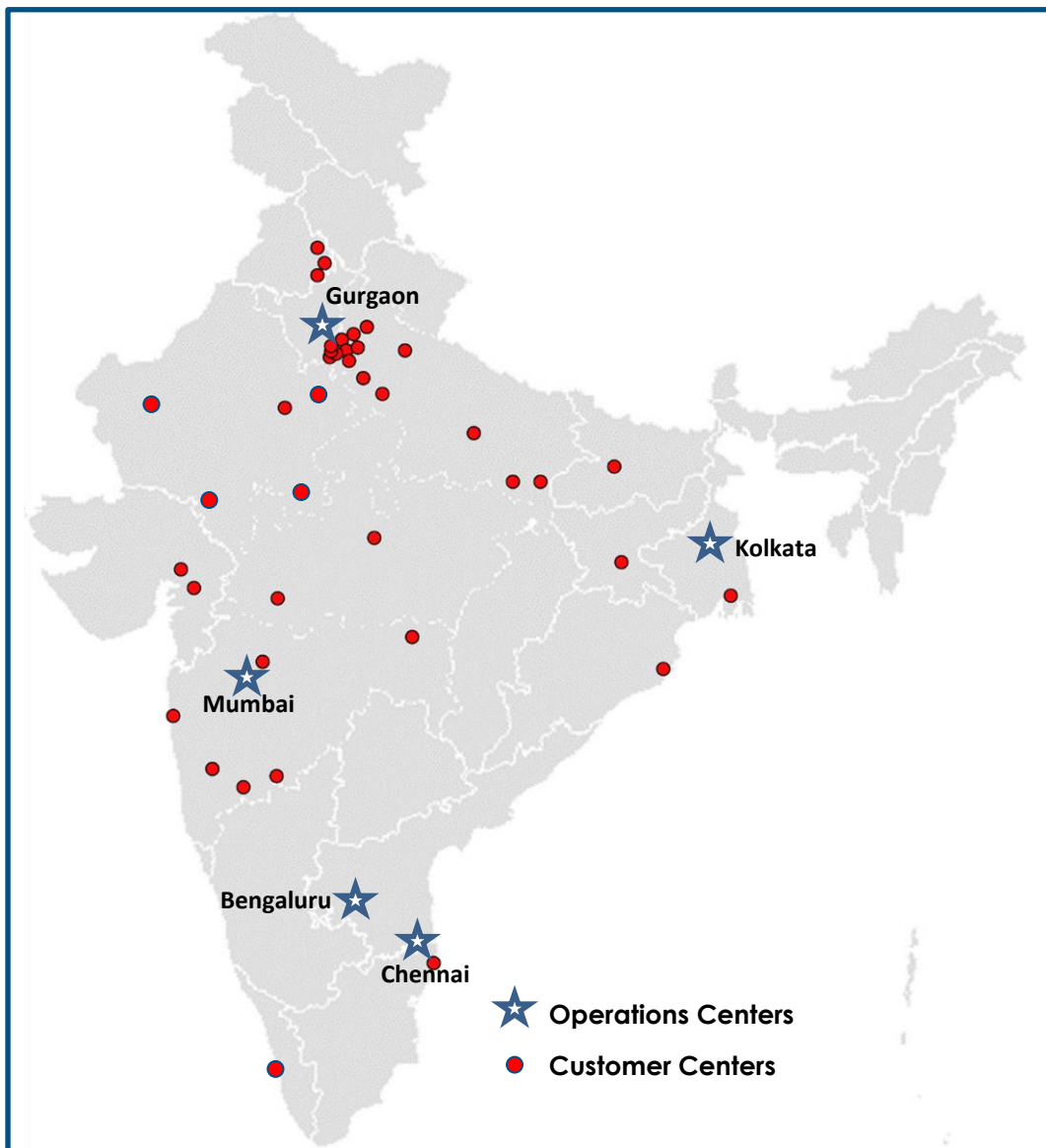


In person

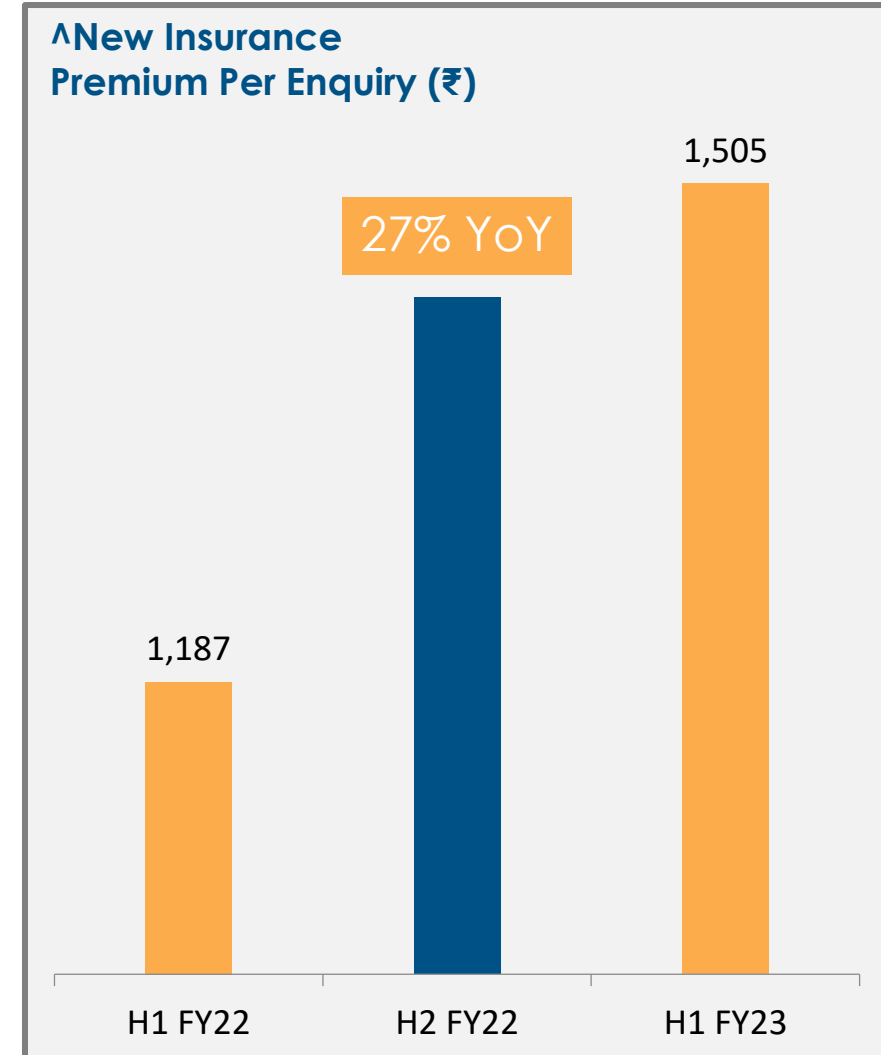
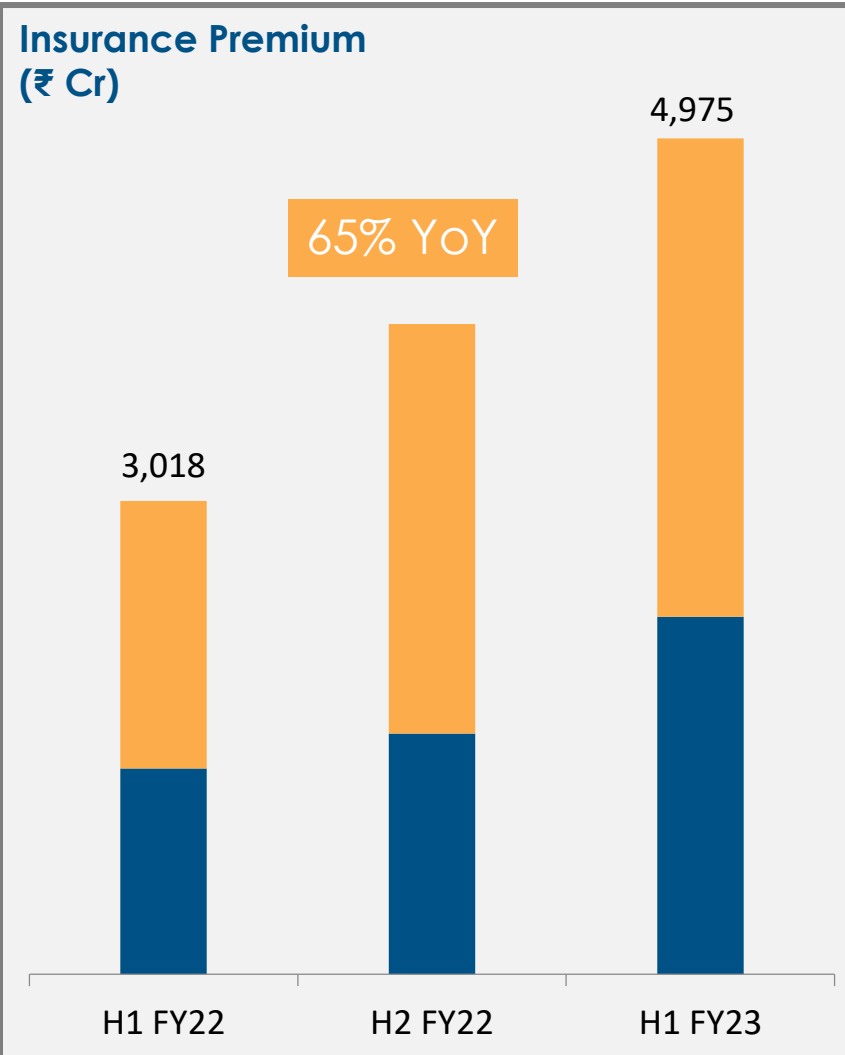
- Convenience of location
- Human touch
- Service & Claims assistance
- Multiple product purchase & combos

Offline stores: 45 insurance centres in 37 cities

Hybrid assistance model has 38% higher efficiency



Omni-channel experience
One stop solution for non-tech savvy consumers



Promoting new-age products through innovative campaigns

Continued focus on protection products: Launched Zero cost term insurance

policybazaar.com
HAR FAMILY HOGI INSURED

“NEW LAUNCH”

₹1 Crore
Term Plan

Now
~~₹950+~~
Per Month

₹0~

[View Plan](#)

Standard T&C Apply* | PBIB/Print&DM/Term Insurance/Ad No.XXX

Creating awareness for the need of insurance products by emphasizing on the social belief systems


HEAVEN

HELL

policybazaar.com
HAR FAMILY HOGI INSURED

[DOWNLOAD APP](#)

Differentiated offering with higher returns



GUARANTEED RETURN PLAN

Get 100% Guaranteed returns as high as 7.2%*

[View Plan](#)

Returns upto 7.2%

Returns beating Fixed / Term Deposit Interest Rates

Tax free for PB customers

Creating product awareness through Celebrity Influencers



Unbundled offers & category specific benefits

Health insurance with OPD Cover




SURAKSHA AUR BHAROSA DONO













Specialized Maternity Benefits




SURAKSHA AUR BHAROSA DONO



















WITH YOU ALWAYS

Unbundled offers: Choose the features you want !


HAR FAMILY HOGI INSURED

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

Usage based plans: Pay-As-You-Drive

3 Special "Pay As You Go" plans Pay when you drive. Save when you don't!

Pay As You Drive! Includes bonus discount for **uploading 7 Photos** of the car after payment. [Know More >](#)



IDV
₹6,25,885

Addons
Zero Dep: ₹ 4,788 [Add](#)

₹2007 extra discount

₹ 9,569 →

Cashless Claims or 24-Hour Reimbursement

6-Month Repair Warranty

Free Pick-up & Drop

Advance claim payment

Claims Settled **96%**

Repair Anywhere

[Policy Details >](#)

Meter (Switch On/Switch Off) Cover Switch OFF your policy when not driving & **save upto 40%**. [Know More >](#)



IDV
₹6,25,885

Addons
None added

Save upto ₹1,024

₹ 9,649 →

Spot Claims Upto Rs. 20,000

Live-Video Claims

Zero Paper Claims

Claims Settled **98%**

[Policy Details >](#)

Pay As You Drive! Drive Less? Save more by **uploading the odometer reading** after payment [Know More >](#)



IDV
₹6,25,885

Addons
Zero Dep: ₹ 4,500 [Add](#)

₹ 11,465 →

Cashless Claims or 48-Hour Reimbursement

Spot Claims Upto Rs. 20,000

6-Month Repair Warranty

Self-Video Claims

Free Pick-up & Drop

Free Garage Benefits

50% Advance Payment

Zero Paper Claims

Select Annual Driving Limit 10500 km ▾

[1 Cashless Garages >](#)

[Policy Details >](#)

Get Car Insurance
starting
at only **₹6/day** #



Enter your car number (e.g DL1AB1234)

[View Prices](#)

[Proceed without car number](#)

[Brand new car? Click here >](#)



Renew
policy In 2
minutes



20+
Insurers to
choose



51 Lakh+
Vehicles
Insured

A data & technology driven approach to change the insurance landscape

User friendly interface assisting customers throughout the lifecycle

Compare Premiums in 30 Seconds

NAME Mr.

DOB DD MM YYYY

MOBILE +91

Compare & Save Big

By clicking on "Compare" you, agreed to our [Privacy Policy](#) and [Terms of use](#)

INSURER & PLAN	PAYOUT	COVER UPTO	CLAIMS SETTLED	PREMIUM
ICICI Prudential iProtect Smart	1Cr	60 yrs Max Limit: 85 yrs	98.6%	₹1,288- 5% Off ₹1,174 monthly
HDFC Life 3D Plus Life Option	1Cr	60 yrs Max Limit: 85 yrs	99.0%	₹1,248- 5.5% Off ₹1,179 monthly
MAX Life Online Term Plus	1Cr	60 yrs Max Limit: 85 yrs	98.7%	₹1,059 monthly ₹12,036 annually
EGON Life iTerm	1Cr	60 yrs Max Limit: 100 yrs	96.4%	₹981 monthly ₹11,280 annually



Payment and Plan Summary

SELECT PAYMENT MODE

☒ Credit Card ☐ Debit Card ☐ Net Banking

Pay using Credit Card

☒ Credit Card

Pay Rs. 582 (1 Month Premium) now & opt for standing instruction for all your subsequent premium payments.

☒ Standing instruction shall be setup on this card

Pay Securely

Please do not Press "Back" or "Refresh" the Page

Fill-in customer details

Compare products across insurers

Self video inspection (Motor)
or Telemedical (Life / Health)
or upload docs

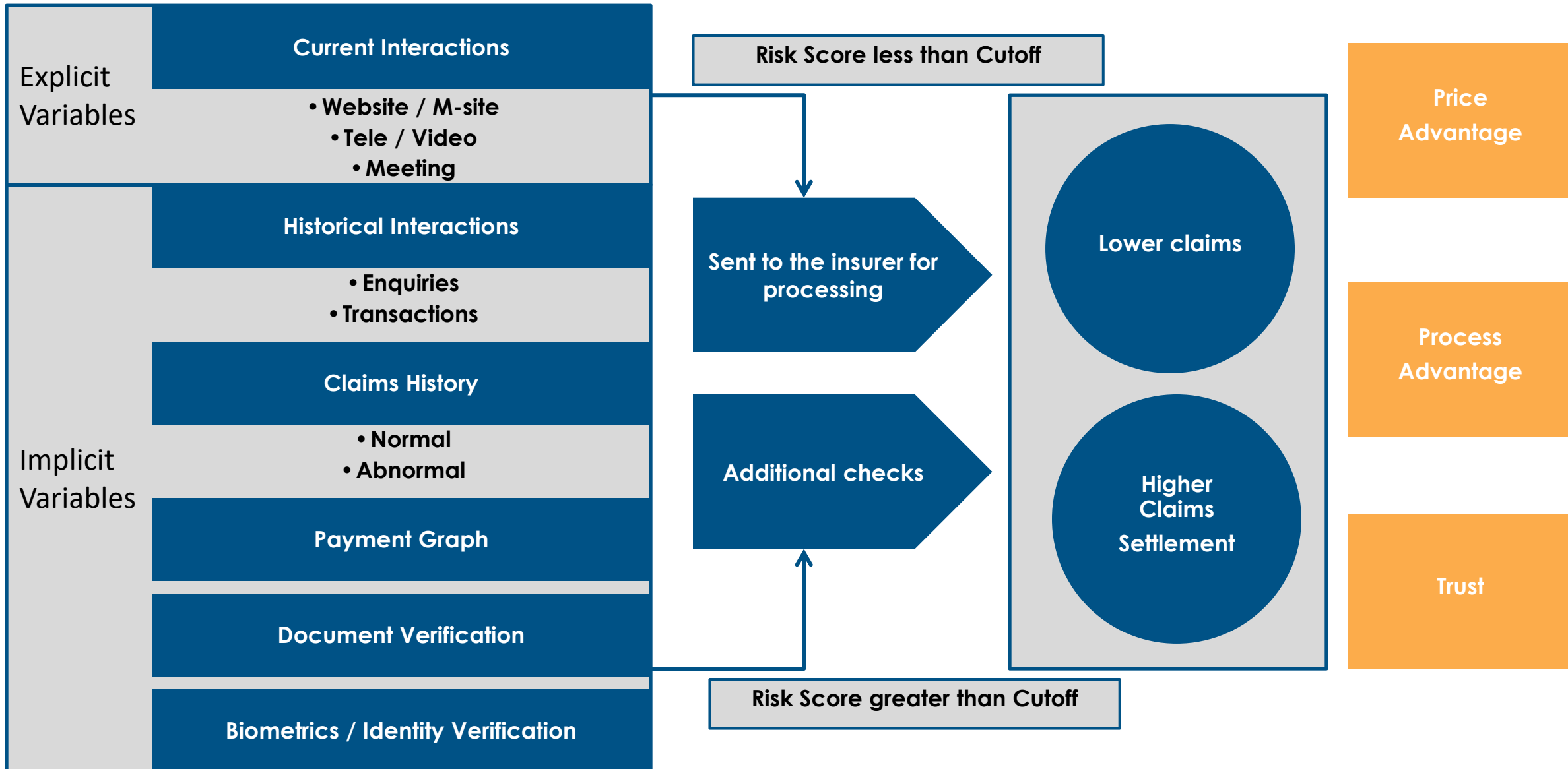
Easy payment
process



Unique customer journey through Chatbots

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

PB Risk framework used to detect fraud



Case Study

Risk framework: Fraud Detection

FLAGS

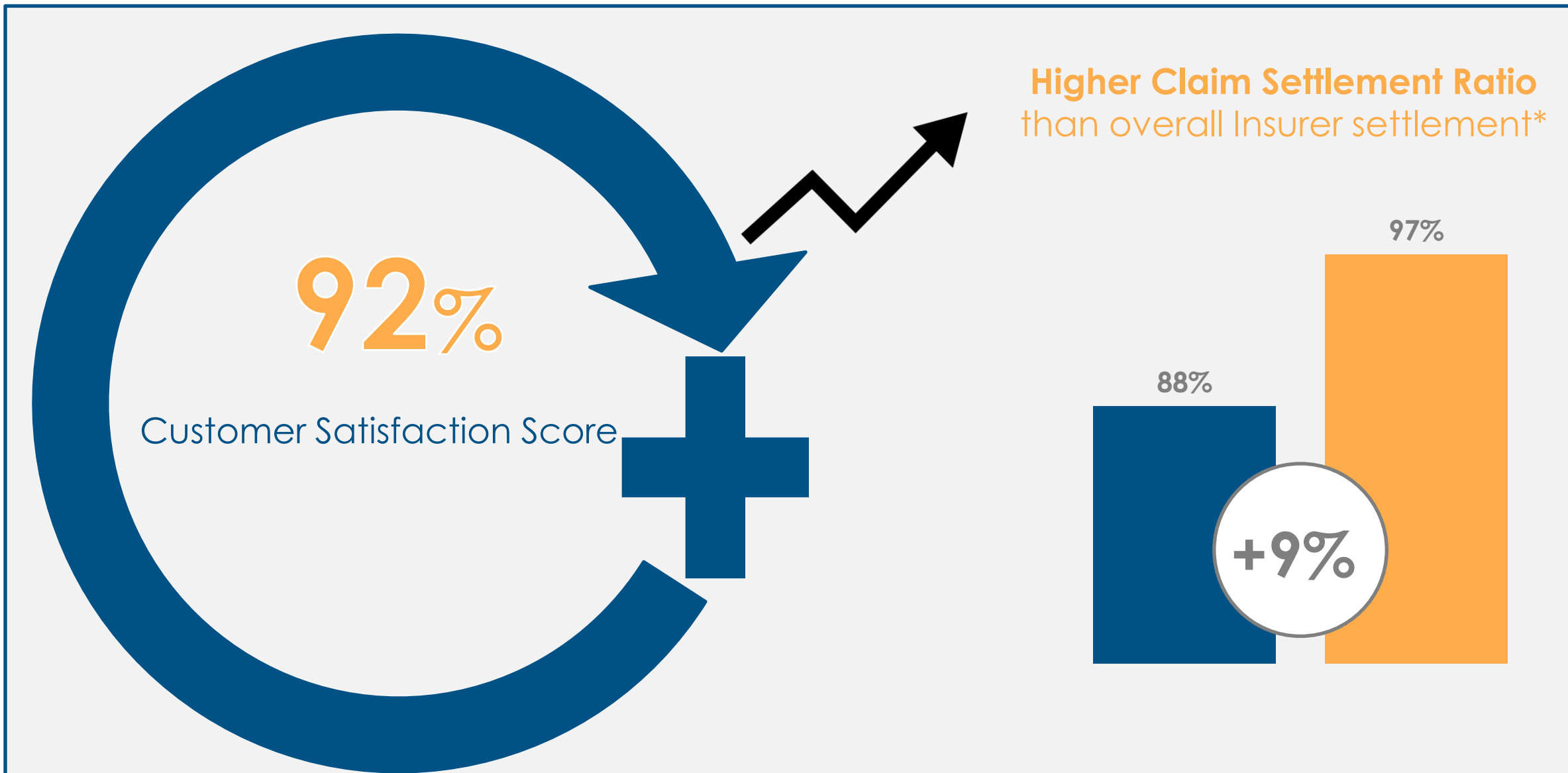
- Client booked 4 policies in a span of 20 days
- True caller not matching (No Name)
- PAN & Aadhar Card seem edited
- Recently made PAN Card in year 2022
- Overall profile suspicious

Booking Date	Customer Name	Insurer	Sum Assured	APE	Profile	Annual Income
24-05-2022	XXXXXX	A	2,73,120	27,312	Salesman	2,87,950
24-05-2022	XXXXXX	A	2,51,016	27,888	Salesman	2,87,950
20-05-2022	XXXXXX	B	12,48,000	48,000	Salesman	2,87,950
4-05-2022	XXXXXX	C	2,24,457	56,436	Salesman	2,879,50



Fraud detection: File declined by all insurers

Claims Settlement: Health Insurance



Claims Assistance: 30 mins TAT

On-ground 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

On-ground dedicated assistance at the time of claims



Dedicated relationship manager for online & offline support



On-ground support in 114+ cities
Walk-in stores in 37 cities



Free grief support programs
For beneficiaries of term insurance
in case of an unfortunate demise



Jorhat (Assam)


Claims Assistance

Handy kit for claims

policybazaar^{com}

Welcome to the PB family, Rishabh!

You have made the right decision of protecting the future of your loved ones by purchasing a term insurance policy.




Policy Number
PB012345678901


Sum Insured
₹1 Crore

Policy Name:	XXXXXXXXXXXXXX	
Policy No:	PB012345678901	
Insured Name	Date of Birth	Nominee Name
Test	XX/XX/XXXX	XXXXXX
Relationship Manager		
xxxxxxx	+91 956XXXXXXX	xxxxxxx@policybazaar.com
Claims Assistance: 0124-6384120		


You are very important to us, and our team will work tirelessly to make sure you experience our best-in-class insurance services. Here's a brief of the benefits of being a Policybazaar customer:



Relationship Manager
Our dedicated relationship manager will personally help you with all your service queries.



Claim Support
We will handhold your nominee at every step of the claim settlement process.



Free Counseling
Your loved ones get access to grief support programs as well as claim-related financial & legal counseling.

Physical card sent to the customer, which they can safely keep with themselves or with the nominee

policybazaar^{com}

Policy Name: XXXXXXXXXXXXXXXX

Policy No: PB012345678901

Insured Name	Date of Birth	Nominee Name
Test	XX/XX/XXXX	XXXXXX
Relationship Manager		
xxxxxxx	+91 956XXXXXXX	xxxxxxx@policybazaar.com
Claims Assistance: 0124-6384120		

Live grievance redressal events



Customer Testimonials



"I raised a claim for my grandson's treatment but the same was unexpectedly rejected. During this event, my claim was approved within minutes. It's because of initiatives like this that common people like us feel that buying insurance is a good idea."

SURENDRA ARORA, 60

(Health Insurance Customer)

Customer Testimonials



“My mother’s health claim was rejected and I was getting no help from anywhere. Then recently, my PB advisor informed me about their “Claim Samadhan Divas” initiative. He promised my claim would get a fair chance. Surprisingly, my claim was approved in barely 5 minutes.”

MOHIT AGGARWAL, 22
(Health Insurance Customer)

Support in regional languages

Customer
Testimonials – Email

Reason of Claim – Dengue

Claim Payout – INR 4 Lacs

मैं नानूराम जाट, मेरी पोलिसी बाजार से आदित्य बिरला की एक पोलिसी है सुशीला देवी के नाम से
(7-00)

मैंने फरवरी में एक क्लेम किया था

मेरी पहली बार बात आपके कर्मचारी प्रखर शुक्ला जी से हुई थी

उन्होंने मुझसे सारे कागज़ मेल पर मंगवाए और मेरा क्लेम फाइल किया

मेरे क्लेम में हर हफ्ते कोई न कोई बेरी लगा दी जाती थी
मैं थोड़ा परेशान हो गया था कि क्या मुझे क्लेम मिलेगा भी या नहीं

लेकिन प्रखर जी ने कभी भी मुझे हतोत्साहित नहीं होने दिया और हमेशा मेरी बात सुनी और मेरी एक एक बेरी का जवाब कंपनी को दिया

अंत में 10 जून को मेरा क्लेम पास हो गया और 27 जून को पैसा मेरे खाते में आ गया

मैं हमेशा पोलिसी बाजार का शुक्रिया करूंगा की मेरा क्लेम करवाया गया और इसके विशेषकर Prakhar Shukla PW24672 और उनकी टीम का हाथ है

बहुत बहुत धन्यवाद आप सभी का

आभार सहित

नानूराम जाट

Customer Centricity is the key for us – reflective in 86% CSAT



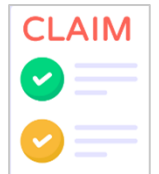
Service Experience

- 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

paisabazaar.com

INDIA'S LARGEST DIGITAL MARKETPLACE FOR CONSUMER CREDIT



~19 lacs
Monthly Enquiries
(credit products) ^



~16 lacs
Transactions ARR ^



Consumer enquiries^ from
1,000+ cities

India's largest
credit score awareness initiative

~3.1 Cr
Credit Score consumers^



~22 lacs
New consumers added in
Q2 FY23



~₹12,000 Cr
Loan disbursements ARR*



~5 lacs
Credit Cards issued ARR*



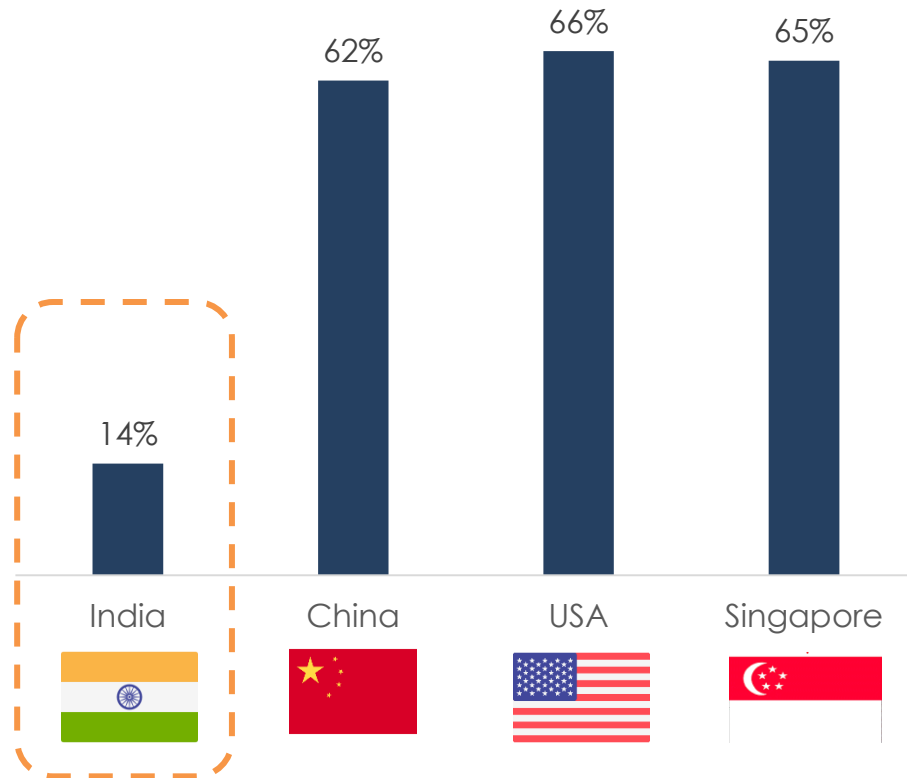
Acquiring a
consumer every ^
~3.6 seconds

India continues to have one of the lowest credit penetration

Credit Market expected to grow strongly

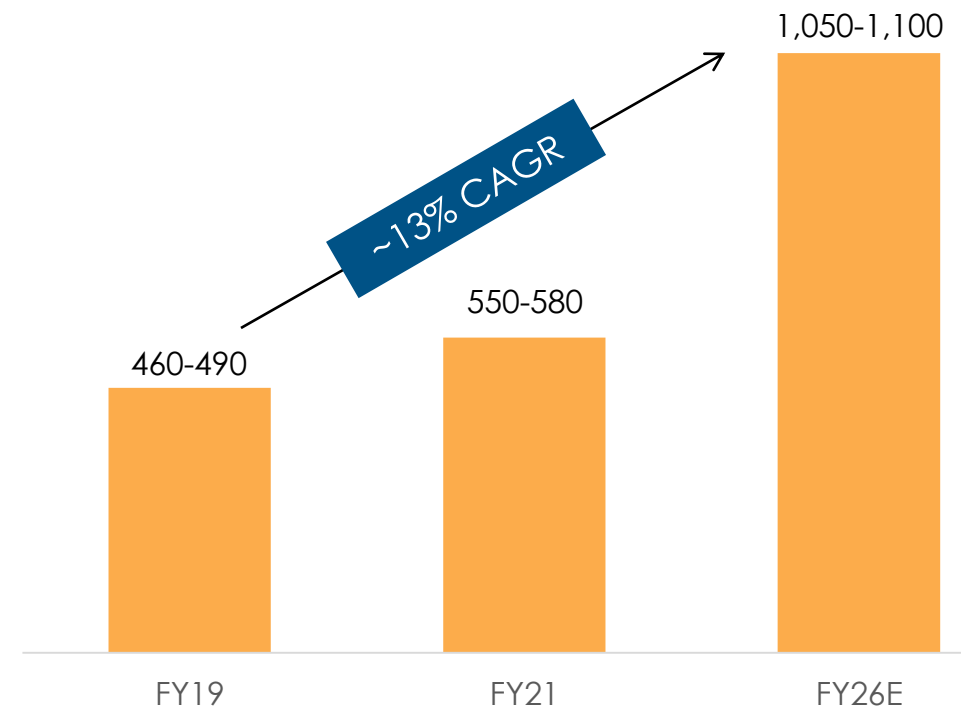
Under penetration in India's Consumer Lending

Household Debt as a % of nominal GDP#



Fast-growing consumer credit market in India

Consumer Credit* (\$Bn)

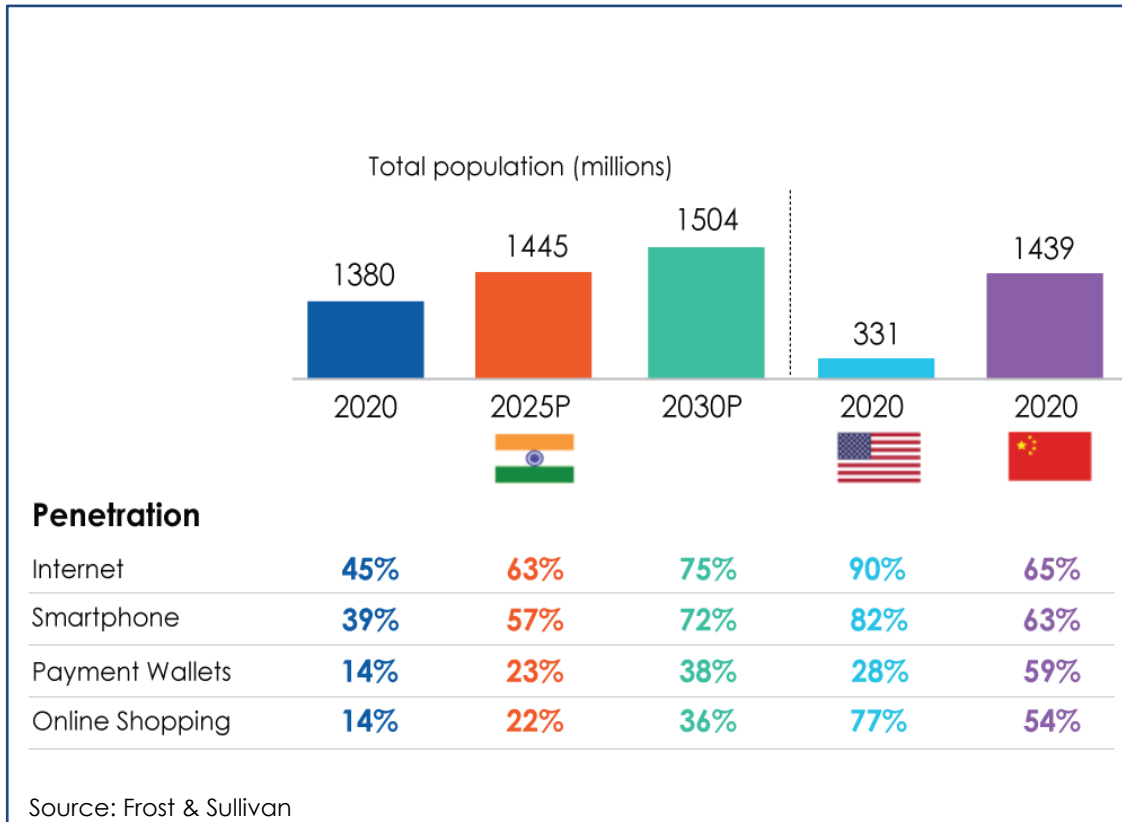


Source: CEIC Database





* Source: : [India Fintech Report 2022](#)

Rapid Digitization & world-class Infrastructure can be game-changers

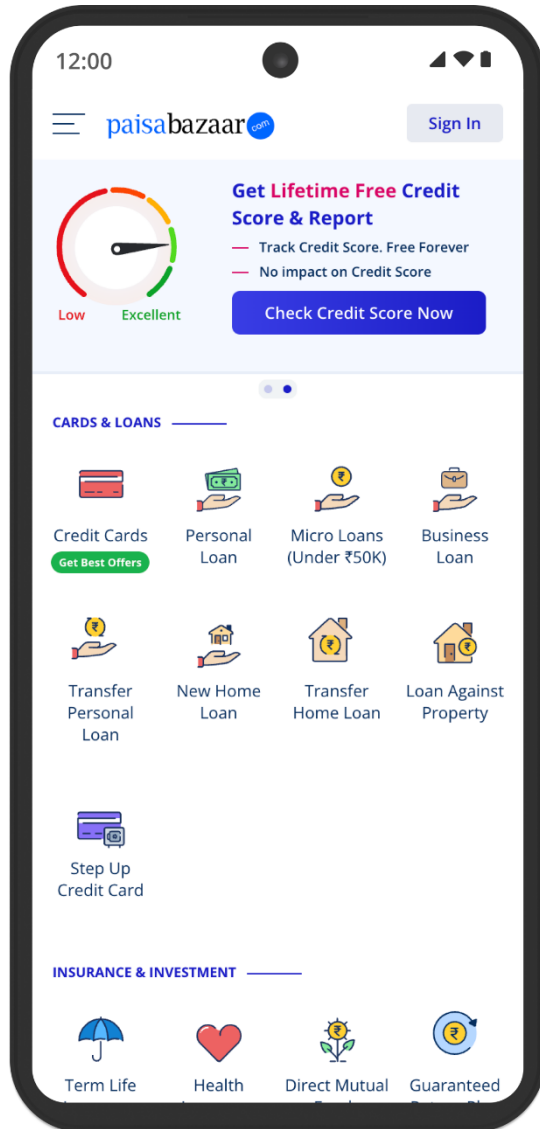
India's paradigm shift towards digitization



Gold-standard digital infra layers in place

- 
Credit Bureau
 - 4 active credit bureaus
 - Launched in 2004, enabling lenders to measure creditworthiness; data getting richer
 - ~250 mn customers on bureau
 - >100 mn Super/Prime Customers
- 
Identity Layer
 - Aadhaar
 - Giving every resident a unique id & enabling them to prove - "I am who I claim to be"
 - eKYC
 - eSign
- 
Payments Layer
 - UPI
 - Allowing anyone to pay anyone - Interoperable, Fast & Cheap!
 - Aadhaar Payments Bridge
 - Aadhaar Enabled Payments Service
- 
Data Empowerment
 - To enable secure sharing of data
 - Consent Architecture
 - DigiLocker
 - Account Aggregator

Paisabazaar: Platform of Choice for India's credit needs



~13%^ of India's active credit score consumers* on Paisabazaar

~10%* of Credit enquiries in India happen on Paisabazaar

Independent, unbiased & transparent platform with E2E assistance

60+ partnerships including large banks, NBFCs & fintechs

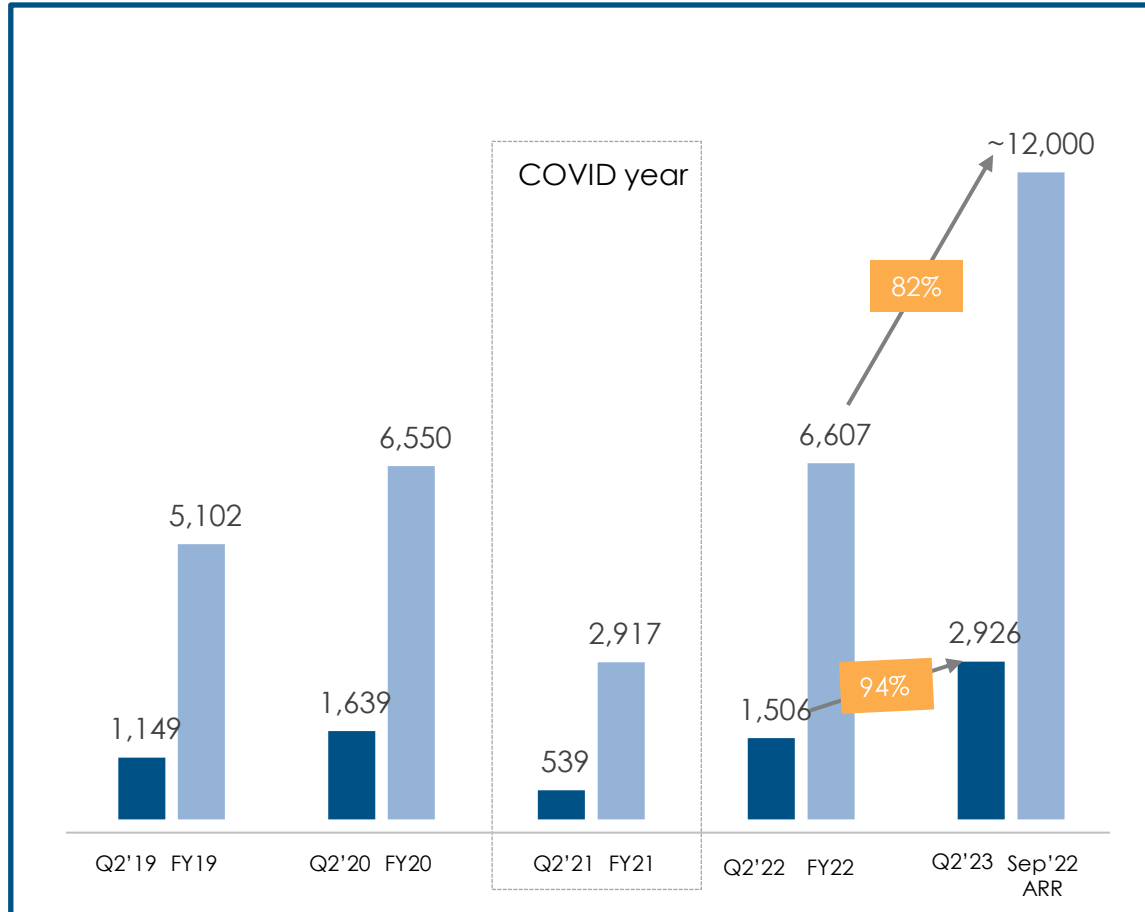
Best offers always - For all consumers
Industry-first "**Chance of Approval**" algo to maximize approval rate

^ Consumers having at least 1 active trade line

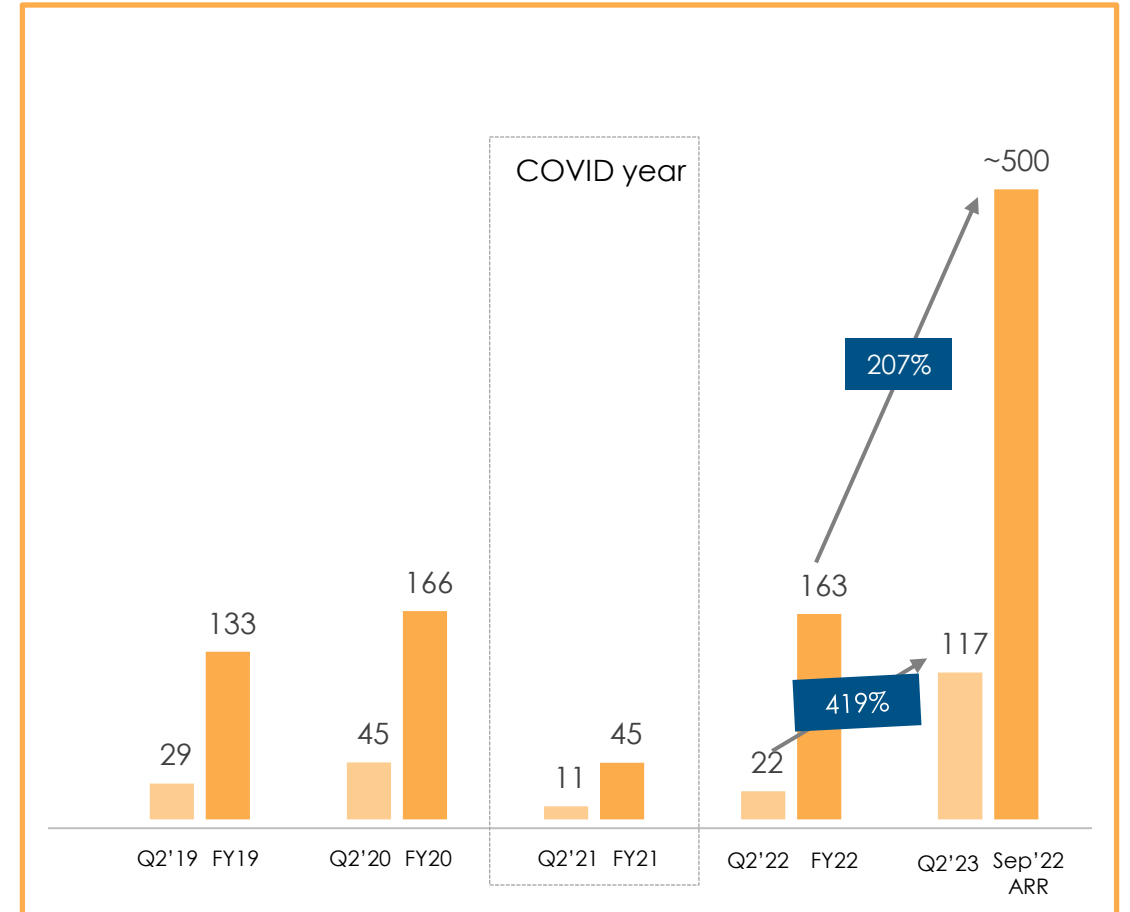
* Management Estimates

Disbursals growing 94% YoY, Card issuance growth 419% YoY

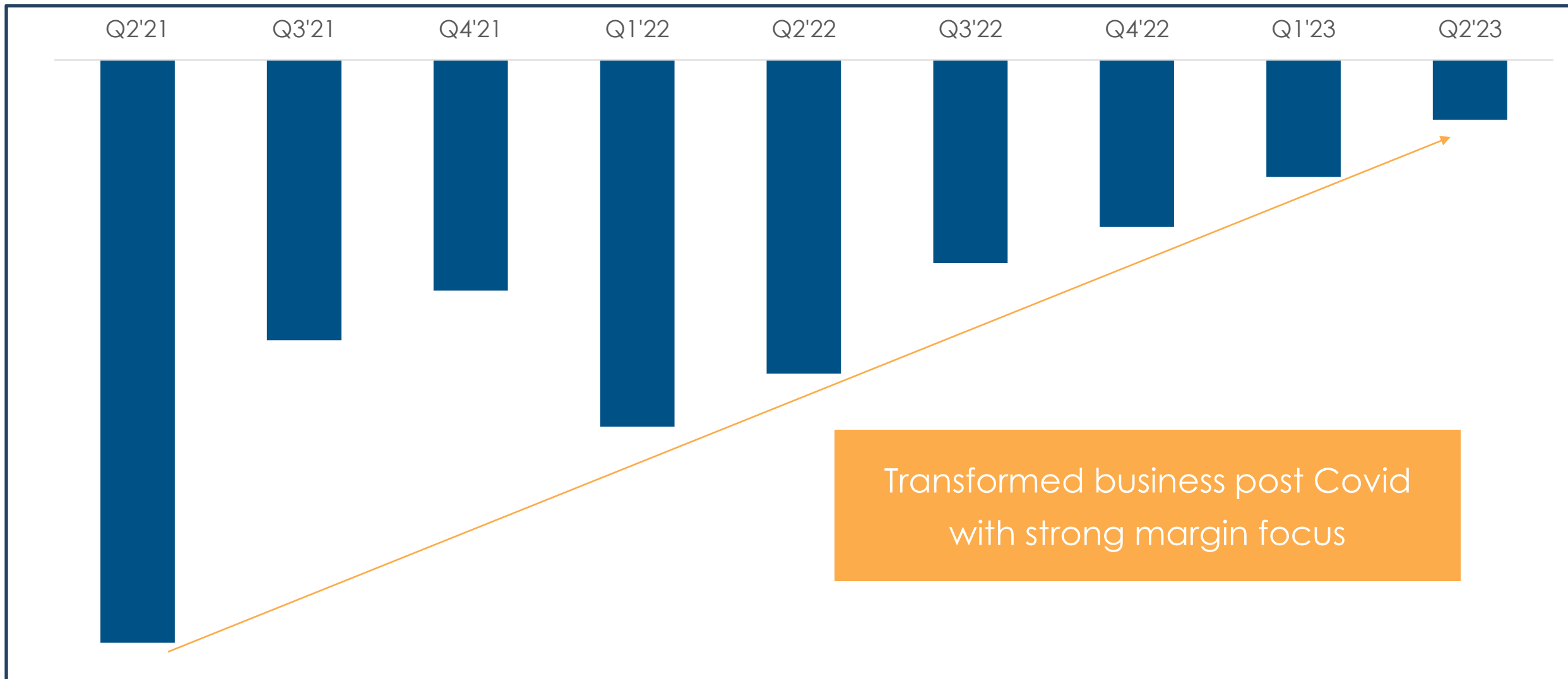
Disbursals (₹ Cr)



Credit cards issuance ('000s)

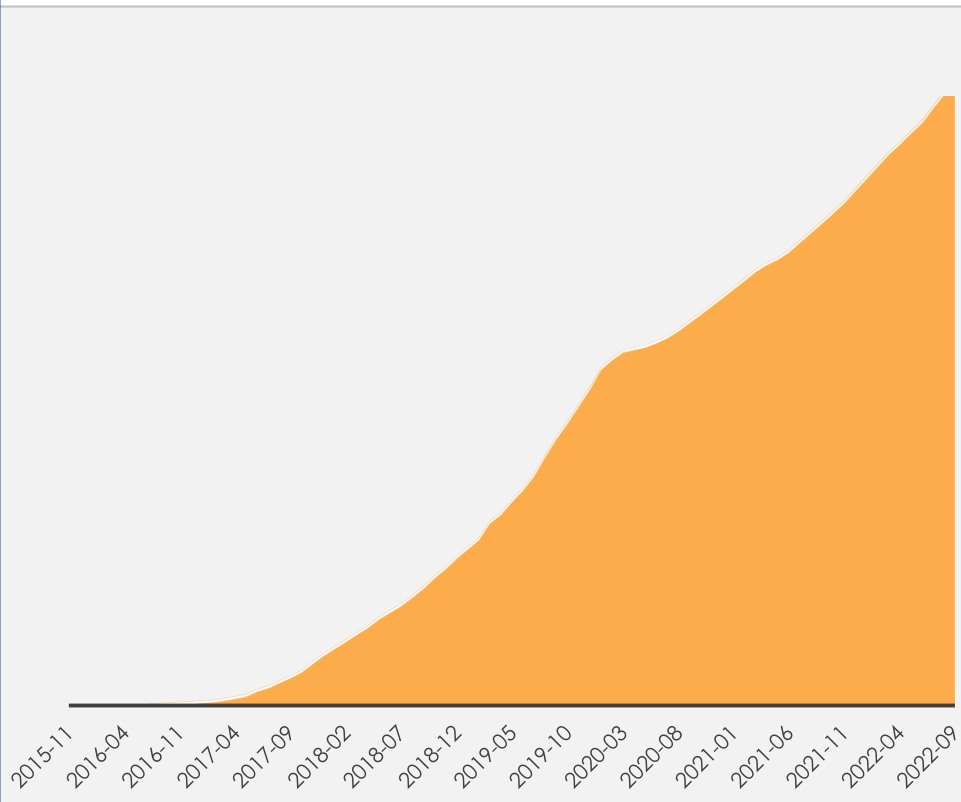


Lending business EBITDA margin moving towards profitability



Credit Score Platform: Helping India being credit **aware** & credit **fit**

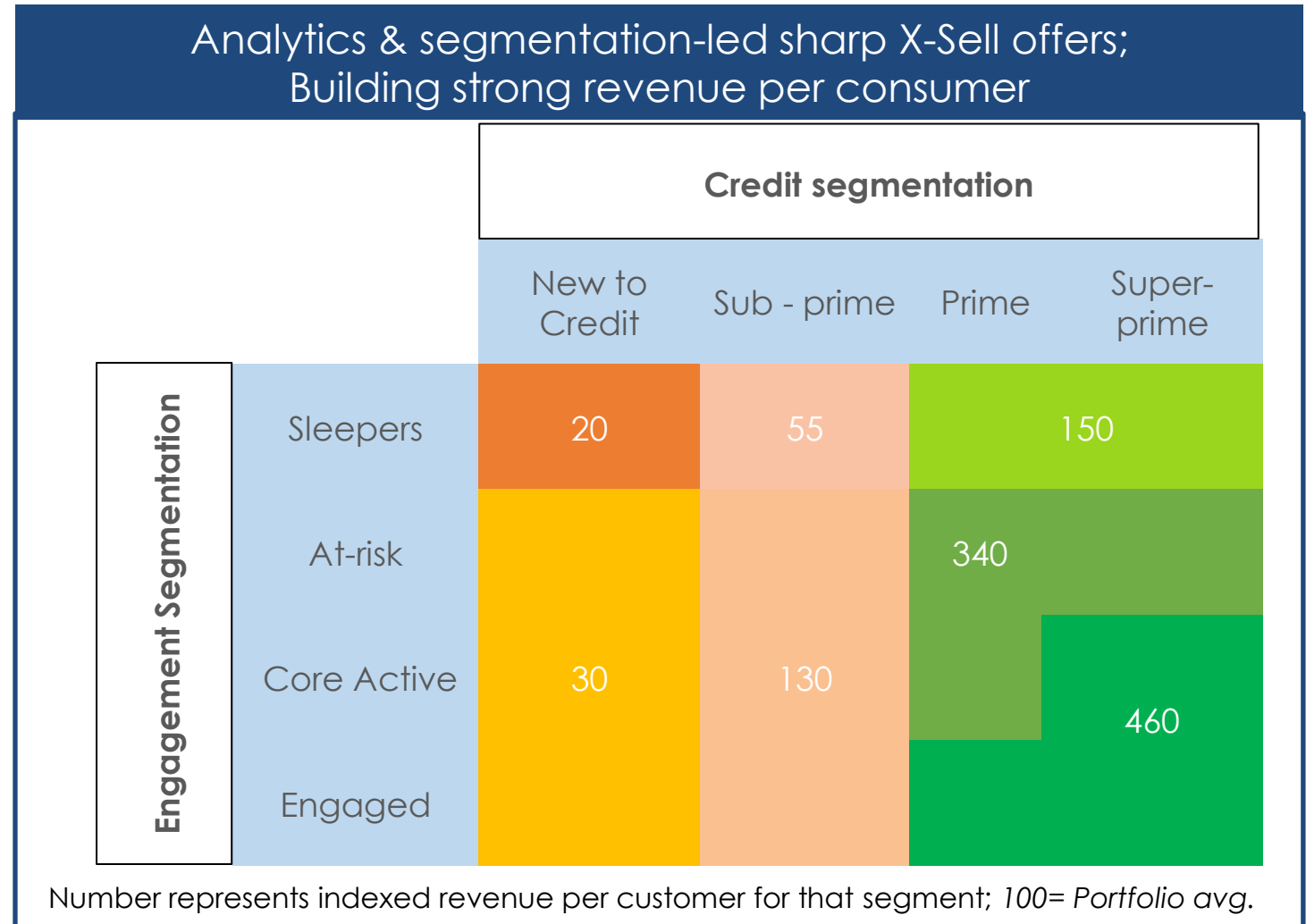
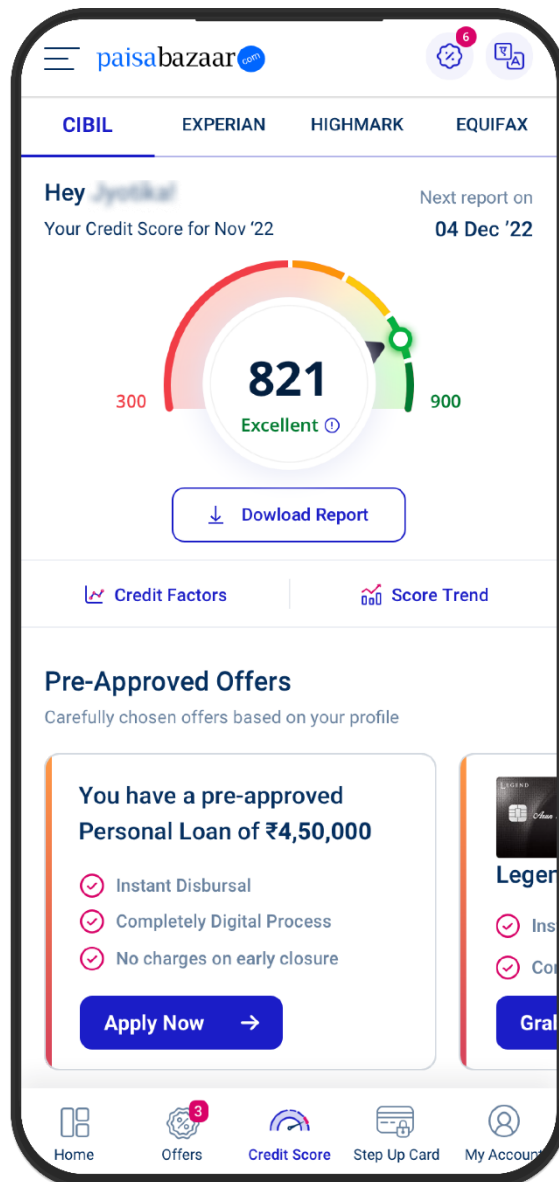
3.1 Cr consumers have accessed credit score



Strong product proposition

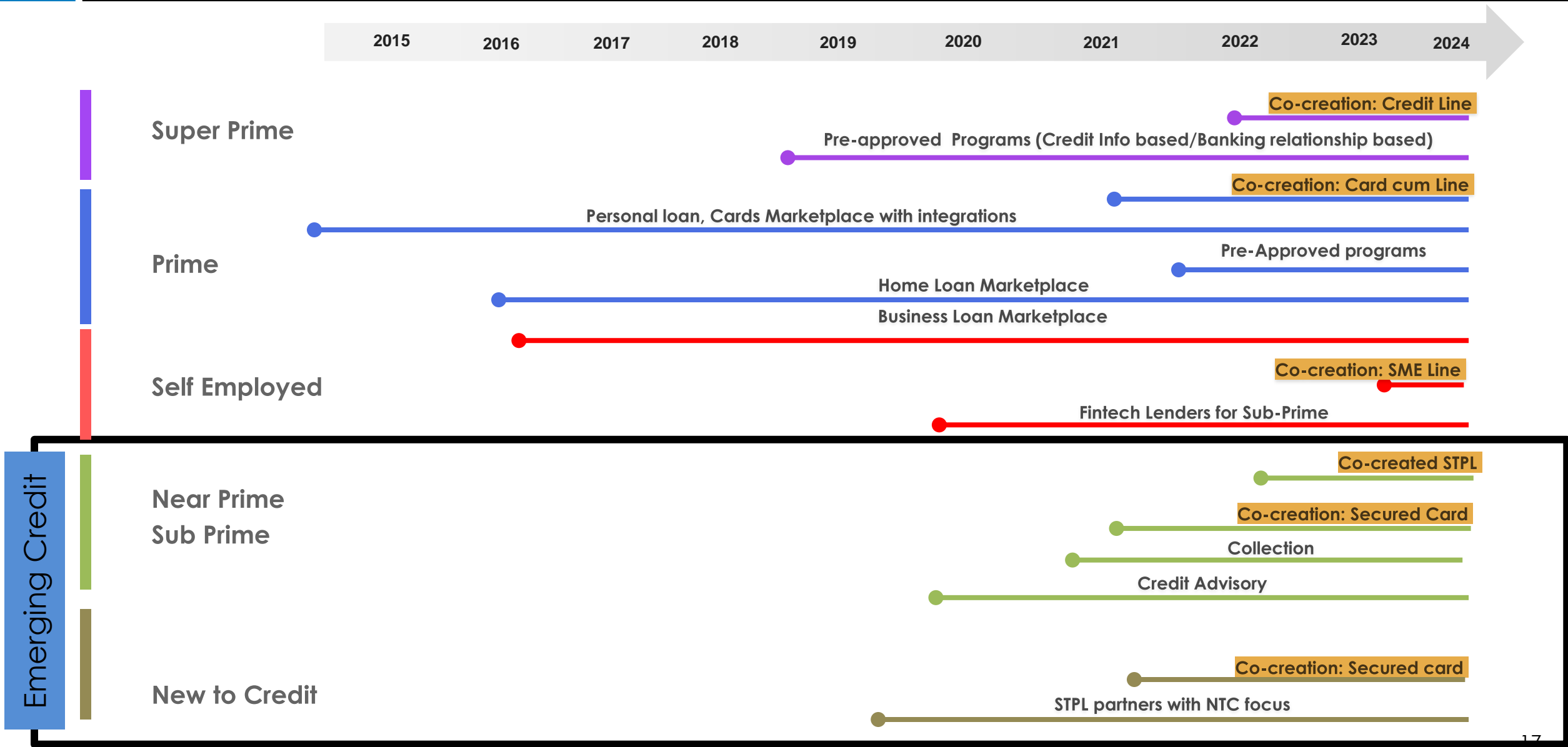
- ✓ Free for life always, with monthly updates
- ✓ Access to credit score from all 4 Credit Bureaus in the country
- ✓ Digital & instant process enabling ease of access
- ✓ Available in 5 different languages
- ✓ Intelligent, personalised recommendations for best products or to build score
- ✓ Creating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

Credit score: Deep analytics driving product innovation & monetization



Economies of segmentation

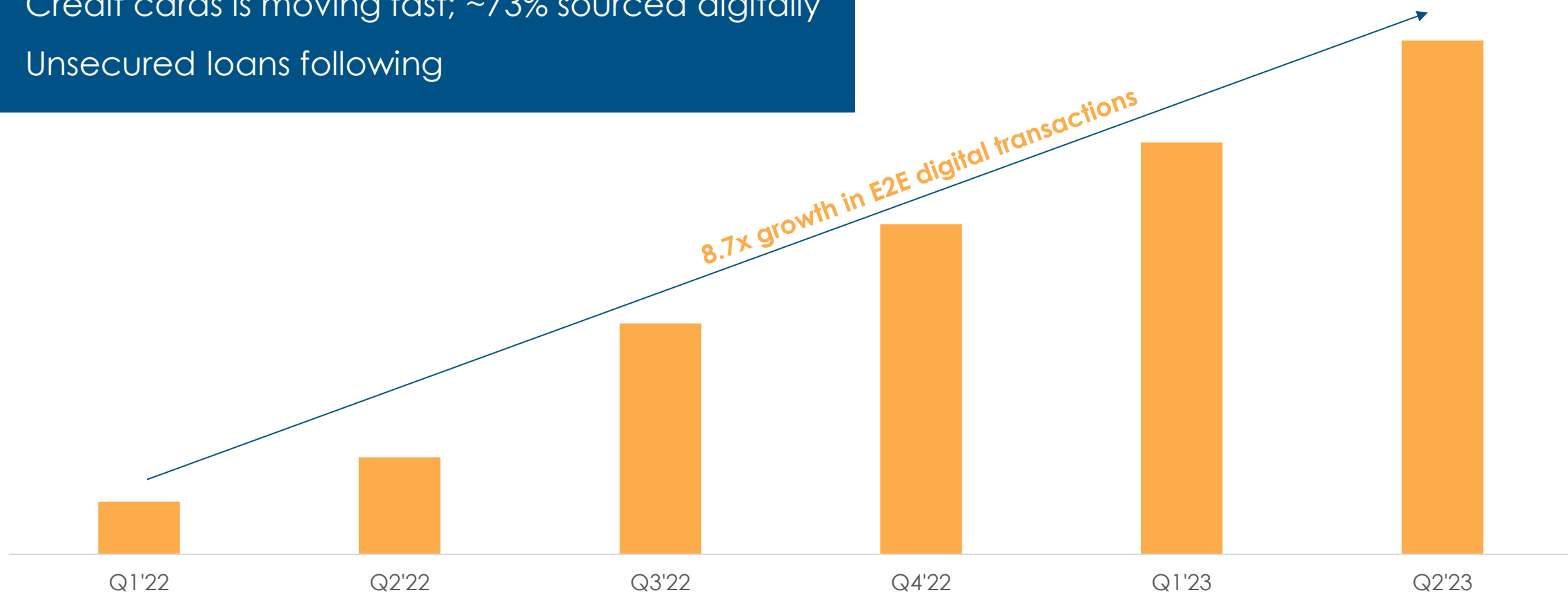
Prime segments growing well; emerging credit strategy taking shape



Digitization play becoming significant

Paisabazaar E2E digital **growing**

- 10 partner journeys E2E digitized
- Credit cards is moving fast; ~73% sourced digitally
- Unsecured loans following

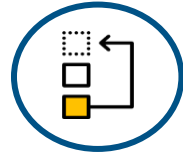


Tech-data infrastructure like Account Aggregator, CKYC will further strengthen digitization

Digitization

Case Study: Best-in-class CX with Piramal Finance* using Digital Stack

Seamless Process



1. Loan Offer Selection



2. Details Verification



3. Offer Acceptance

12:00

paisabazaar.com Piramal

Congrats

You are Pre-Approved for a personal loan of
₹ 5,00,000

Instant Loan Disbursal into your account

Complete Digital Journey under 5 mins

No Physical Documents required

I'm Interested

Personal Loan issued by Piramal

☒ I hereby authorize Paisabazaar & Piramal Capital And Housing Finance Limited (PCHFL)... [+ More](#)

☒ I hereby expressly and irrevocably authorize Piramal Capital & Housing Finance Ltd... [+ More](#)

☒ By submitting this form, you have read and agreed to the Credit Report Term of Use, Terms

12:00

paisabazaar.com Piramal

←

Your KYC records had the following addresses. Please select and verify your Current Address.

Current Residential Address

Choose your Current Address for KYC Verification

☐ Address 1

☐ Address 2

Address type

☐ Owned ☐ Rented

☒ My permanent address is same as current address

Proceed

12:00

paisabazaar.com Piramal

Take A Selfie

Please take a clear selfie and upload it to verify your identity.

Some tips to consider while clicking your selfie

- 1 Your environment has proper lighting
- 2 You are not wearing any spectacles, hat, cap or mask
- 3 Your picture isn't blurred

Take Selfie

☒ I hereby authorize Paisabazaar to collect and share my personal information to... [+ More](#)

12:00

paisabazaar.com Piramal

Review your Loan Plan

Loan Amount	₹ 4,00,000
Charges	(-) ₹ 6,000
	Hide Breakup
Processing Fee @ 2%	₹ 5,000
Stamp Duty	₹ 100
GST charges @ 18%	₹ 700
Final Amount	₹ 3,94,000
Will be transferred to bank account	

Monthly Installment	Interest Rate
₹ 12,000	11.74%
5th of every month	
Tenure	Bank Account
24 Months	XXXX 9865

Broken Period Interest Applicable if disbursed between 20th to 5th of the next month

Proceed

12:00

paisabazaar.com Piramal

THANK YOU

Reference No. : [REDACTED]

Hi [REDACTED]

You have successfully completed your loan application. Loan amount will be disbursed in your account within 1 hour.

Go to Homepage

In case of any queries, feel free to reach out to us on below mentioned details

Toll Free 1800 - 208 - 8877	Write to Us support@paisabazaar.com
--------------------------------	--

• Instant disbursal

• E2E on PB platform – superlative experience for consumers

Emerging credit strategy improving monetization further

Super-Prime

Prime

Near-Prime

Sub-Prime

New to Credit

Significant underserved opportunity



High Rejection rates



Low Supplier Strength



Unviable physical process

Our strategy

INCREASING PRODUCT OPTIONS

- Small tickets loans(STPL)
- Secured Credit Card & advisory to help build score

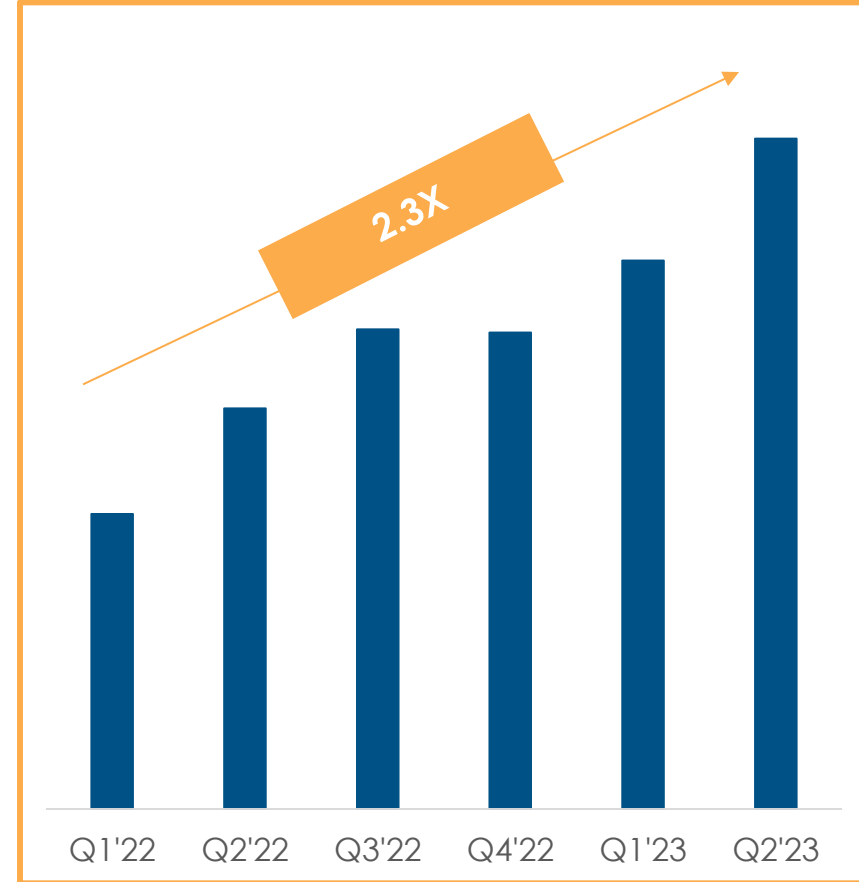
EXPANDING SUPPLY: CO-CREATION

- Consumer ownership; Integrated post acquisition process
- Access to better offers

BUILDING DIGITIZED PROCESSES

- E2E disbursal/Issuance journey
- Paisabazaar Journey ownership

Emerging credit transactions gaining momentum



Transactions growing rapidly; focused interventions to drive further growth

Co-created products: Scaling acquisition & consumer engagement

↔ Serving credit-starved segments

💡 Innovative products

👤 Seamless CX

pb Brand building

📋 Improved Insights

Working with partners across the spectrum

Live Partnerships

SBM Bank



Credit Line



RBL Bank



New Partners

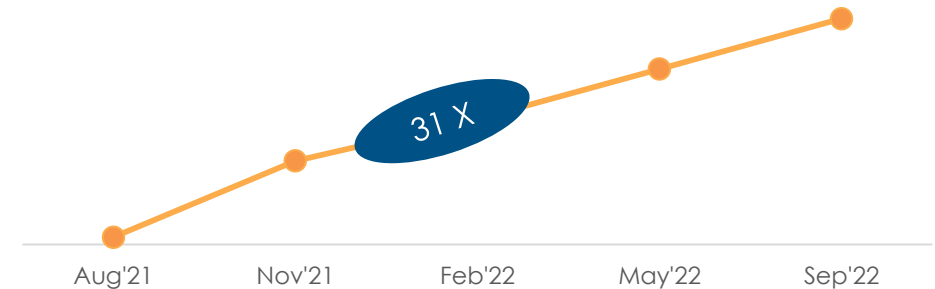


- Launched Personal Loan in Sep'22
- Super Prime/Prime segment

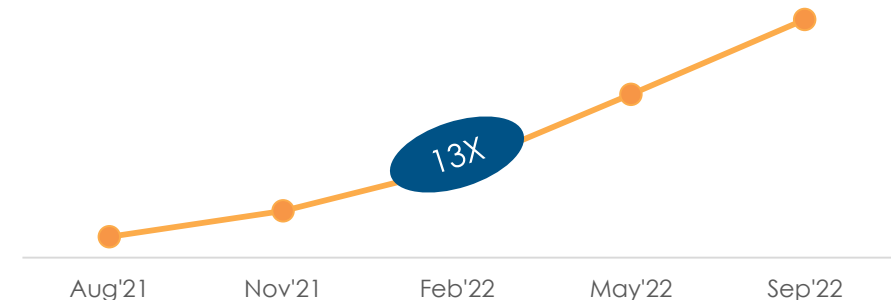


- Launched STPL product : FMCG of lending
- Focus on building strong repeat purchase

31X acquisition in 14 months



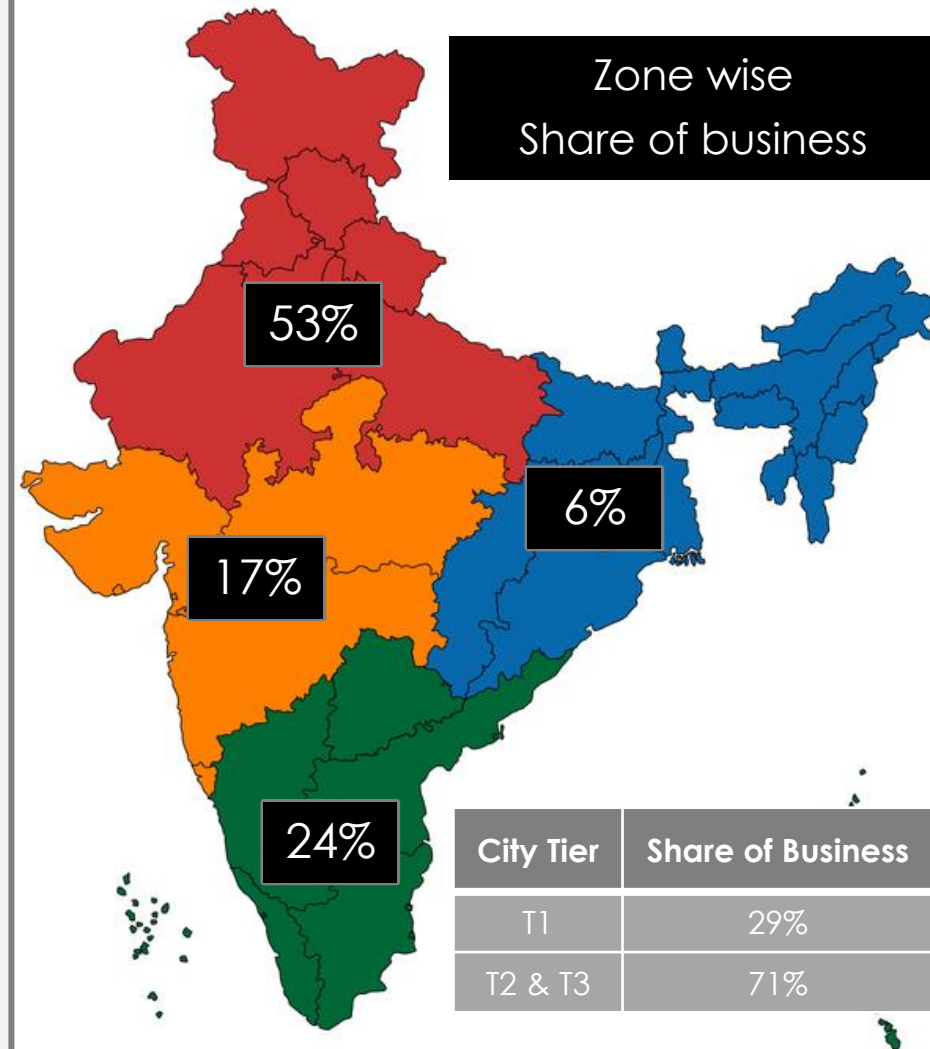
Credit card spends gaining momentum



New initiatives

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 13.8k pin codes out of 19.1k pin codes in India
 - Tier 2 & Tier 3 cities contribute 71% of the business



Improving the breadth of product offerings, supported by sales training

Certification MANDIRA DAS - IP81274 Certified

- Dashboard
- Sell Now**
- Request Offline Quote >
- Renewals >
- Lead
- Knowledge Bank**
- Reports >
- Tickets >

General Insurance

Car

Two Wheeler

Commercial

Health

Home Insurance

Life Insurance

Investment

Term

Know more about Other Insurance Products available on Policybazaar.com New

Group Health insurance

Fire And Burglary

Marine Insurance

General Liability

Workmen Compensation

VIEW ALL PRODUCTS

policybazaar.com paisabazaar.com

policybazaar.com paisabazaar.com

Self-help features: Endorsements, Cancellations & Refunds

Certification

MANDIRA DAS - IP81274

Certified

POLICY NO

Mahadeb

(Lead Id: 502908435)

INSURER (101)

Bajaj Allianz

PREMIUM

Rs. 842

PRODUCT

Two Wheeler

OD PREMIUM

Rs. 0

PLAN NAME

Third party Plan 1 Yr

NCB

Rs. 0

I Need Help With

You can only select upto 6 changes

Vehicle Details

Insurance Details

Ownership Details

☐ Registration No
 ☐ Engine No

☐ Registration Date
 ☐ Chassis No

☐ Manufacturing Date
 ☐ Make/Model/Variant

☐ Seating Capacity
 ☐ Cubic Capacity

CANCEL

PROCEED

Select Issue

Need Policy Copy

Policy Related Query

Claims Related Query

Help in cancellation of the policy

1 Financial Issues

2 Incorrect Policy Information

3 Bought Another Policy from PBP

4 Got better deal outside PBP

5 Unhappy with Terms and Condition

UAE Operations

Premium Grew 110% YoY

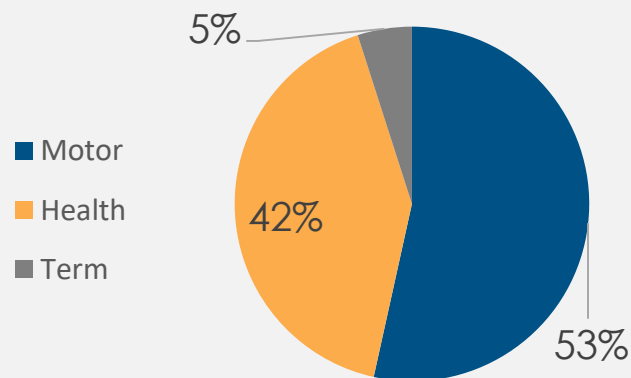
Started operations in FY19

Focus on Health and Life insurance

No 1 in website traffic

Other Financial products also on the same platform
Loans (Personal, Car, Home) & Credit cards

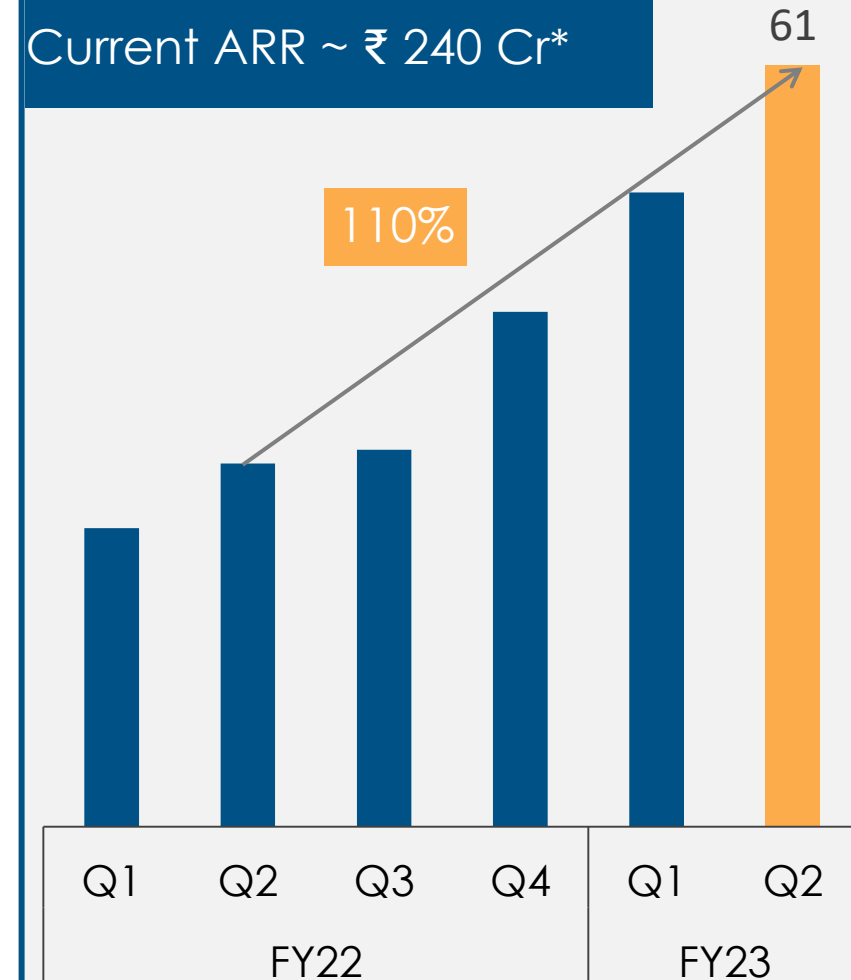
Continued focus on protection against death, disease & disability



Insurance Premium by Segment

Insurance Premium (₹ Cr)

Current ARR ~ ₹ 240 Cr*



END

For any queries please email: investor.relations@pbfintech.in

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