

policybazaar.com  
paisabazaar.com

Earnings Call  
Quarter ended Mar 2023

# 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 that the quality of business, which includes honest customer declarations, sharp risk assessment and complete product disclosure, 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 scores and manage the same.

## **PB Partners**

Enablement platform for more than 100k partners to help them manage insurance sales using technology

## Key Highlights – Q4 FY23 vs Q4 FY22

Revenue grew 61% YoY to ₹869 Cr from ₹540 Cr

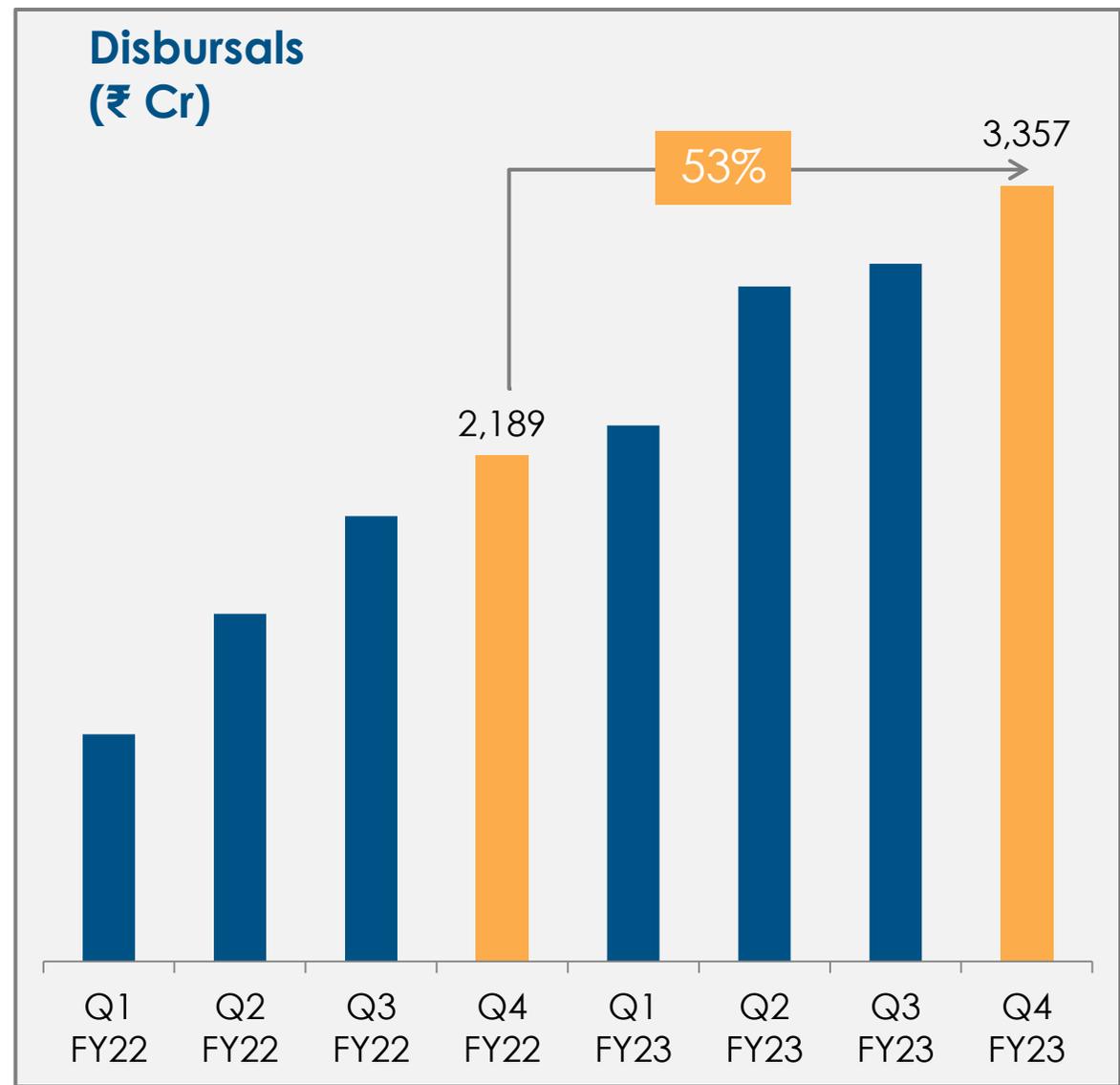
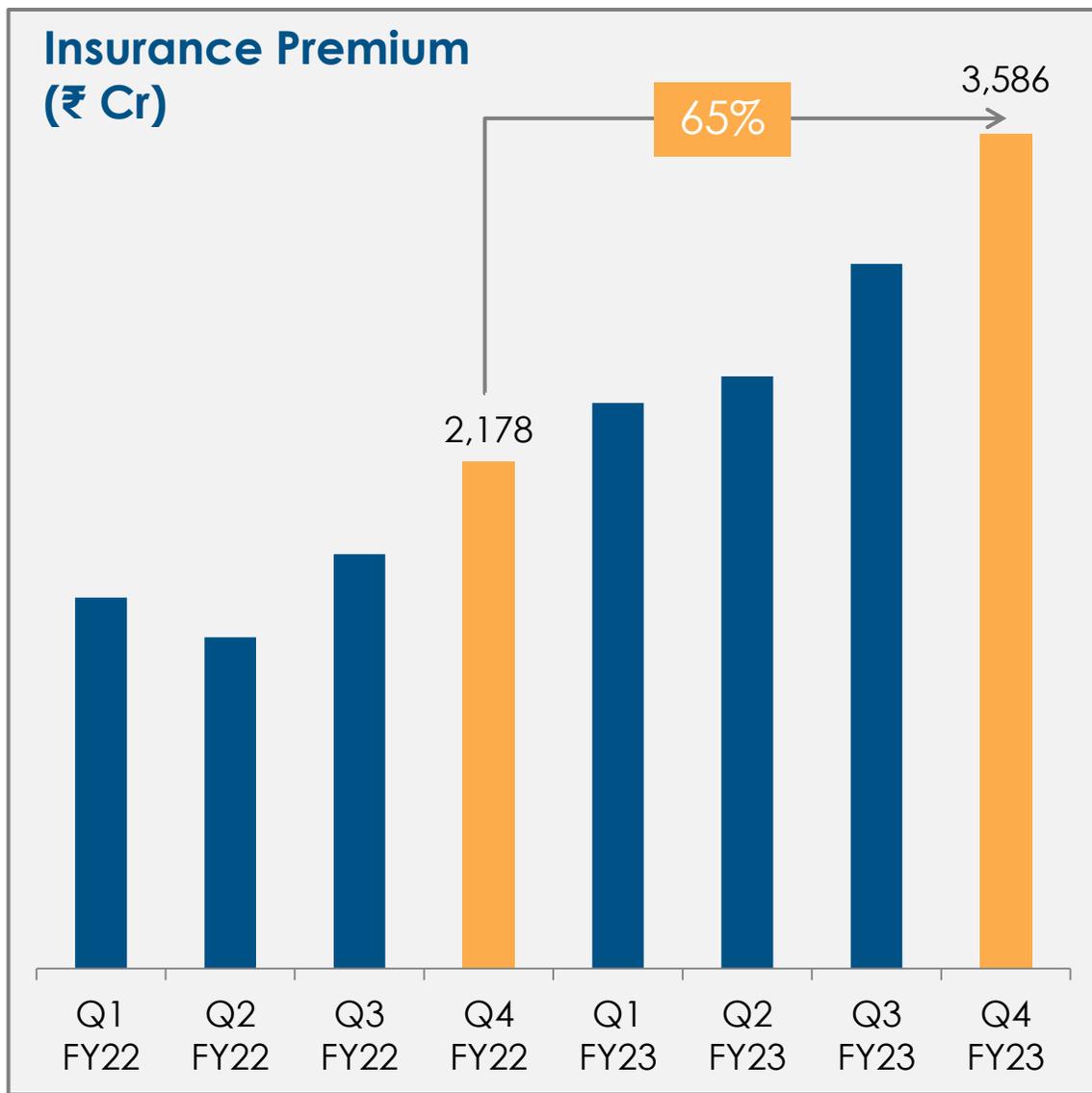
Consolidated EBITDA\* grew to ₹28 Cr (3% margin) from a loss of ₹80 Cr (-15% margin)

PAT losses reduced to ₹9 Cr (-1% margin) from ₹220 Cr (-41% margin)

EBITDA\* for Existing businesses grew to ₹64 Cr (13% margin) from ₹10 Cr (3% margin)

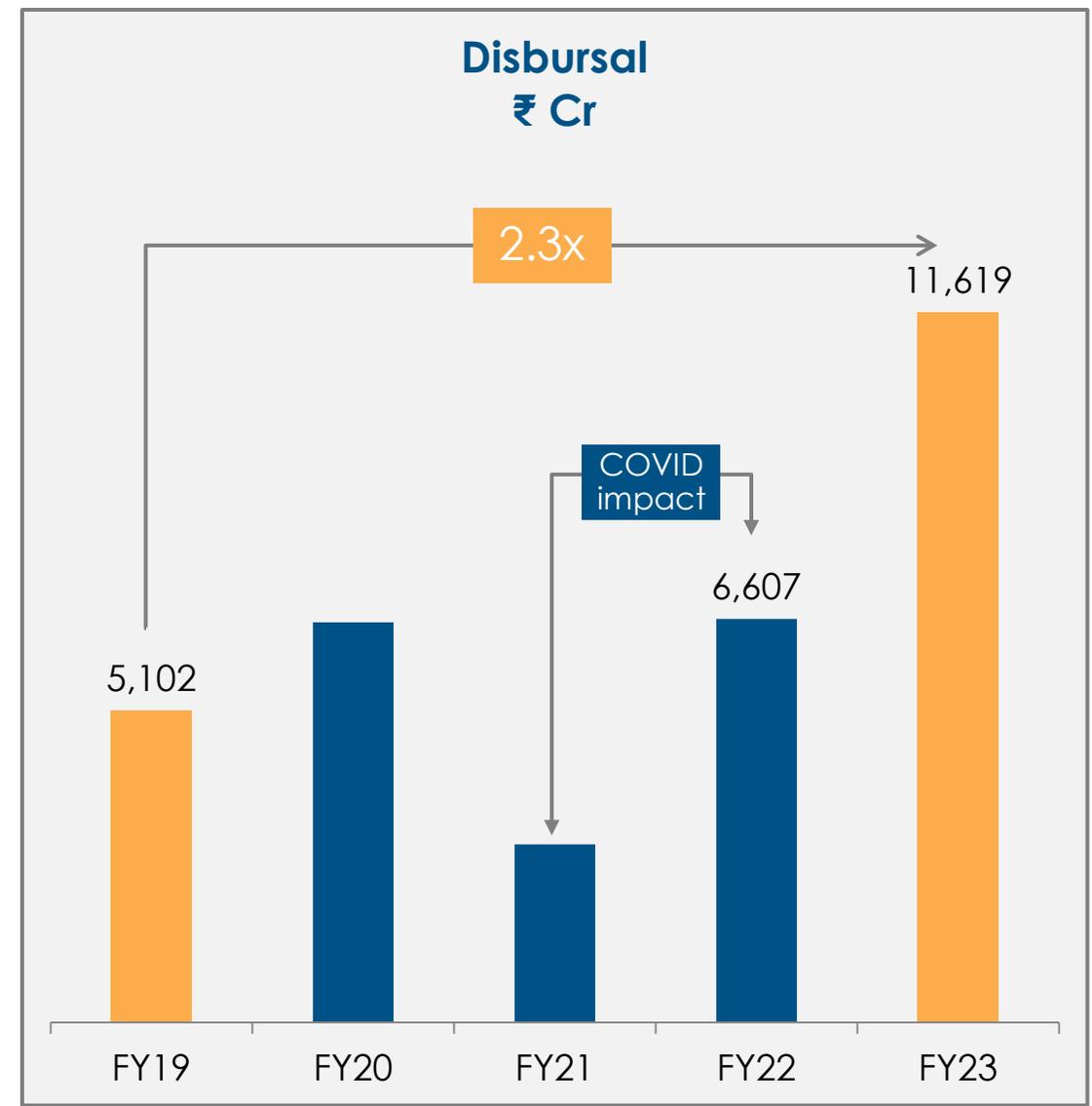
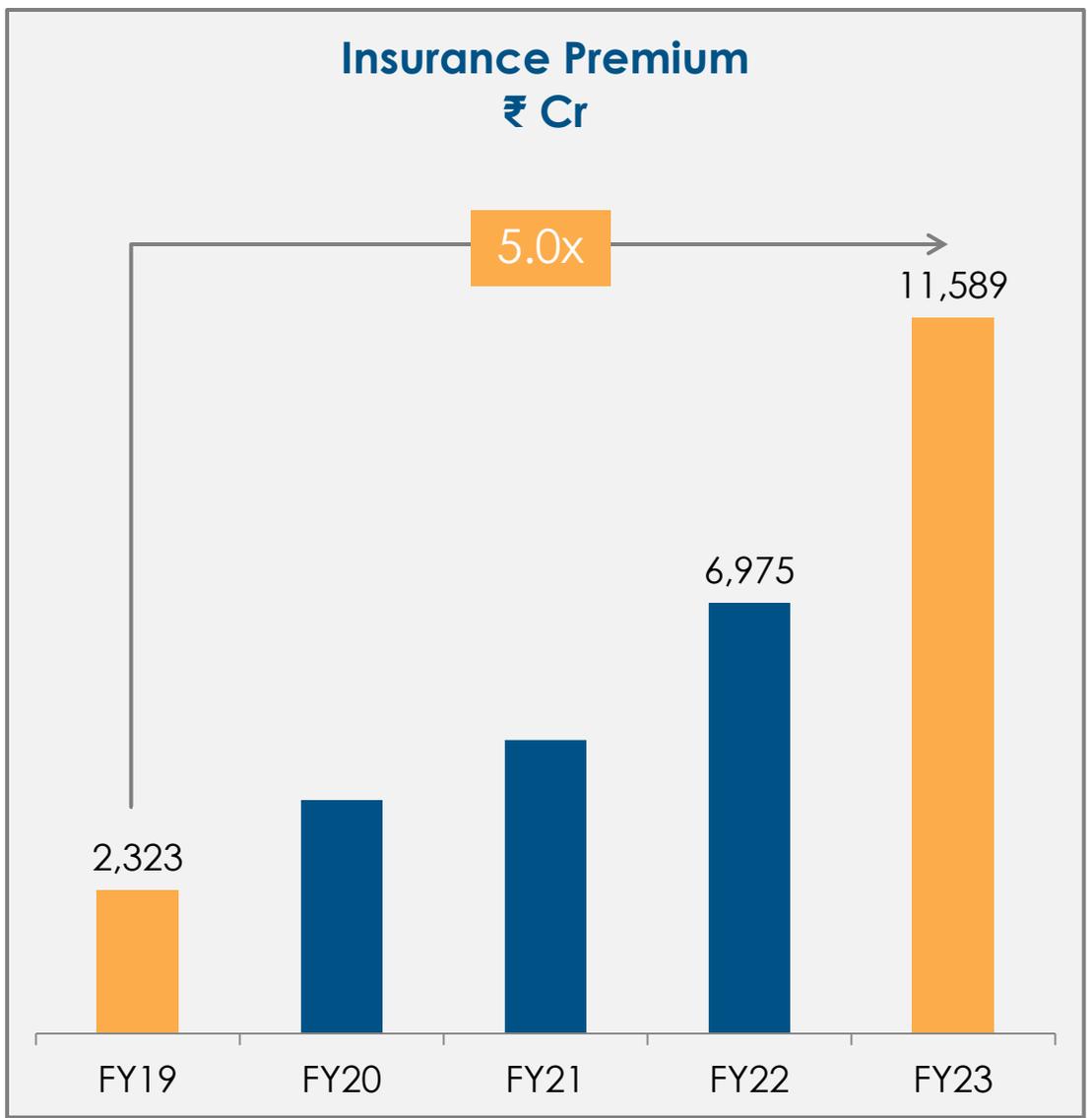
# Q4 FY23: Insurance Premium grew 65% YoY

## Credit Disbursal grew 53% YoY



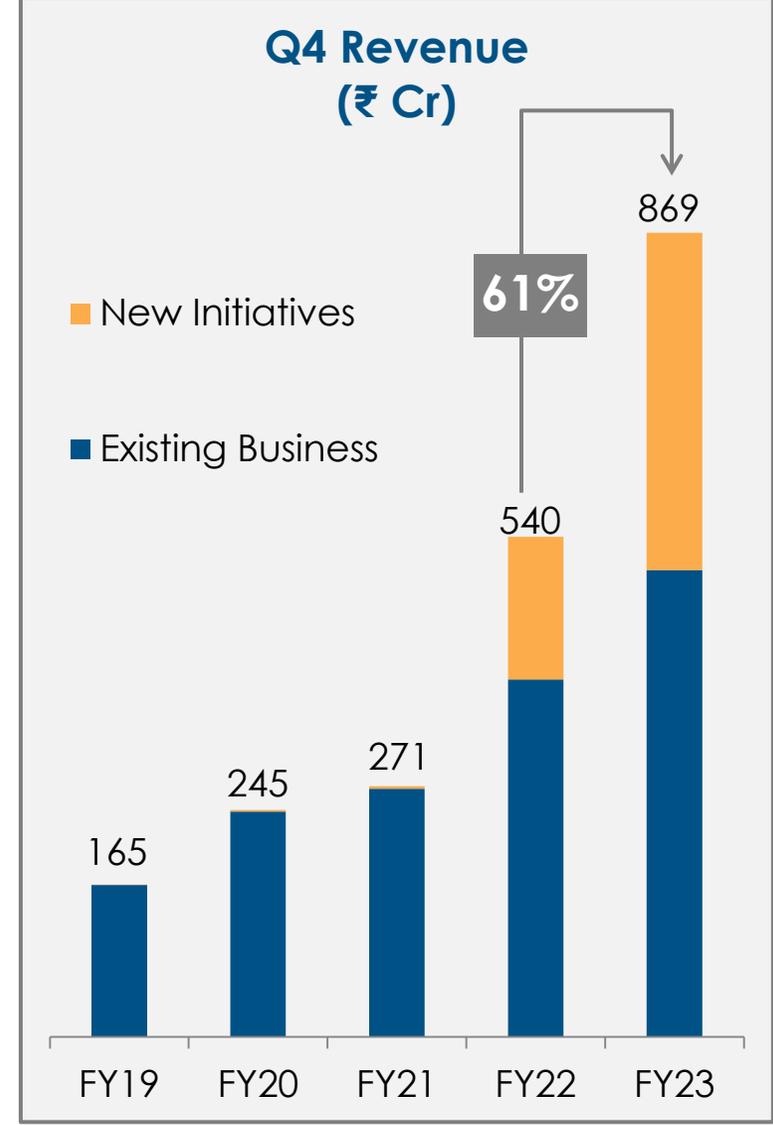
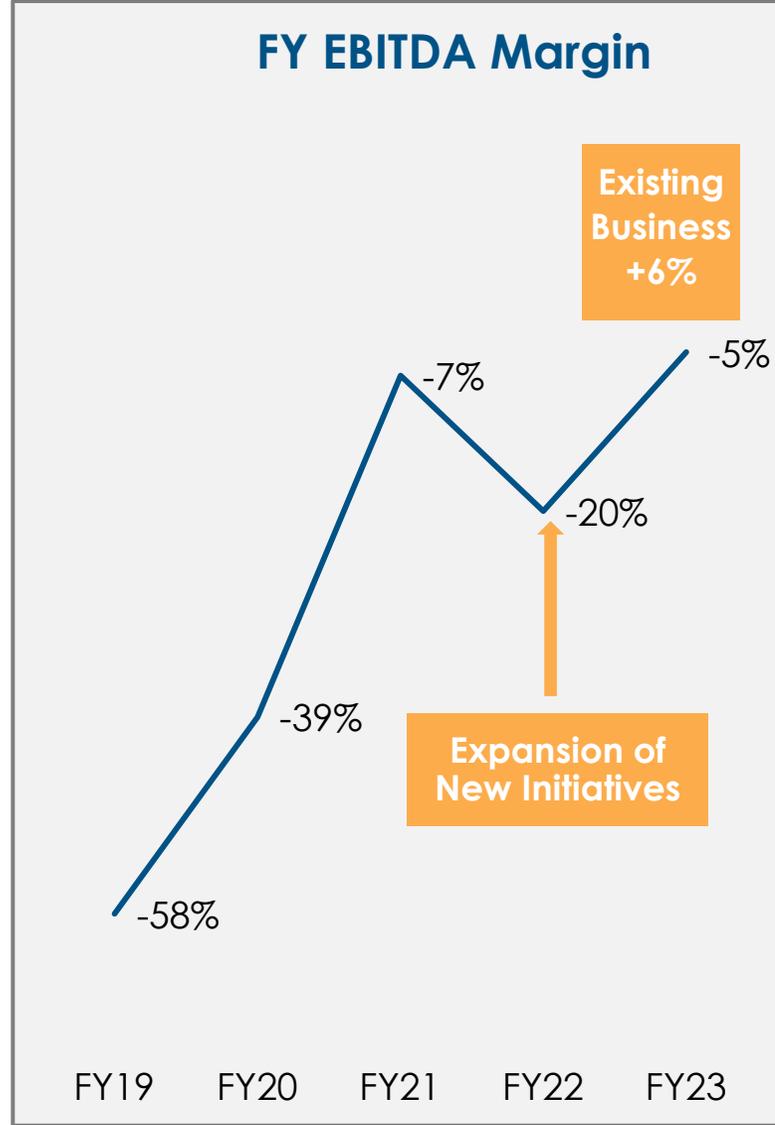
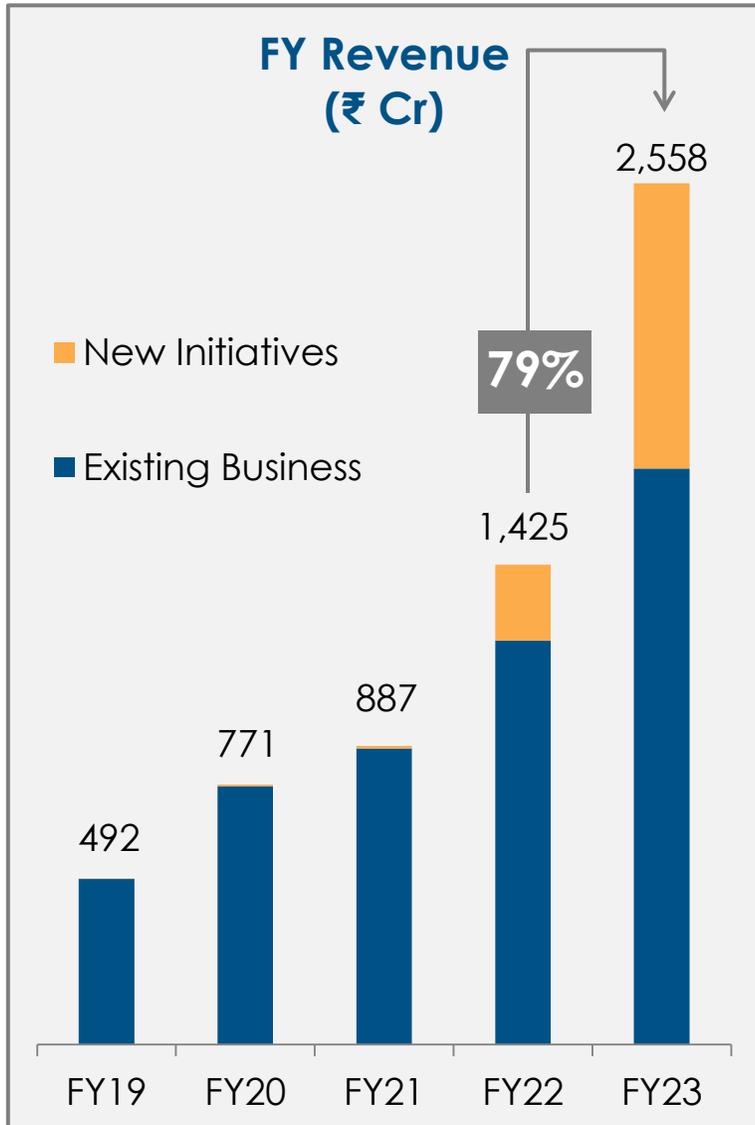
# FY23: Insurance Premium grew 5x in 4 years

## Credit Disbursal grew 2.3x



# Consistent Revenue Growth over the years

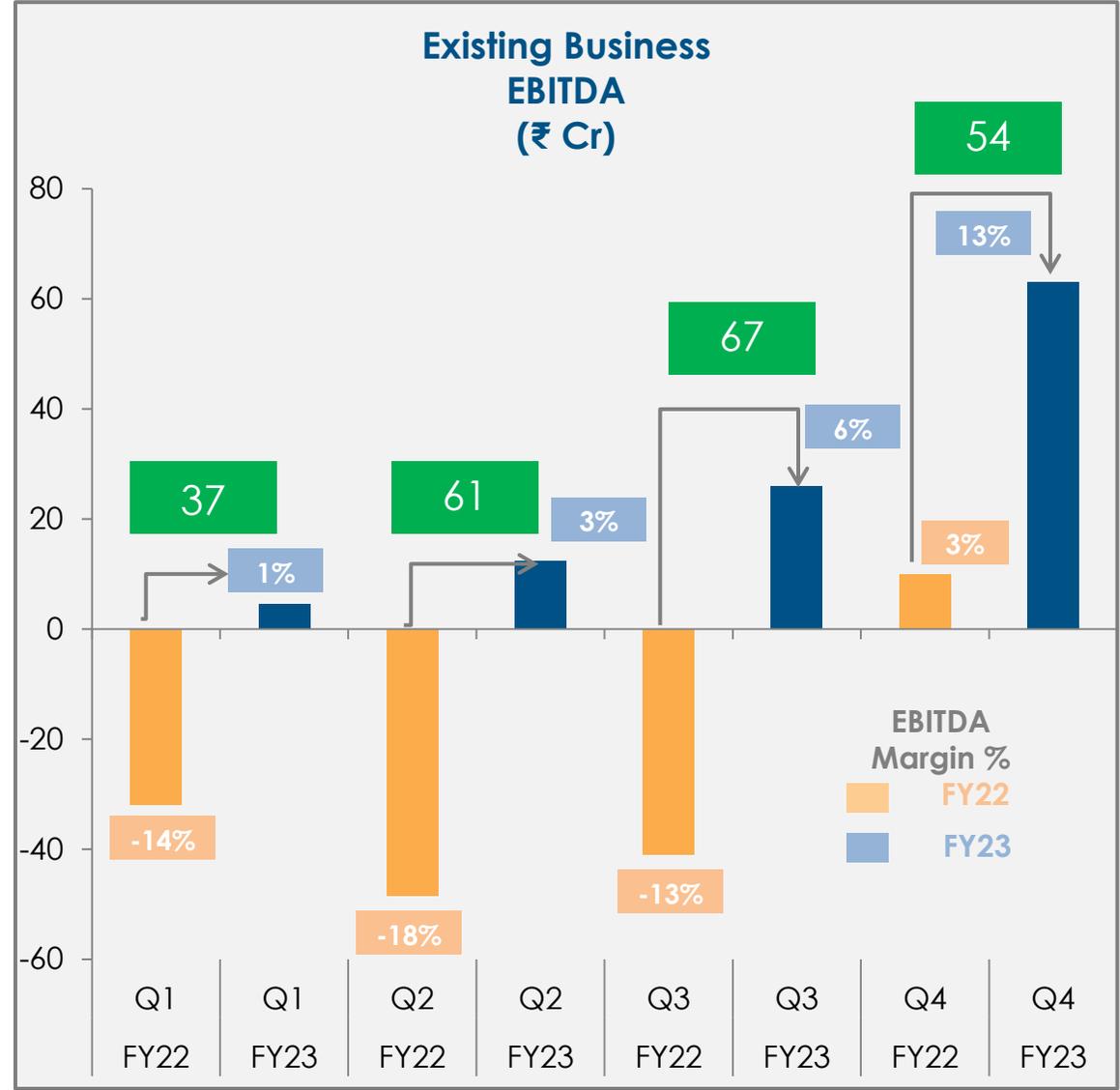
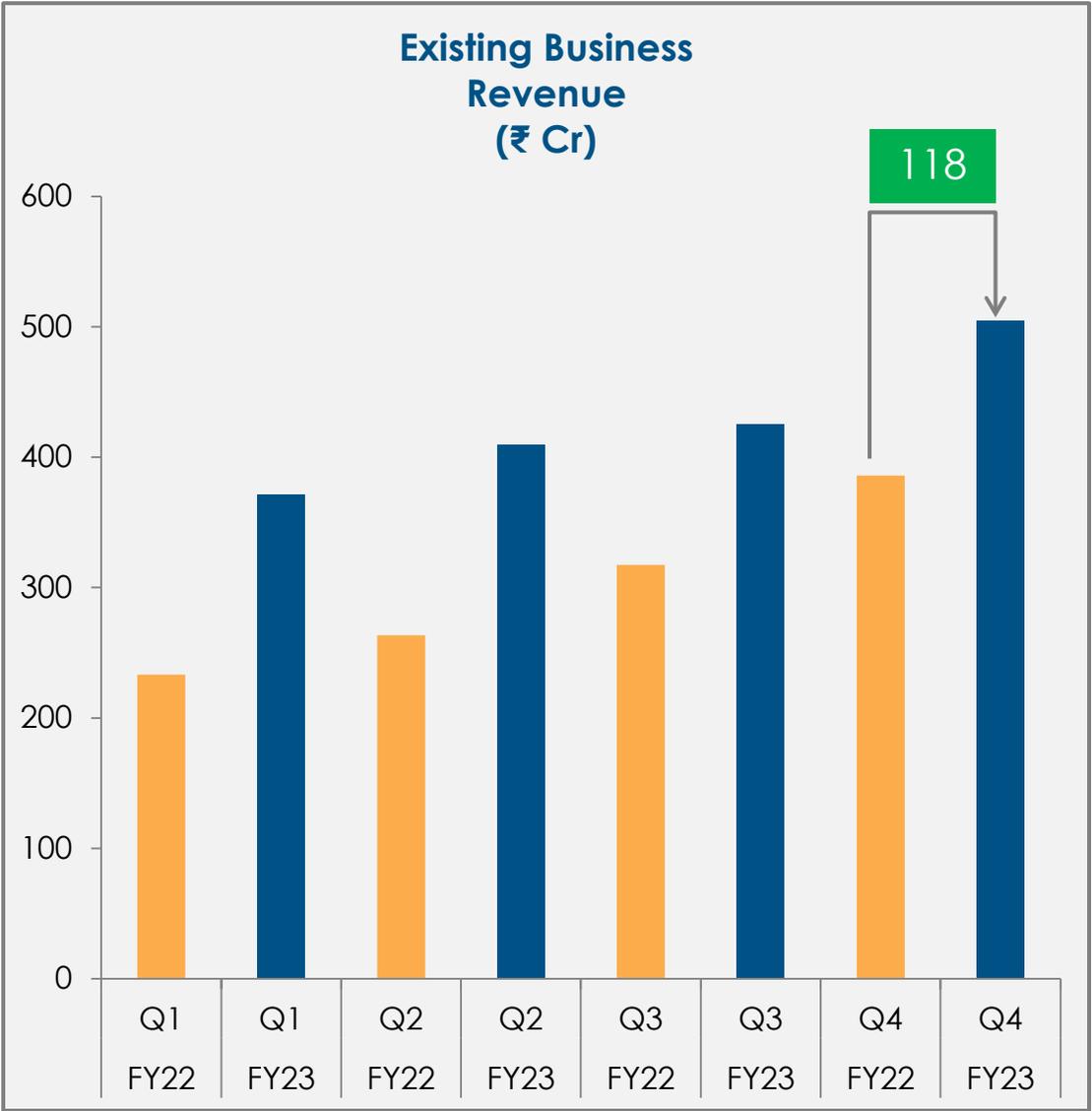
With improving margins



EBITDA referred here is Adjusted EBITDA (non-GAAP)

# Existing Business profitability through growth

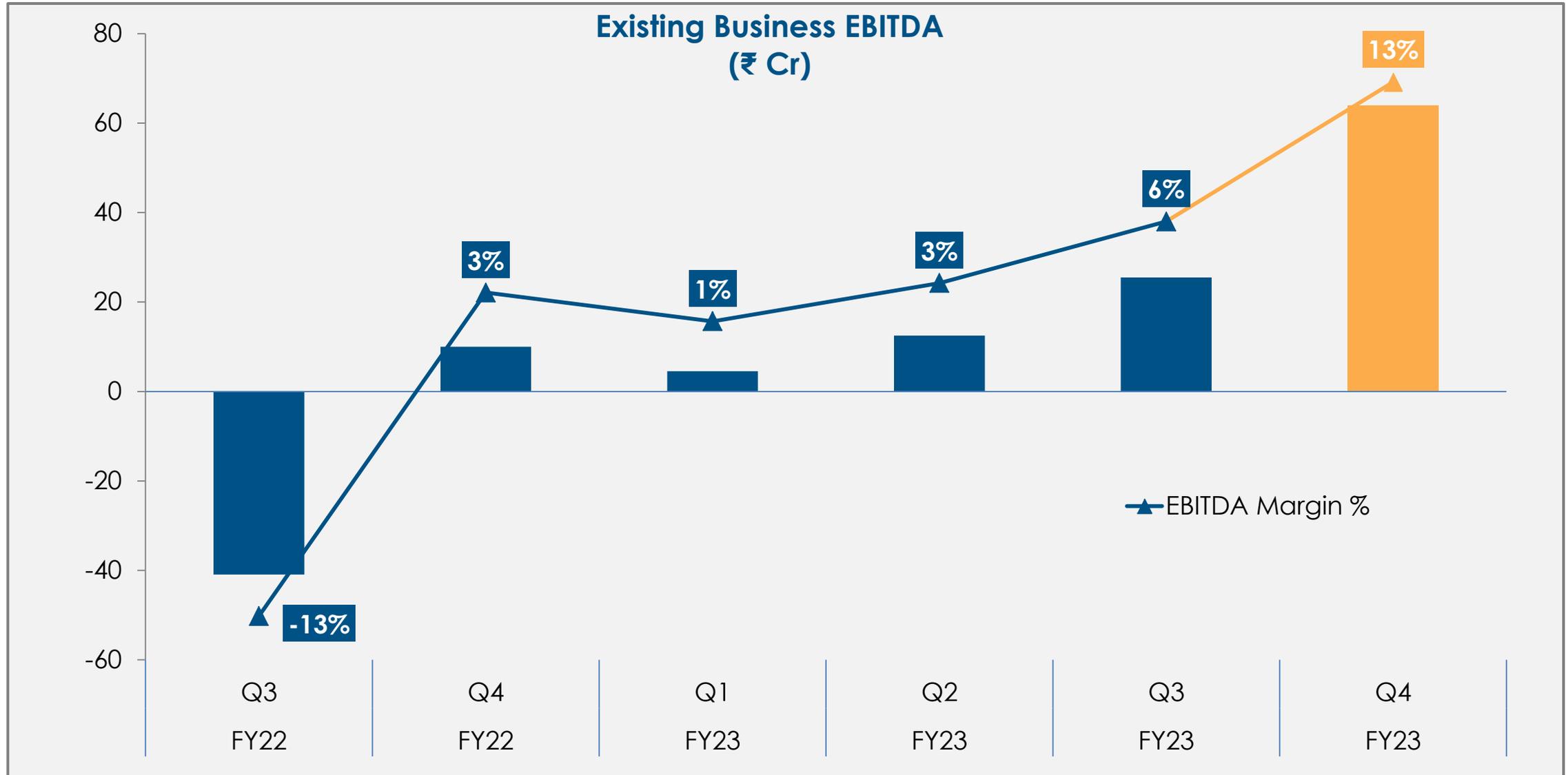
## EBITDA up by ₹217 Cr in FY23



EBITDA referred here is Adjusted EBITDA (non-GAAP)

# Q4 YoY – Existing Business

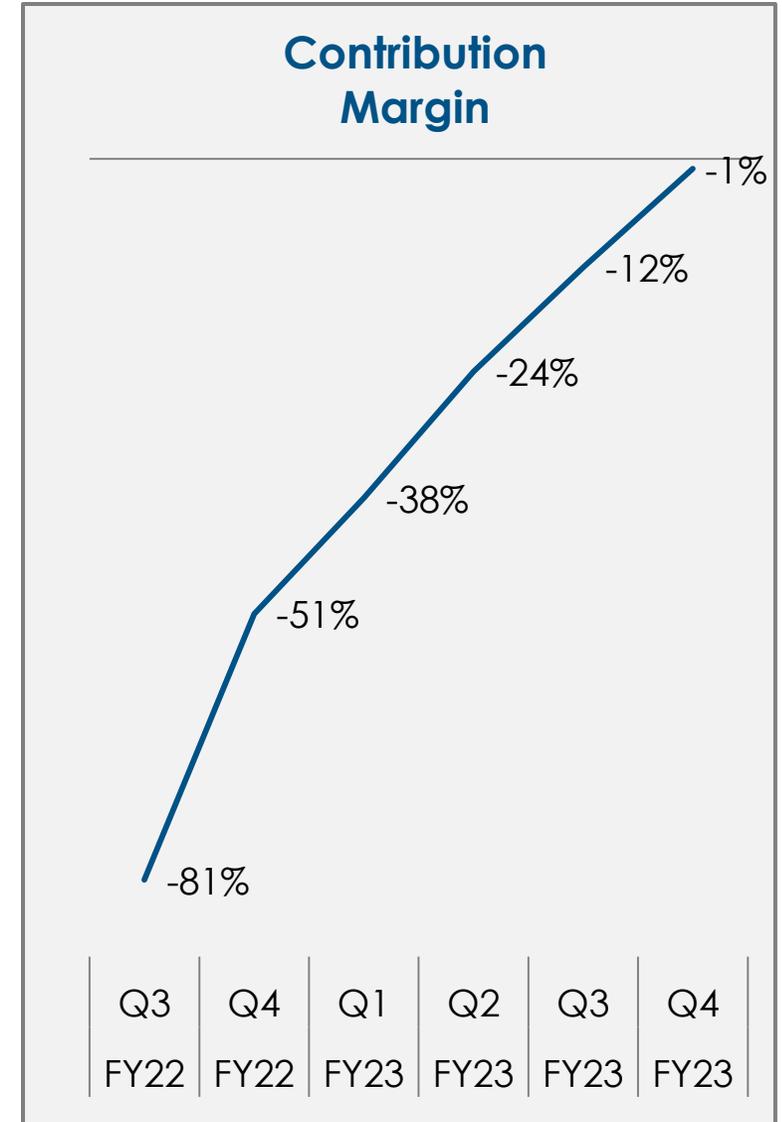
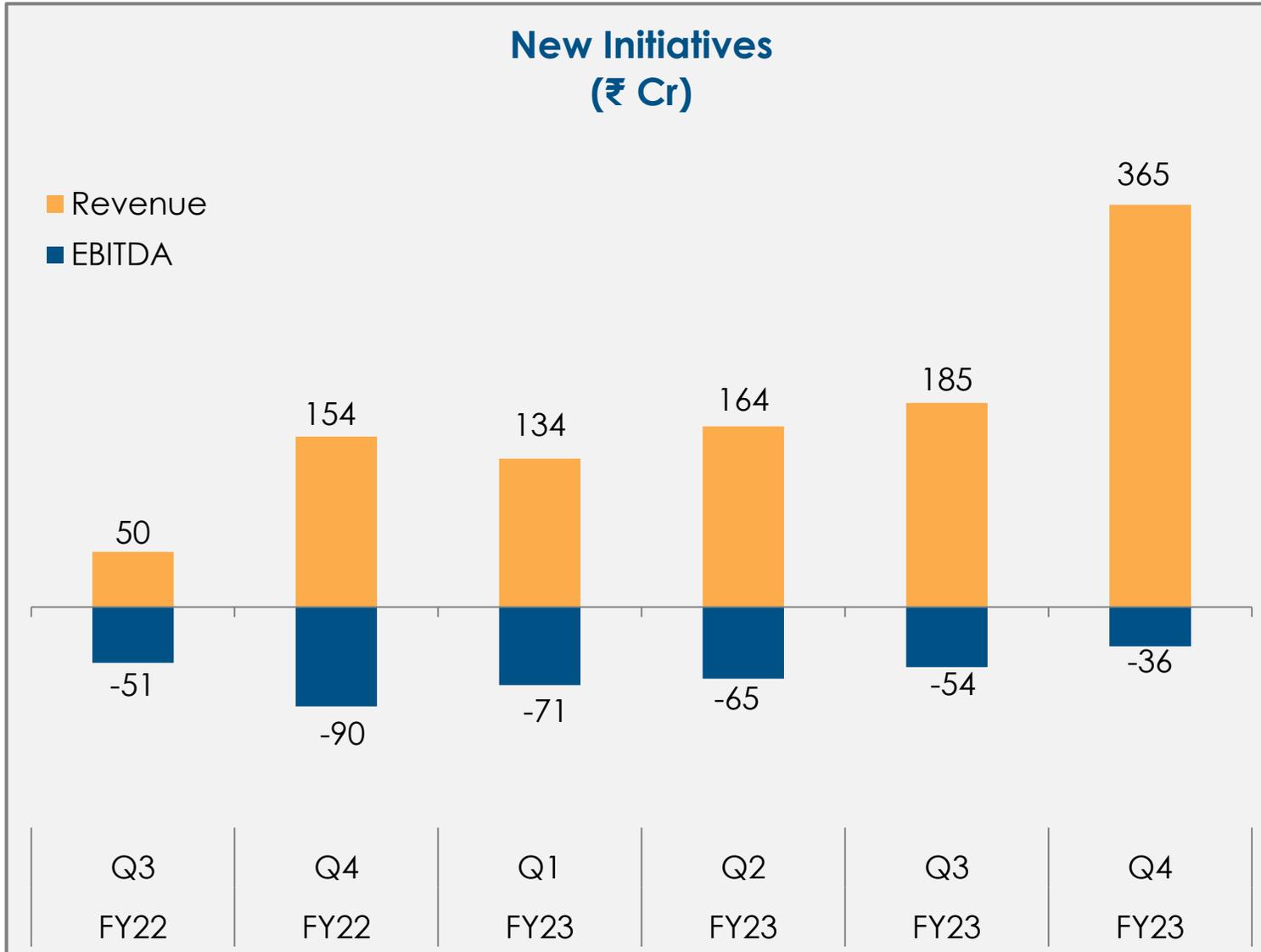
Existing Business continues improvement in Margin & Profitability



EBITDA referred here is Adjusted EBITDA (non-GAAP)

# Q4 – New Initiatives

New initiatives continue to focus on growing efficiently



EBITDA referred here is Adjusted EBITDA (non-GAAP)

Contribution reclassification includes Payment Gateway charges in direct costs  
Online brand acquisition spend is included as a part of fixed costs

## Continued improvement in Margin & Profitability

₹ Crores	Q4 FY22			Q4 FY23			YoY		
	Total	Existing Business	New Initiatives	Total	Existing Business	New Initiatives	Total	Existing Business	New Initiatives
Revenue	540	386	154	869	504	365	61%	31%	136%
Contribution (non-GAAP)#	90	169	-79	216	220	-4	141%	30%	95%
Contribution %	17%	44%	-51%	25%	44%	-1%			
Adjusted EBITDA (non-GAAP)	-80	10	-90	28	64	-36	135%	539%	60%
EBITDA %	-15%	3%	-58%	3%	13%	-10%			

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

Contribution reclassification includes Payment Gateway charges in direct costs

Online brand acquisition spend is included as a part of fixed costs

## For FY23 YoY

₹ Crores	FY22			FY23			YoY		
	Total	Existing Business	New Initiatives	Total	Existing Business	New Initiatives	Total	Existing Business	New Initiatives
Revenue	1,425	1,200	225	2,558	1,710	848	80%	43%	277%
Contribution (non-GAAP)#	323	459	-136	623	741	-118	93%	61%	-14%
Contribution %	23%	38%	-60%	24%	43%	-14%			
Adjusted EBITDA (non-GAAP)	-282	-111	-171	-119	107	-226	58%	196%	-32%
EBITDA %	-20%	-9%	-76%	-5%	6%	-27%			

# – Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)  
 Contribution reclassification includes Payment Gateway charges in direct costs  
 Online brand acquisition spend is included as a part of fixed costs

## Operating leverage exhibited in Existing Business

₹ Crores	FY22	FY23	Δ
Revenue	1,200	1,710	510 (43% YoY)
Contribution (non-GAAP) <sup>#</sup>	459	741	282 (61% YoY)
Adjusted EBITDA (non-GAAP)	-111	107	218 (196% YoY)

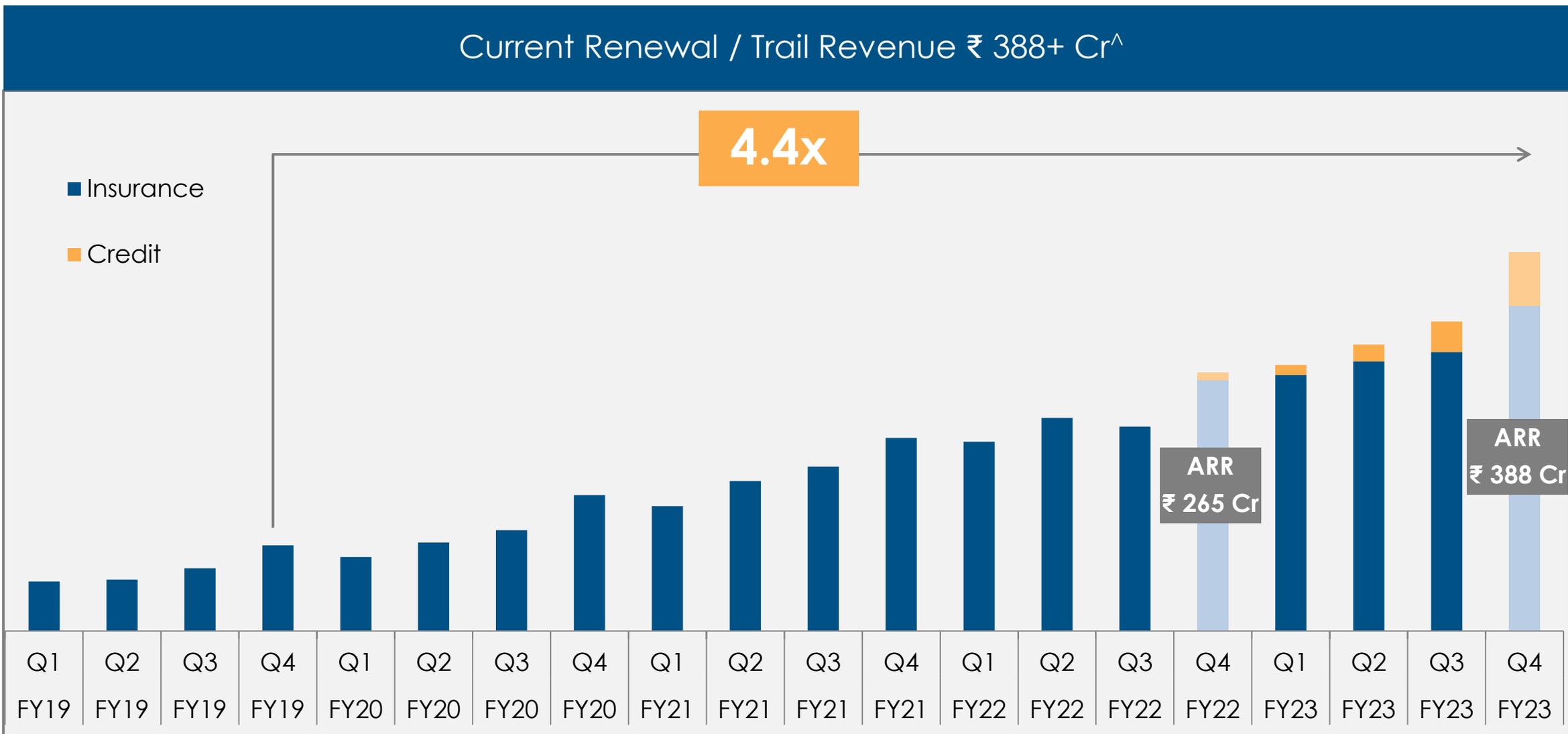
# – Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)

Contribution reclassification includes Payment Gateway charges in direct costs

Online brand acquisition spend is included as a part of fixed costs

# Renewal / Trail revenue

At an annualized run rate of ₹388+ Cr



<sup>^</sup>: Based on ARR of Q3, Unaudited management accounts

## On track for PAT breakeven

₹ Crores	Q3 FY22	Q4 FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	FY22	FY23
Adjusted EBITDA (non-GAAP)	-91	-80	-66	-53	-28	28	-282	-119
ESOP Charges	226	175	168	174	105	96	607	542
One Time Expense							13	0
EBITDA	-317	-255	-234	-226	-133	-68	-902	-661
Depreciation	11	12	13	16	18	17	43	64
Finance Cost	4	4	4	6	6	6	14	21
Other Income	34	51	47	60	69	82	125	259
PAT	-298	-220	-204	-187	-87	-9	-833	-488

## 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 continue expanding our regional reach using TV campaigns in regional languages like Tamil, Telugu and Marathi and offering sales support in 125+ cities in 12 languages.
- Scale is key for a marketplace: we are at an annual run rate <sup>^</sup> of insurance premium of over ₹ 14,000+ Cr growing at 65% YoY
- ₹ c.334<sup>#</sup> Cr ARR renewal revenue<sup>^</sup> 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 Q4 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 continue to offer on-ground claims support with a TAT of 30 mins.
- Continued focus on product & process innovation
- 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 continuing to deliver meaningful impact on Health and Life Insurance businesses
    - Steady growth in premium per enquiry
    - Increasing percentage of business via this hybrid mode

## Improving Efficiency & Customer Experience

- Our credit platform continues to cater to consumers across credit segments. We are India's largest independent marketplace in India, with depth and width of choice, offering ease of access and transparency to consumers
- We are currently at a loan disbursal ARR<sup>^</sup> of over ₹15,000 crore and card issuance ARR<sup>^</sup> at 5.3 Lacs. Loan disbursal grew at 76% YoY while the credit cards issuance grew at 185% YoY in FY23
- About 3.5 Cr customers have accessed their Credit score on Paisabazaar platform till date, representing 14%\* of India's active credit score customers<sup>#</sup>
- 75%+ disbursements are from existing customers<sup>\$\*</sup> demonstrating strong repeat behavior
- Lending business is transformed post COVID with strong margin focus and is now adjusted EBITDA positive since Dec-22
- Digitization is becoming significant in Lending – currently led by Credit cards where 75%+ of Cards issued in Q4 were through end-to-end (E2E) digital processes\*. As lending gets more digital, digital marketplaces like ours would benefit
- Co-created product strategy is shaping up well with 6 products like Step-up Card, Duet Credit Card, Credit-line products - all gaining good traction. Trail revenue is at ~10%\* of total revenue, expected to expand further

<sup>^</sup> ARR of March 2023

<sup>#</sup> Consumers having at least 1 active trade line; unaudited management estimates

<sup>\$</sup> Customers who ever accessed credit score from Paisabazaar; unaudited management estimates

• Management estimates

# Regulatory update



## Payment of Commission Regulations 2023

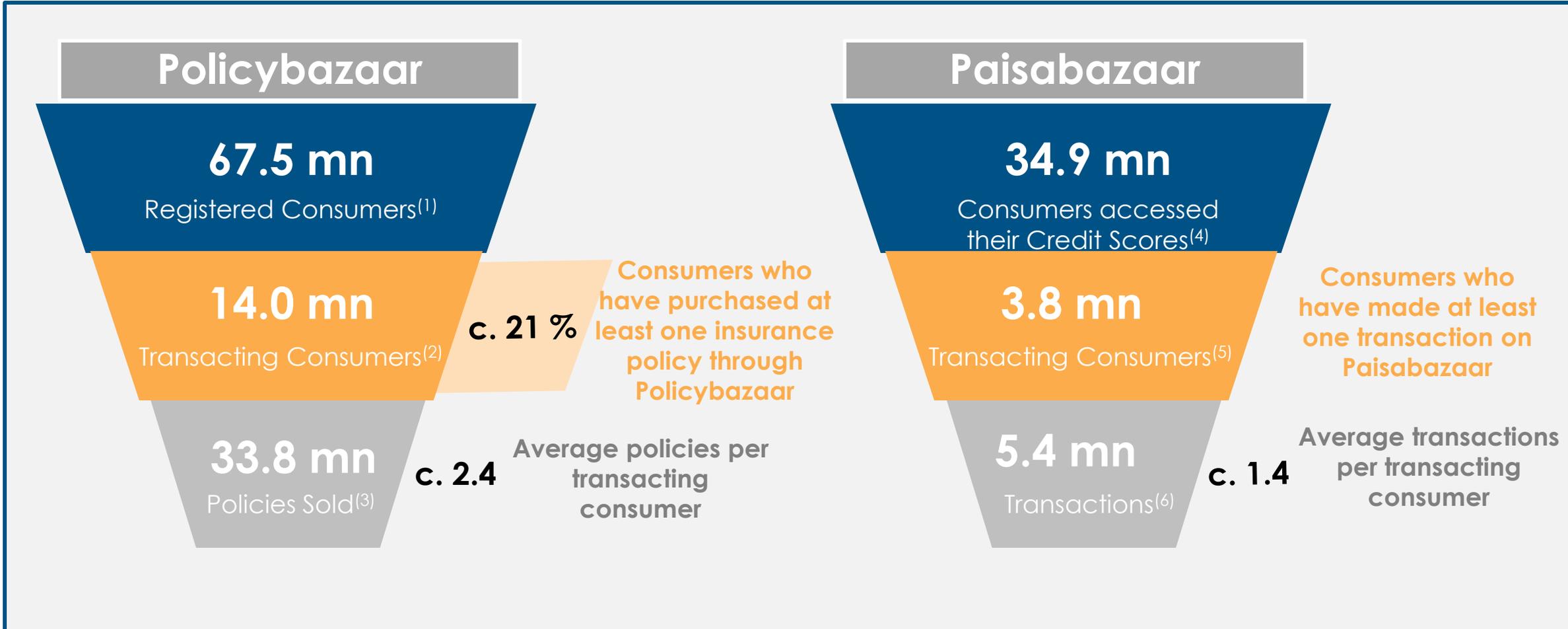
- Expense of Management: Includes all expenses pertaining the business like commission payout, policy administration expense, management expense etc, but does not include the claims expense
- Single Expense Limit helps in creating flexibility on commissions based on the quality of the business and claims of the folio
- Commissions will be based on the Board policy of each insurer



## 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
  - Government nudging tax payers to move towards the new tax regime which will likely push higher focus on protection category by the industry

# Two leading consumer destinations



1. Consumers registered on Policybazaar platform as of Mar 31, 2023  
2. Cumulative number of unique Consumers who bought at least one product on Policybazaar since its inception till Mar 31, 2023  
3. Cumulative number of new life and non-life insurance policies sold and non-life insurance renewals on Policybazaar since its inception till Mar 31, 2023  
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 Mar 31, 2023  
6. Cumulative number of transactions made on Paisabazaar since its inception till Mar 31, 2023

policy bazaar 

# INDIA'S LARGEST MARKETPLACE FOR INSURANCE



**93%**  
Market share  
(online aggregators)<sup>^</sup>



**₹ 3,586 Cr**  
Insurance premium  
(Q4 FY23)

**14.0mn**  
Transacting Consumers  
till date



**33.8mn**  
Insurance Policies sold  
(till date)

**65%**  
YoY growth



**₹ 1,754**  
New insurance premium  
per enquiry per month\*  
(Q4 FY23)

**₹ 14,000+ Cr**  
Insurance premium  
(ARR Q4 FY23)

**51**  
Insurance  
Partners



<sup>^</sup> 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

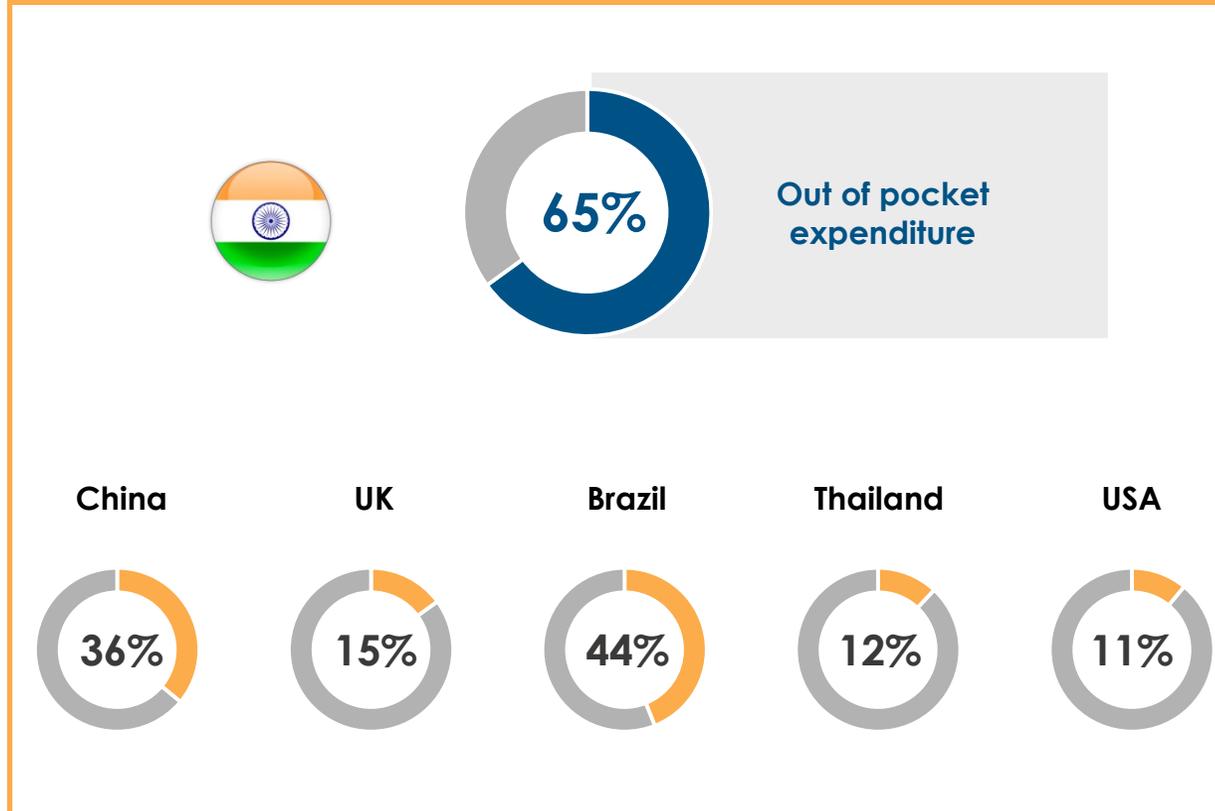
\* New insurance premium - India Business (excluding PoSP)

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

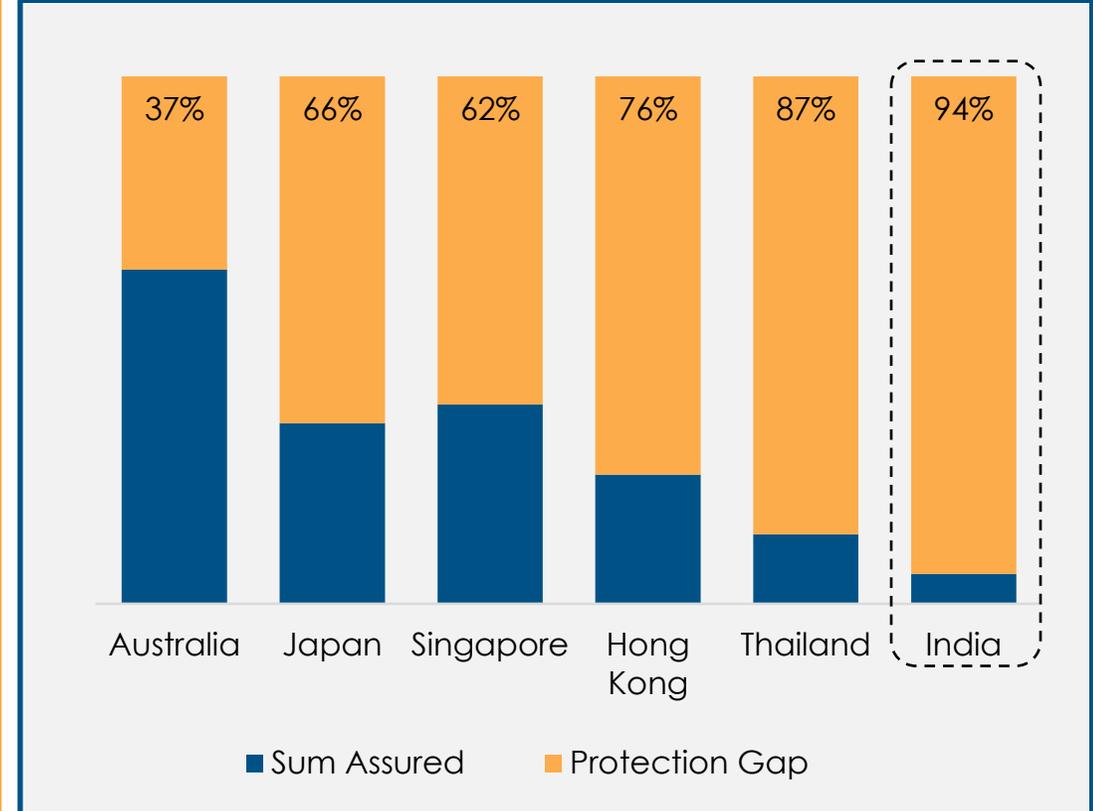
65% of Healthcare spend is out of pocket

94% of income is not protected

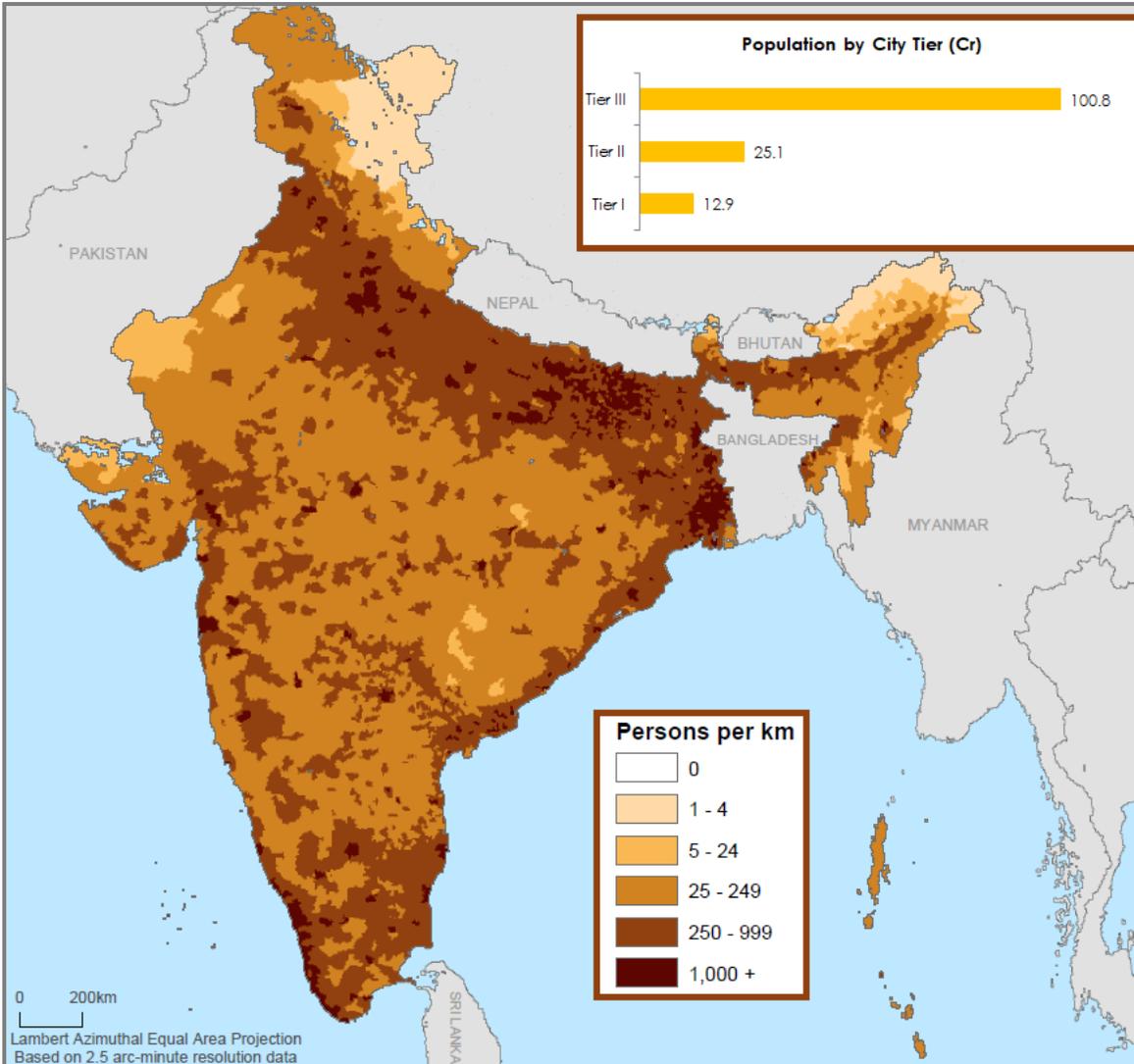
**% Out of pocket spends**  
(Total healthcare spends – Insurance coverage)



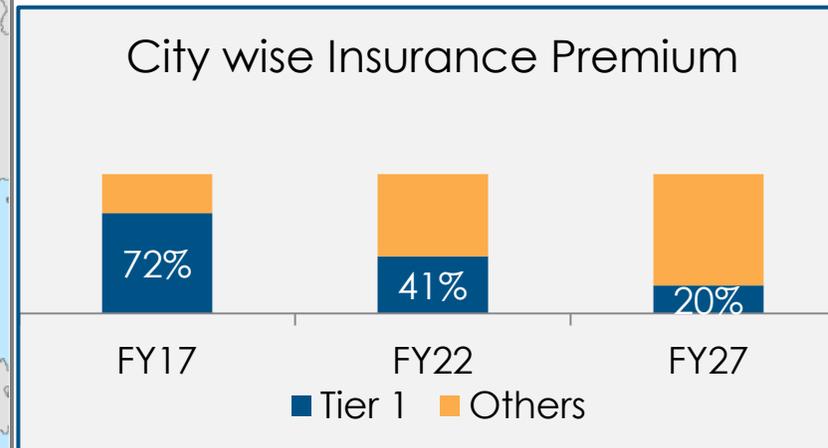
**Mortality protection gap**  
(Protection required – Sum Insured)



## 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
<b>India</b>	<b>3.2</b>	<b>1.0</b>	<b>4.2</b>	<b>59</b>	<b>19</b>	<b>78</b>

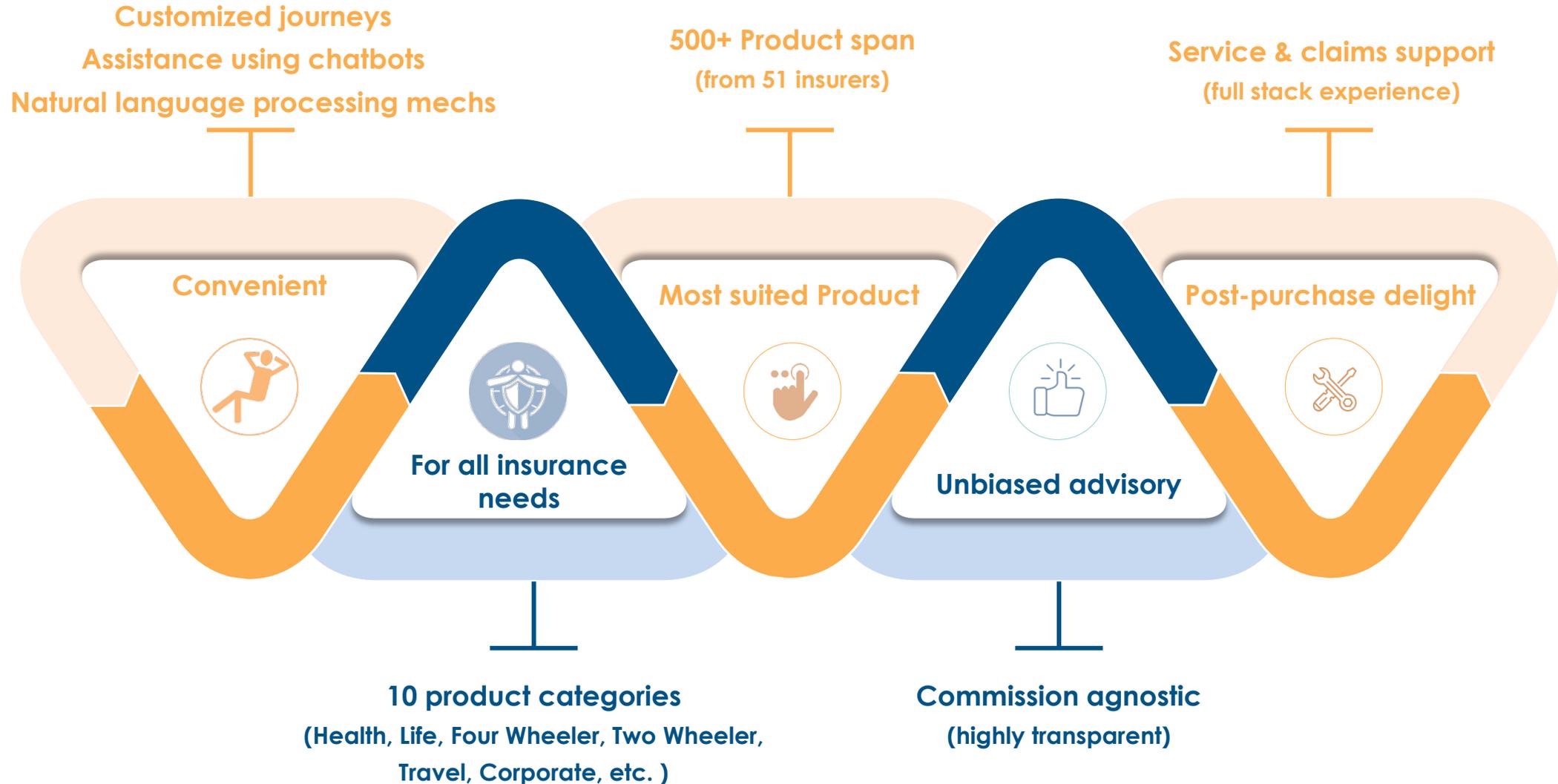


Tier 1 cities contribute 10% population of the country but 41% of Insurance premium

# PB Advantage for consumers

## Uniquely positioned for capturing mindshare

Policybazaar provides a holistic product suite with seamless experience



# PB Advantage for insurance partners

## 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.14mn 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

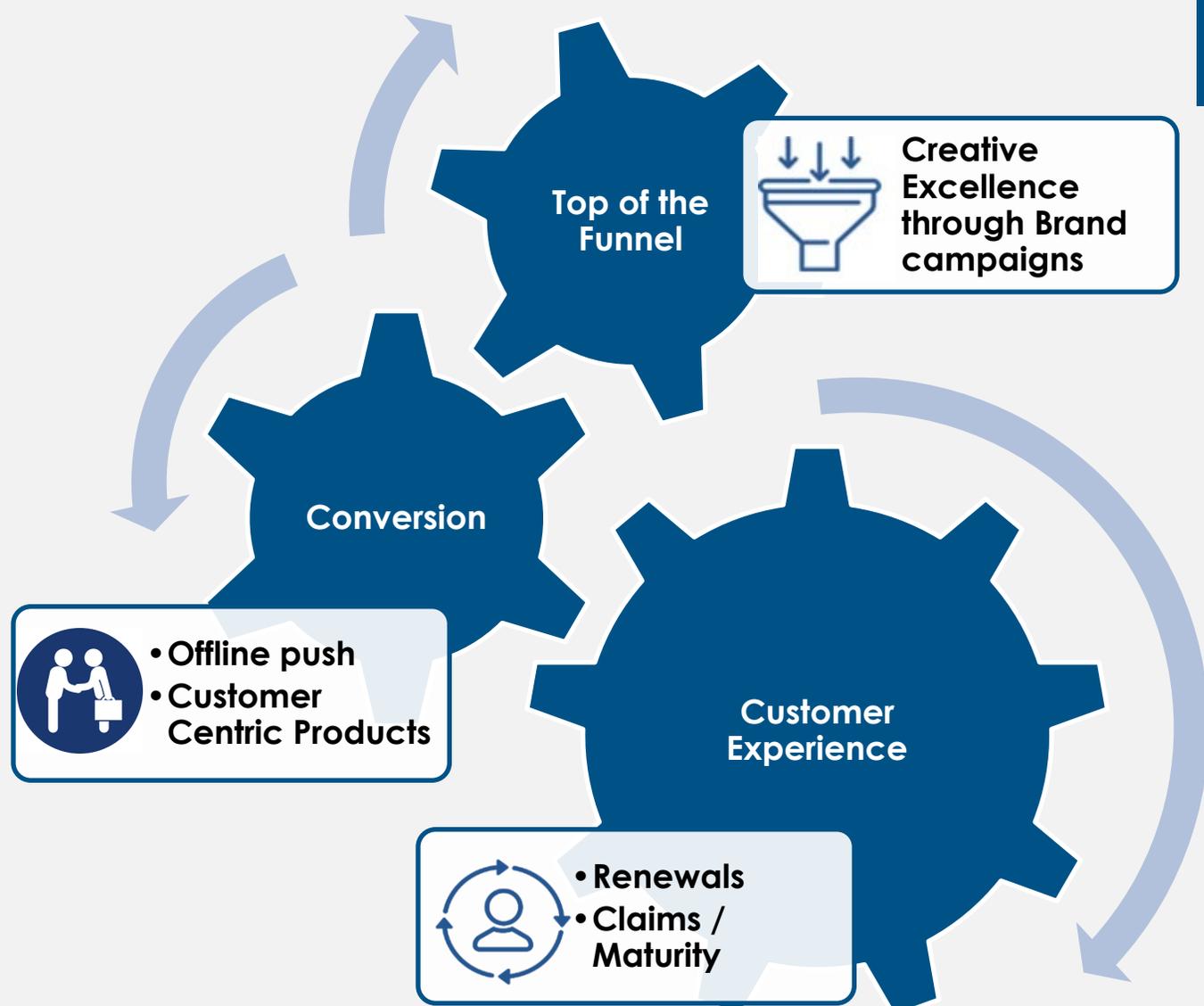


### Rich insights from voice analytics

- **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"



# Segmental Market Reach Approach

## Awareness brand campaigns on TV in local / regional languages



హెల్త్ ఇన్సూరెన్స్

సెక్షన్ 80డి కింద

**రూ. 1 లక్ష**

వరకు పన్ను ప్రయోజనాలను పొందండి

policybazaar.com  
HAR FAMILY HOGI INSURED

\*Tax laws are subject to change. UIN/ADV/0042/Banner/Jan/2023-24(Telugu)

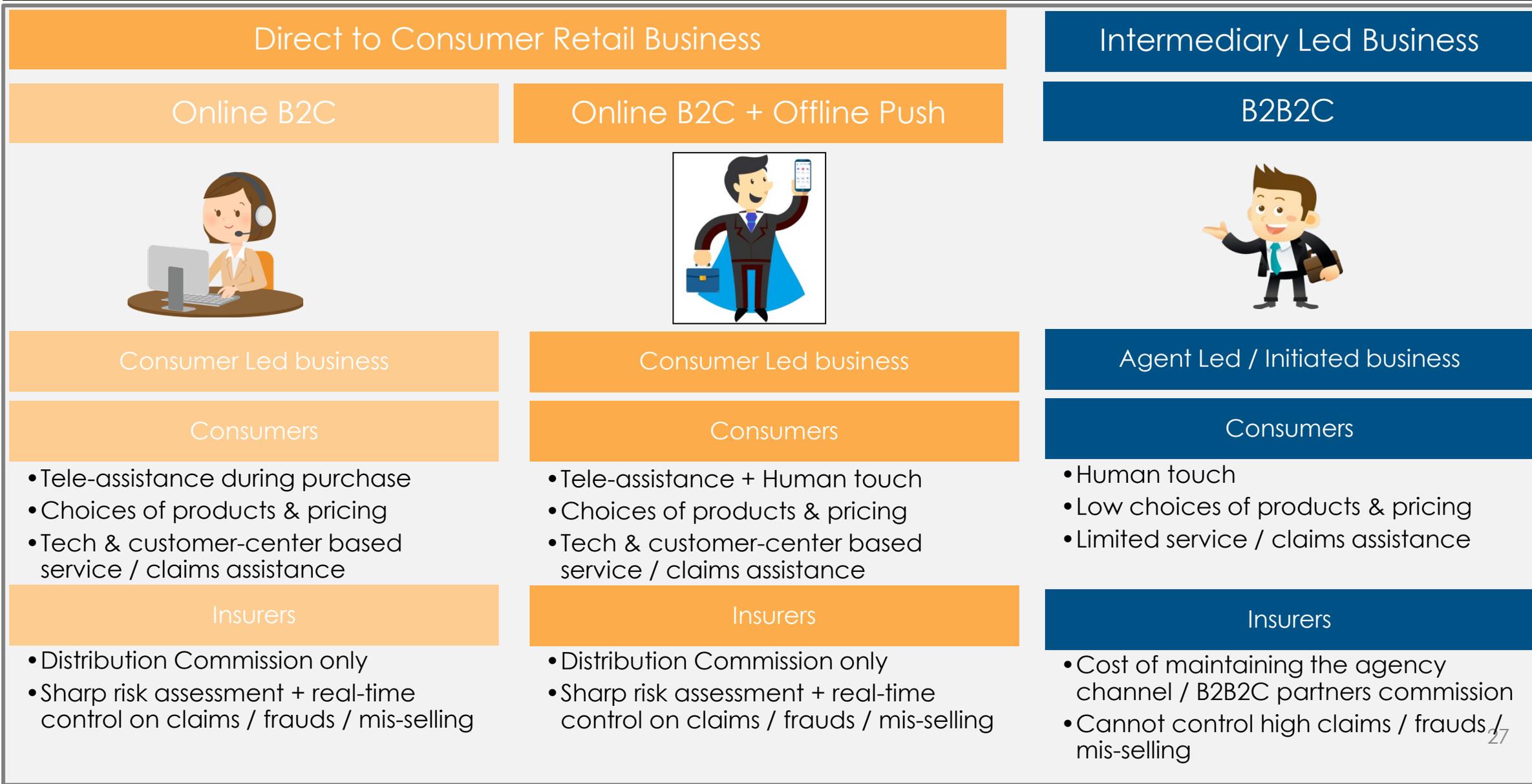
Tamil

Telugu

Marathi

Hindi

# The best of both worlds: Online B2C + Offline Push



# 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



### 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

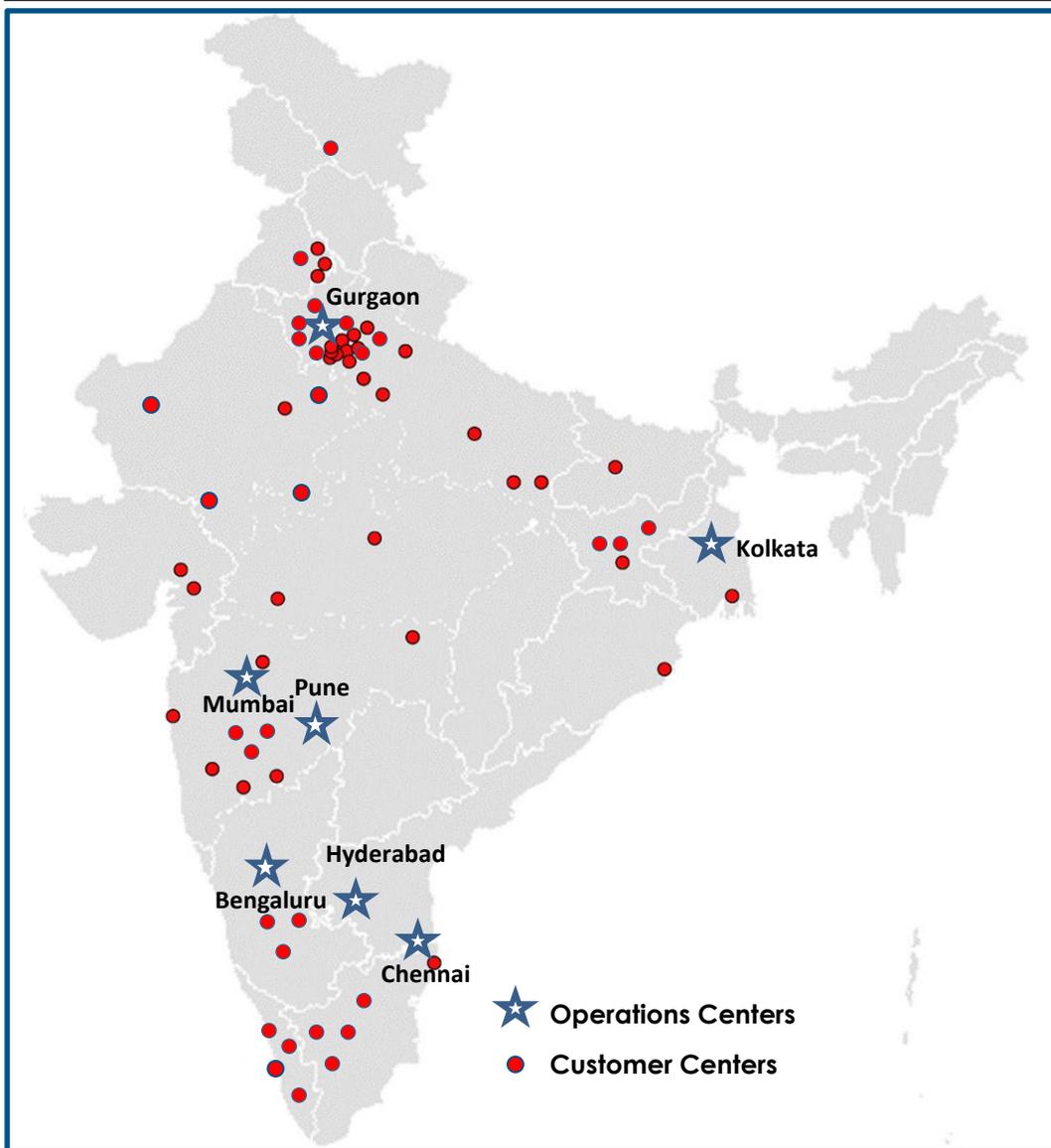


### In person

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

# Offline stores: 77 insurance centres in 57 cities

## On-ground sales support in 125+ cities

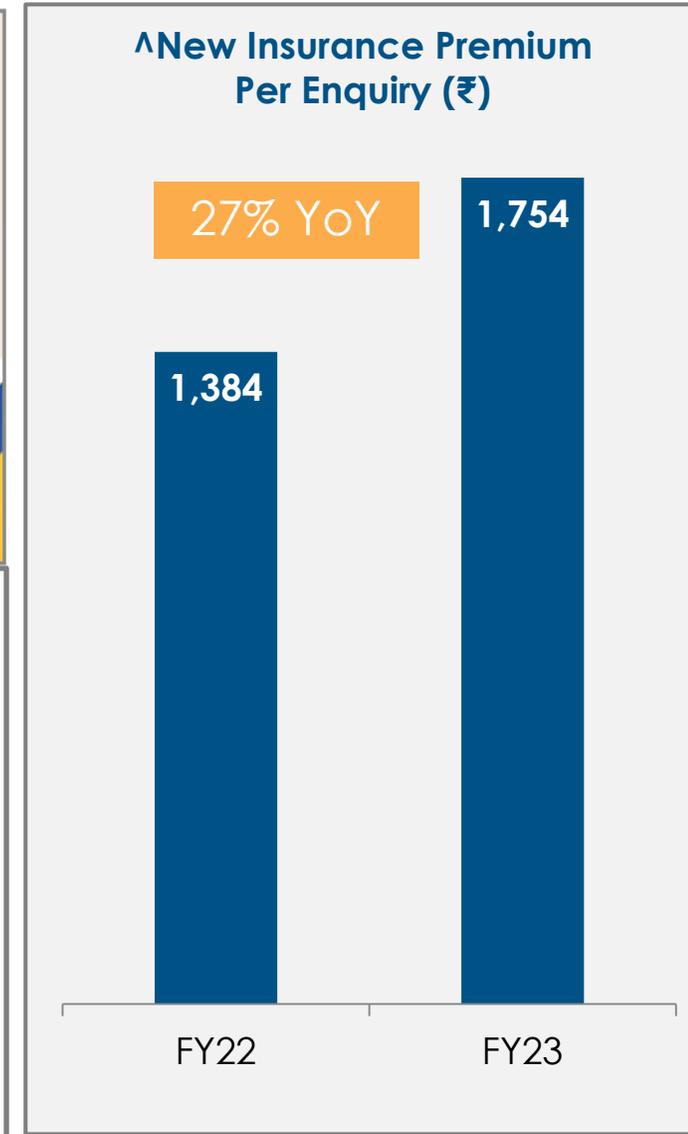
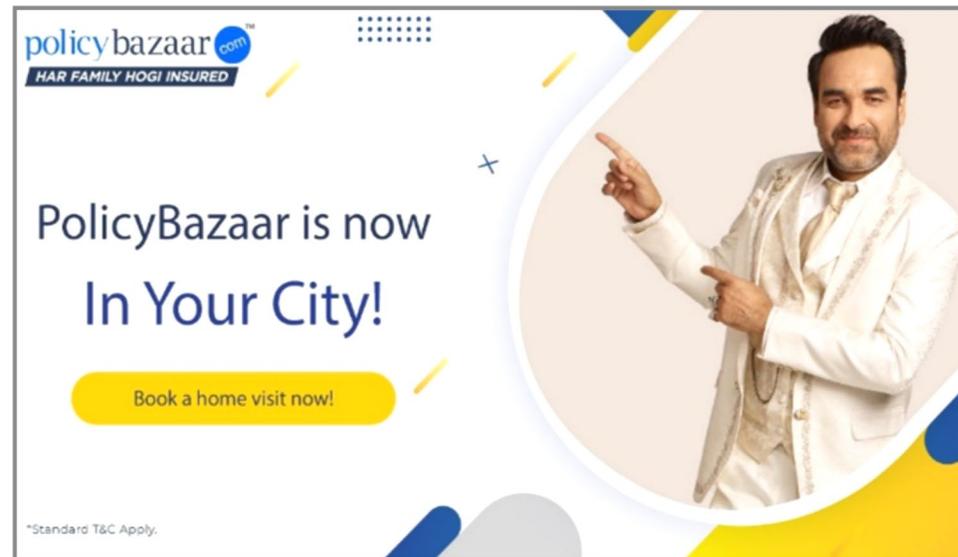
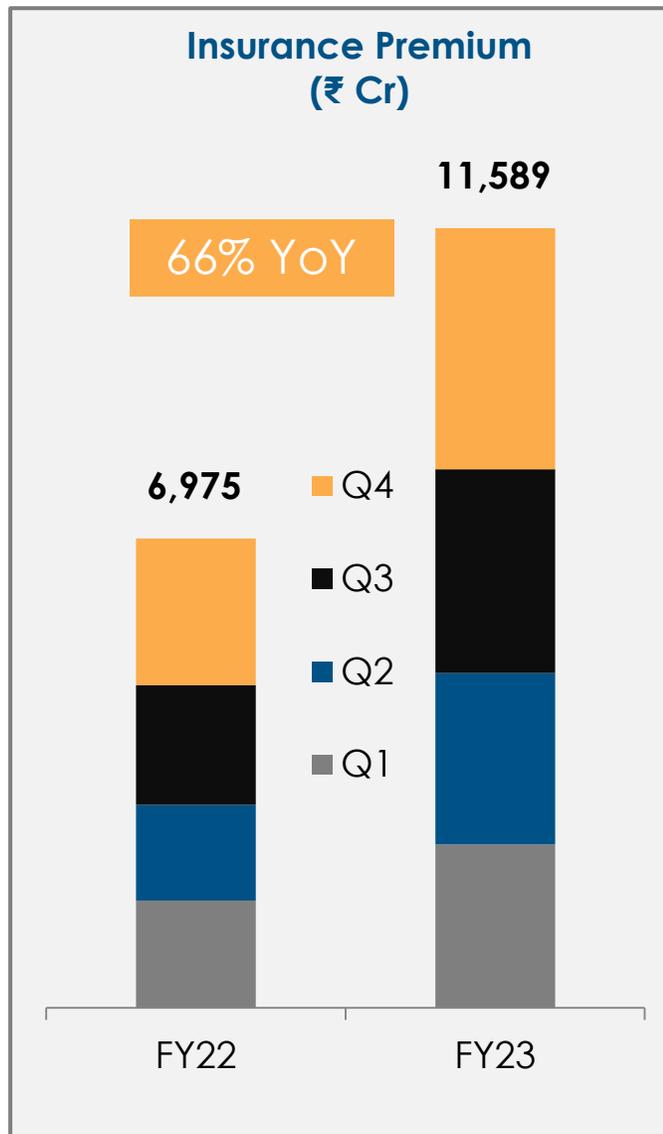


- Omni-channel experience for trust building
- Extension of PB experience from tele-assistance to human-touch & physical accessibility
- One stop solution for consumers who don't want to transact online

Map not to scale, locations indicative of state, only for representation purposes

# In-person appointments & stores

## Boosting Premium per Enquiry



^Unaudited management accounts

\* New insurance premium - India Business (excluding PoSP)

### Salaried consumers

**Term insurance**  
Premium increases as  
your age



Now  
₹449/month\*

After 30 years  
₹1848/month\*

[Check Your Premium](#)

A wide variety of offerings  
Zero cost Term Plan

### Women, Housewives & Self-employed consumers

Special Term Plans For Women

**₹1 Crore** life cover  
Starting at **₹430/month\***

**Cover Critical illness**  
Cervical Cancer, Breast Cancer & more

Get an online discount of upto 10%#



Special Term Plans For  
**Women Because They  
Deserve The Best**

**Lower Premiums**  
Starting ₹430/month\*

**Cover Critical Illness**  
Cervical Cancer, Breast Cancer  
& more\*



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

### NRI consumers



**Term Life  
Insurance for NRI**

Why buy from Policybazaar:

Online Discount Upto 10%

Save 50% with Limited Pay

No Physical Tests Required\*

GST Waiver Available\*

[View Plans](#)



Affordable & comprehensive plans  
for NRIs and PIOs

# Health Insurance

## Catering to all insurance needs: Special products

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

**1**

Buy 1x Cover (₹5 Lacs)

**KA**

**2**

Get 2x Cover from Day 1 (₹10 Lacs)

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

### Senior Citizen Plans

Get your **Parents Health Insurance** & claim Tax Benefits up to ₹50,000

### Global Health Coverage

Health Insurance

Save up to **75%** on plans with worldwide coverage

Price in UAE	Price on Policybazaar
₹1,67,896	₹39,595/-

\*Standard T&C Apply

### Special Maternity Plans

Tips for expecting mothers: How to cover maternity costs through health insurance

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

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

Recommended

Covered after 1 year  
If you have an existing illness

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

### Capital Guarantee Solutions

Instant Tax Receipt

Small Cap Fund ↓

**Allianz** Capital Guarantee Solution

10 Yr Returns **11.8%** Lumpsum Payout **₹1.43 Cr** In 2043

[Get Details >](#)

Last 5 Days Left

New Fund Offer | Current NAV ₹10

Instant Tax Receipt

Discovery Fund ↓

**HDFC Life** Capital Guarantee Solution

10 Yr Returns **11%** Lumpsum Payout **₹1.27 Cr** In 2043

[Get Details >](#)

### Wealth + Health Solutions

New Launch

Wealth Creation + ₹10 L Health Cover + ₹58.1 L Life cover

#### Wealth + Health Solution

**TATA AIA** 10 Yr Returns Lumpsum Payout **18.6%** **₹11.4 Cr** In 2053

**niva** Health Insurance **₹10 L** Health Cover

### Guaranteed Plans with return higher than fixed / term deposit

Special plan for pb customers\*

Tax Saving ₹5.02 L ↓

**MAXLIFE** Smart Fixed Return Digital - Titanium

You Give **₹12 L** in 5 Years

You Get **7.4%** Interest Rate **₹20.6 L** In 10 Years

**Tax Free**

# Motor Insurance

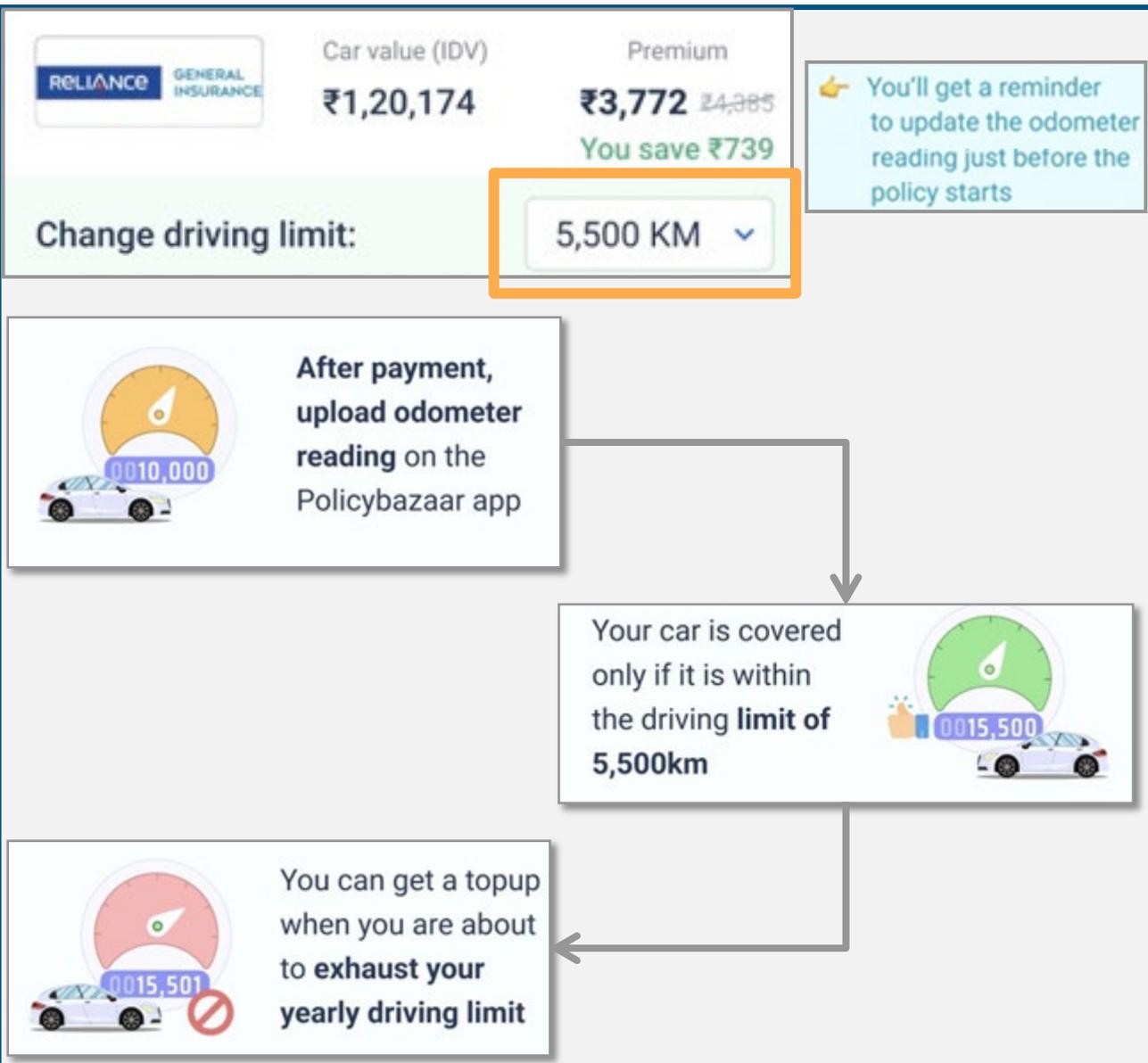
## Usage based plans: Pay-As-You-Drive

**BUY PAY AS YOU GO CAR INSURANCE ON policybazaar.com HAR FAMILY HOGI INSURED**

\*Savings calculated on Honda New City VX, MH02 RTO with an IDV of Rs.11.8 lac, 0% NCB on 1 year standalone own damage policy premium including add-on (Zero Dep, Roadside Assistance, Engine Protector, Consumables and Invoice Price), for a customer using the car for 4 days in a week and Switching Off the Own Damage cover using the designated app for the remaining period of the week. The discounts are provided by insurers as per their IRDAI approved plans. In case of a claim during the policy period, no discount shall be applicable. For more details on risk factors, terms and conditions, please read the sales brochure carefully before concluding a sale. STANDARD TERMS AND CONDITIONS APPLY. Policybazaar Insurance Brokers Private Limited | CIN: U74999HR2014PTC053454 | Registered Office - Plot No.119, Sector - 44, Gurgaon, Haryana - 122001 | Registration No.742, Valid till 09/06/2024, License category- Direct Broker (Life & General) | PBI/Video&Audio/Motor Insurance/Ad No.70

**kotak General Insurance** IDV Cover ₹1,14,750 **₹ 3,941 →**

**Save up to 40% more** by switching off this 'Meter' policy when not using your car & get a discount on next year's renewal. [know more](#)



### Pay As You Go Insurance Calculator

Which car do you drive?

Popular brands —


### Car Depreciation Calculator

Which car do you drive?

Popular brands —


**1** policybazaar.com HAR FAMILY HOGI INSURED

### Avail 7% early bird discount. Renew your Maruti Swift's policy now.

Current insurer Incl. 25% NCB discount

	IDV ₹4,81,602	Premium ₹5,572 Save ₹390
--	------------------	--------------------------------

Your new policy will start from 24 Feb, 2023

[Renew now](#)

**2** Just 4 days left! Renew your Maruti Swift's insurance today

Protect your NCB & avoid challan of up to ₹2,000/- by renewing now!

Current insurer Incl. 25% NCB discount

	IDV ₹4,81,602	Premium ₹5,155
--	------------------	-------------------

Current policy expires on 23 Feb, 2023 • Your new policy will start from the 24 Feb

[Renew now](#)

**3** policybazaar.com HAR FAMILY HOGI INSURED

### Your Maruti Swift's insurance expires at midnight. Renew Now!

Protect your NCB & avoid challan of up to ₹2,000/- by renewing now!

Current insurer Incl. 25% NCB discount

	IDV ₹4,81,602	Premium ₹5,155
--	------------------	-------------------

Current policy expires on 23 Feb, 2023 • Your new policy will start from tomorrow

[Renew now](#)

**4** policybazaar.com HAR FAMILY HOGI INSURED

### Policy expired! You can still get your 25% NCB discount by renewing now

Current insurer Incl. 25% NCB discount No inspection required

	IDV ₹4,81,602	Premium ₹5,155
--	------------------	-------------------

Your policy expired on 28 Dec, 2022

[Renew now](#)

# 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

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
<b>ICICI PRUDENTIAL</b> iProtect Smart	1Cr	60 yrs Max Limit: 85 yrs	98.6%	₹1,299 5% Off ₹1,174 monthly
<b>HDFC Life</b> 3D Plus Life Option	1Cr	60 yrs Max Limit: 85 yrs	99.0%	₹1,248 5.5% Off ₹1,179 monthly
<b>MAX LIFE</b> Online Term Plus	1Cr	60 yrs Max Limit: 85 yrs	98.7%	₹1,059 monthly ₹12,036 annually
<b>EGONLife</b> 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

VISA MasterCard RuPay

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**

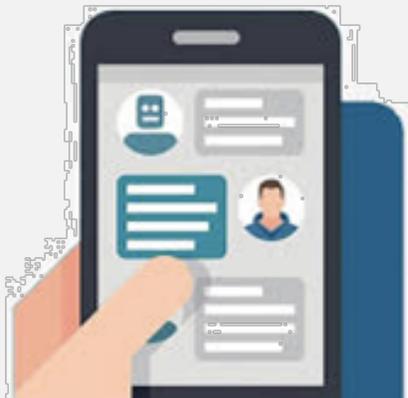
Please do not Press "Back" or "Refresh" the Page

Fill-in customer details

Compare products across insurers

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

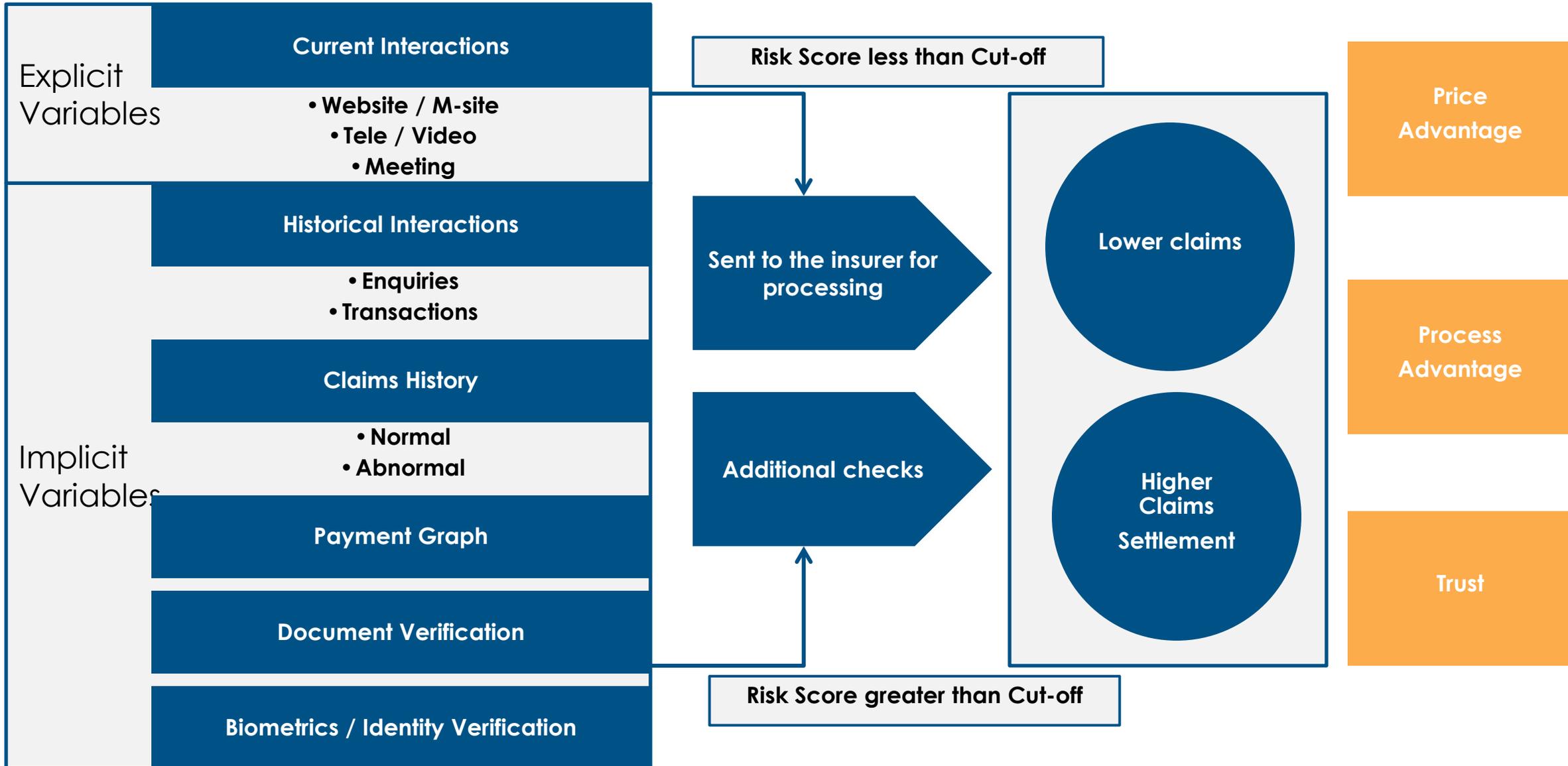
Easy payment process



### 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



# Customer Centricity is the key for us – reflective in 88% CSAT



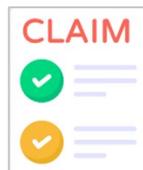
## Service Experience

- 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

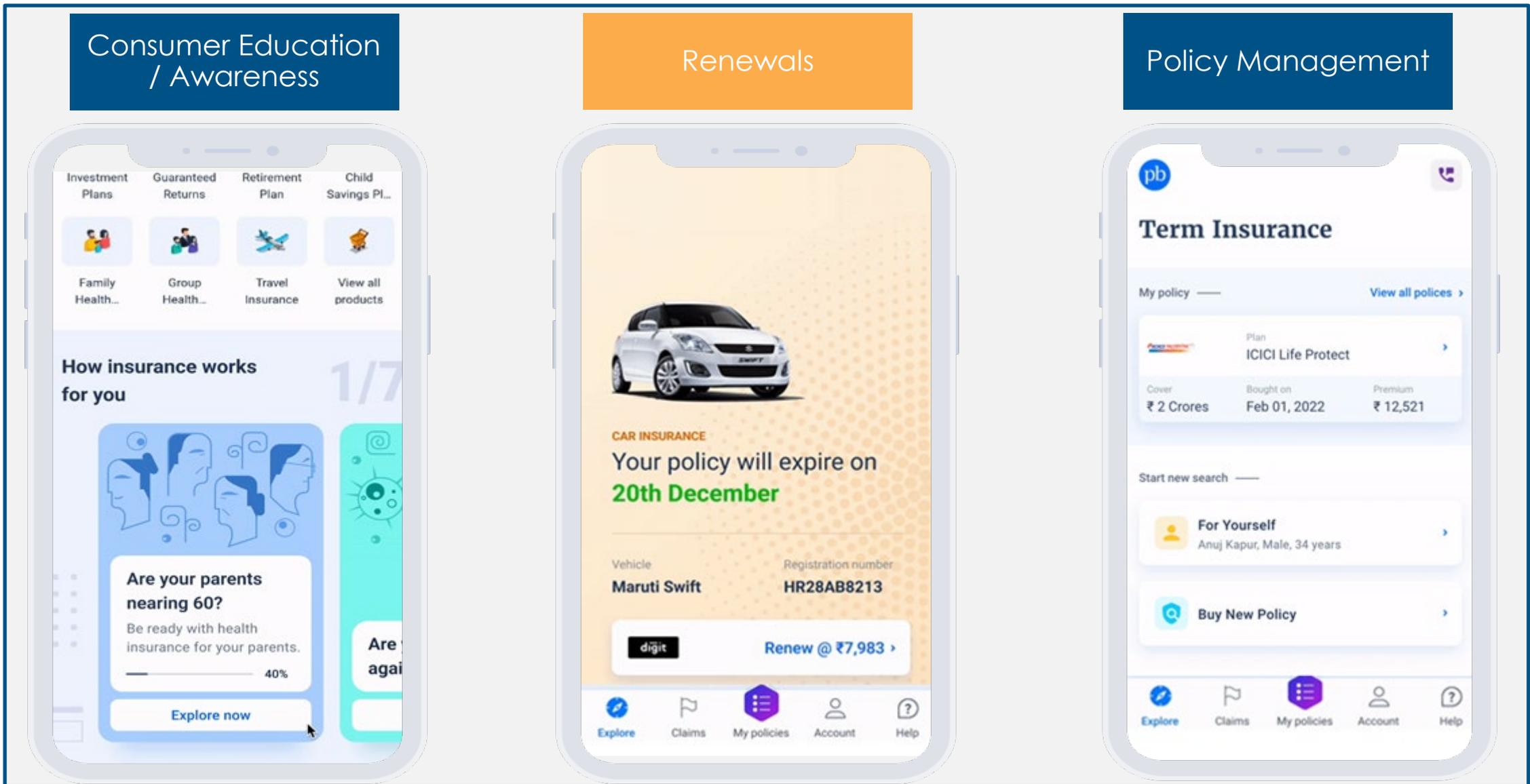
- 360 degree view
- Centralized KYC documentation
- Nominee management
- Easy renewals, add-on / rider purchases, cross-purchases



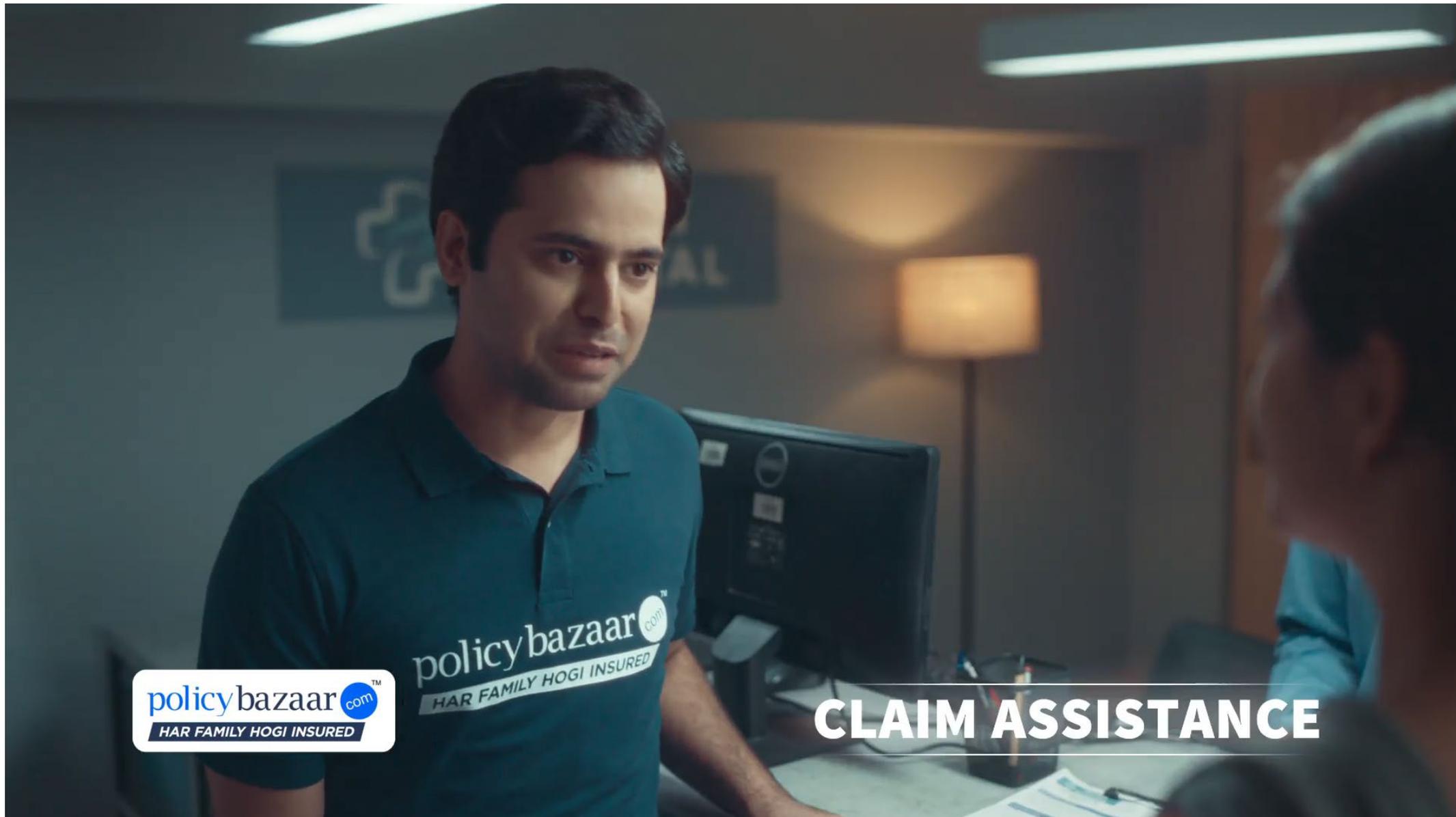
## Claims management

- 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

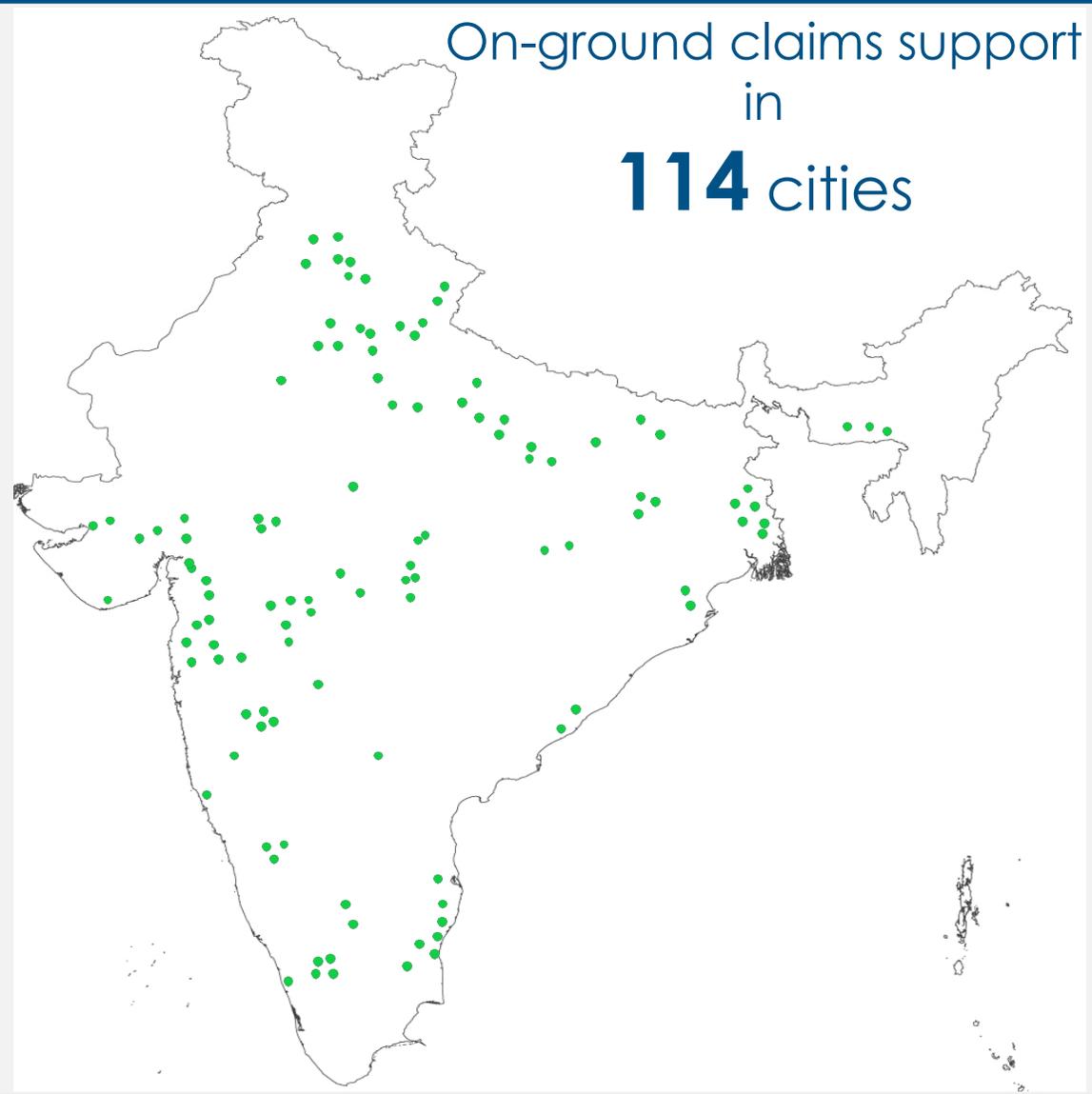
# A wholesome experience in the App



# Claims Assistance: popularized through media campaigns



# Claims Assistance: 30 mins TAT



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

On-ground dedicated assistance at the time of claims

## Term Insurance Claim

A term insurance claim is filed by the policy beneficiary to the insurance company in order to avail of the death benefit in case of the policyholder's unfortunate demise. .  
A majority [Read more](#)



₹102 Crore Claim assisted in 2022-23

### Free Dedicated Claim Assistance

Policybazaar Guarantees claim support for your family

[Know more](#)

📍 Jorhat, Assam

<b>Mr. Mishra</b>	<b>Mr. Roshan</b>
Claim Beneficiary	Policybazaar Executive

📍 Ludhiana

<b>Mr. Pandey</b>	<b>Mr. Kunal</b>
Claim Beneficiary	Policybazaar Executive

📍 Mohali

<b>Mrs. Narang</b>	<b>Mr. Sandip</b>
Claim Beneficiary	Policybazaar Executive

## Do you Need Insurance Claim Assistance?

Don't worry, we are here to help you.

To learn more about the claim process, please select a product:



Term Insurance



Health Insurance

● Available 24x7



Motor Insurance

● Available 24x7



2 Wheeler Insurance



Travel Insurance

On-ground support in 114 cities  
Walk-in stores in 54 cities

Dedicated relationship manager  
for online & offline support

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

# 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: XXXXXXXXXXXXX	policybazaar.com	
Policy No: PB012345678901		
Insured Name <b>Test</b>	Date of Birth XX/XX/XXXX	Nominee Name 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

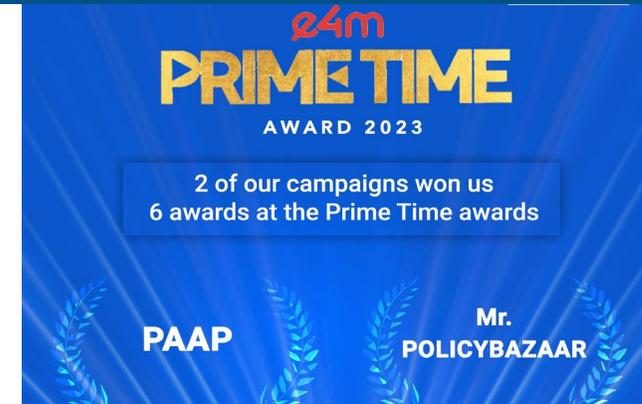
Insured Name <b>Test</b>	Date of Birth XX/XX/XXXX	Nominee Name XXXXXX
Relationship Manager		
xxxxxxx	+91 956XXXXXXX	xxxxxxx@policybazaar.com
Claims Assistance: 0124-6384120		

# Awards & Recognition

Best Claim Support Initiative for Claim Samadhan Diwas  
Silver Feather Awards



Best BFSI Brand for PB Paap vs Ghor Paap  
Prime Time Awards



3 winning entries out of 4  
Indian Marketing Awards



Best Insurance Broker  
Banking Frontiers InsurTech Awards



Best use of consumer tech for PB Meet  
ETBFSI Awards



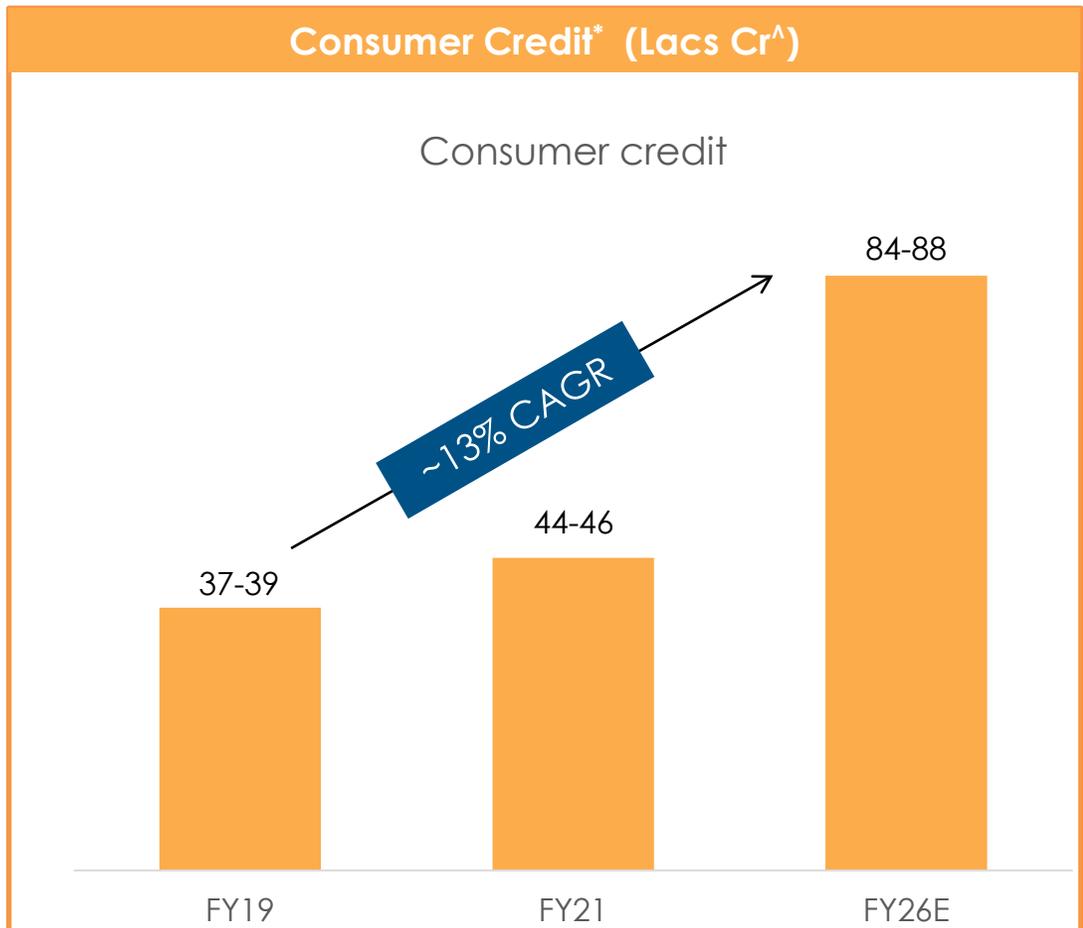
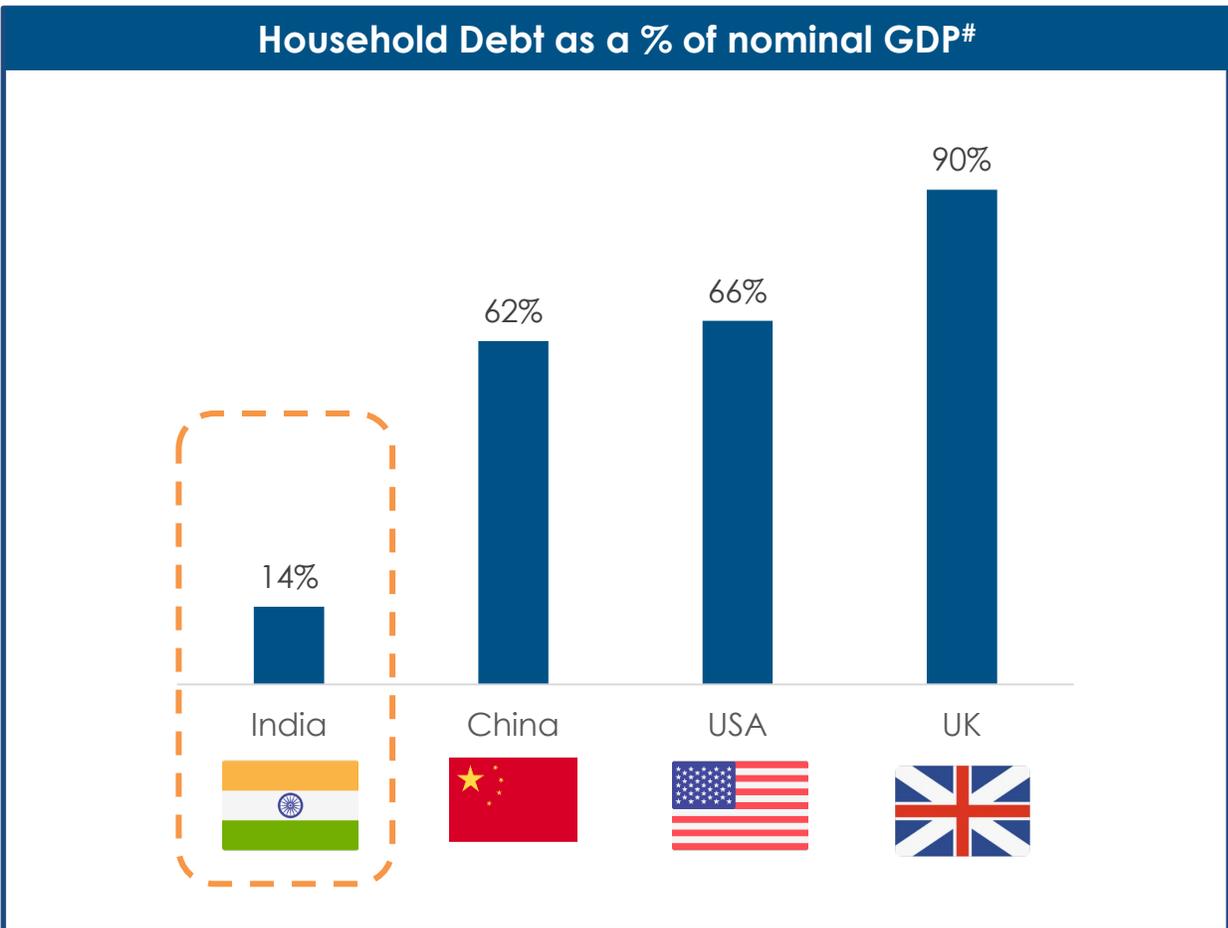
paisabazaar.com

# India continues to have one of the lowest credit penetration

## Credit Market expected to grow strongly

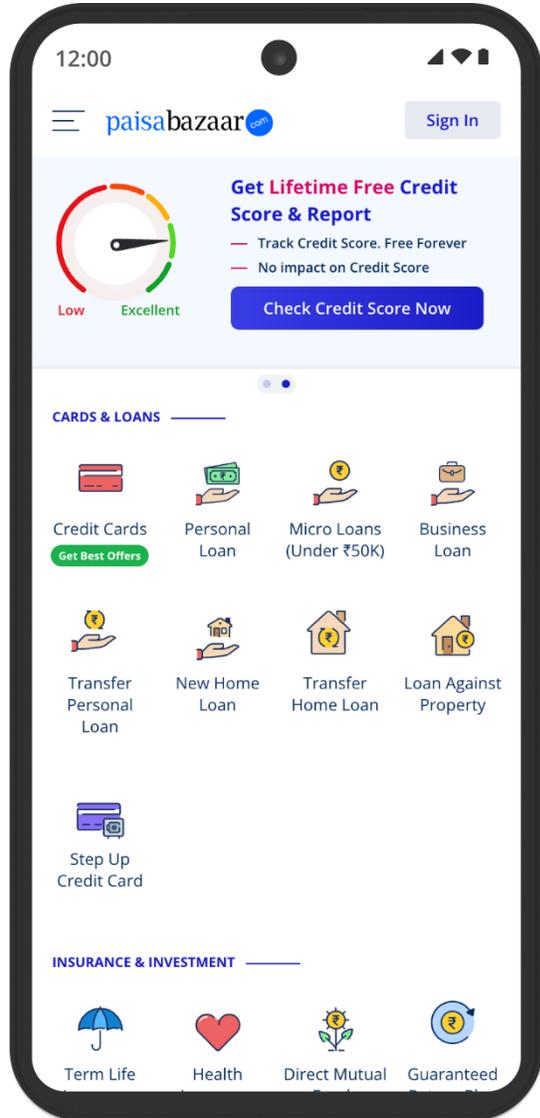
Under penetration in India's Consumer Lending

Fast-growing consumer credit market in India



# Source: CEIC Database  
\* Source: Bain India Fintech Report 2022  
^ 1 USD = ₹ 80

# 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

✓ 65+ partnerships including large banks, NBFCs & fintechs

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

<sup>^</sup> Consumers having at least 1 active trade line  
<sup>\*</sup> Management Estimates

# INDIA'S LARGEST DIGITAL MARKETPLACE FOR CONSUMER CREDIT



**~20 lacs**  
Monthly Enquiries  
(credit products) ^



**~18 lacs**  
Transactions ARR\*



Consumer enquiries^ from  
**1,000+ cities**

India's largest  
credit score awareness initiative

**~3.5 Cr**  
Credit Score consumers^



**~76 lacs**  
New consumers added in  
FY23



**>₹15,000 Cr**  
Loan disbursements ARR\*



**~5.3 lacs**  
Credit Cards issued ARR\*



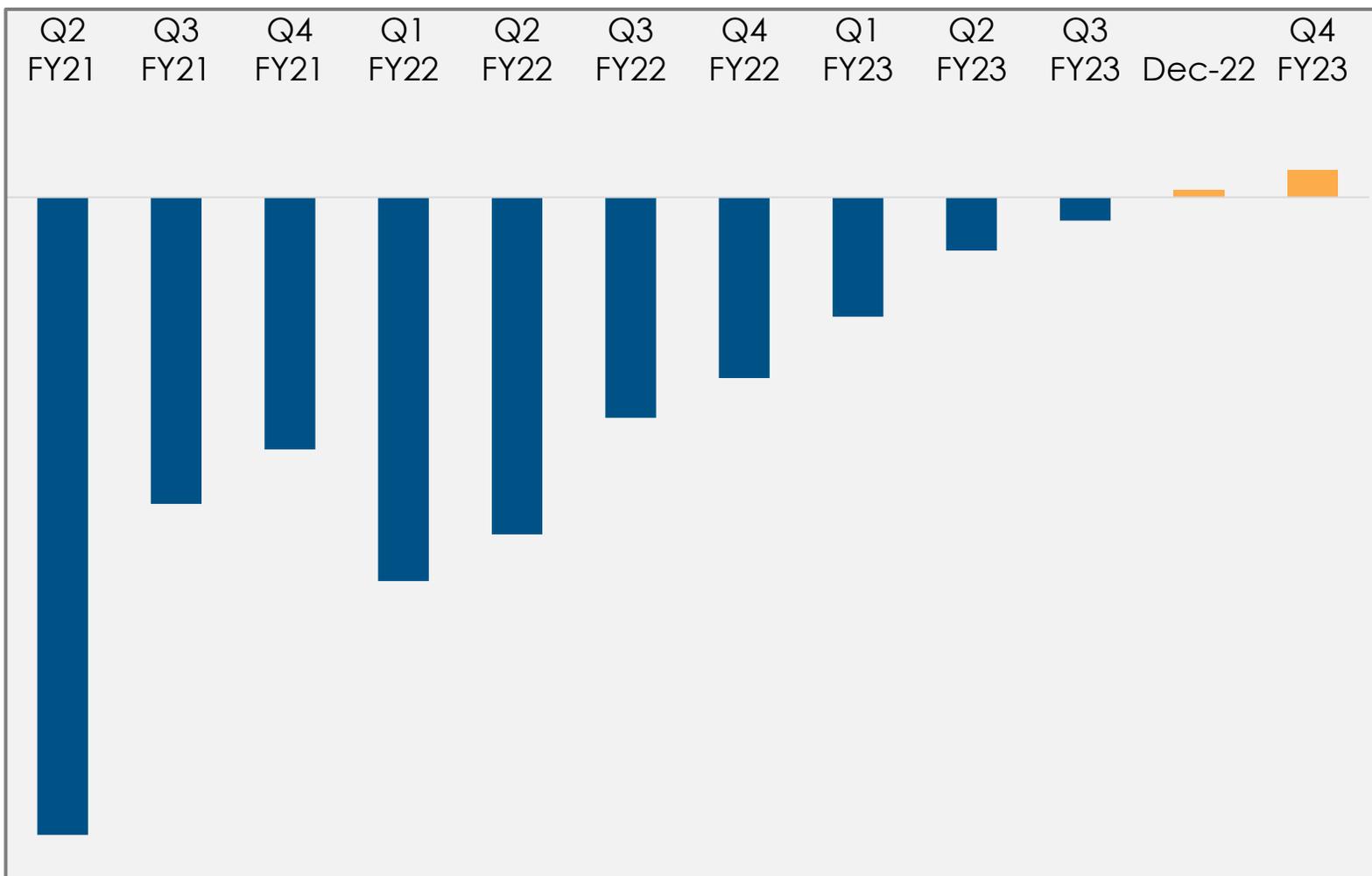
Acquiring a  
consumer every \$  
**~4.1 seconds**

^ All data pertains to Mar-23

\$ Data pertains to Q4'23

\* Mar-23 Annualized run rate

# Paisabazaar business is now Adjusted EBITDA positive since Dec-22



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

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

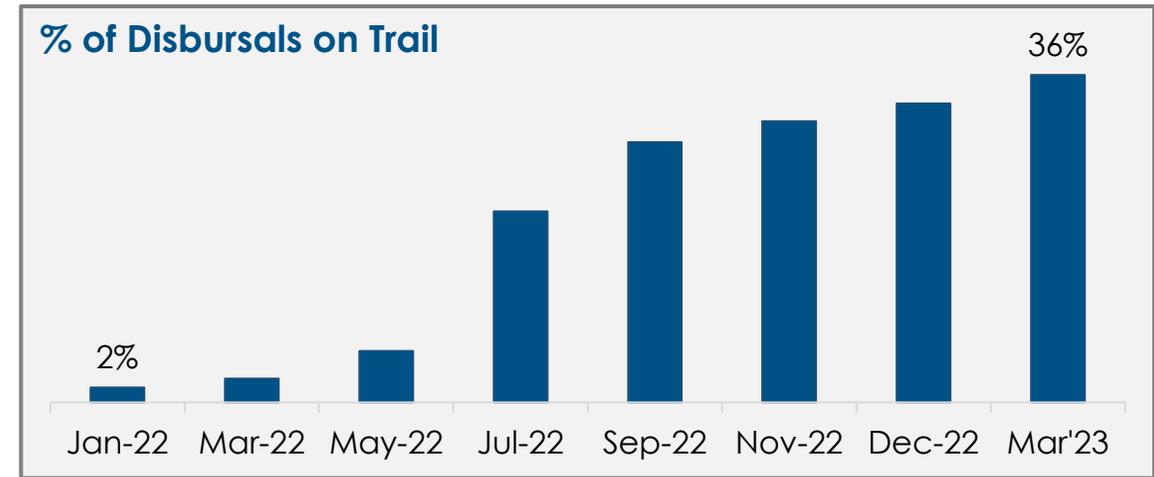
Co-created products driving trail revenue stream, helping margins

# Building sustainable trail revenue Driven by co-created products

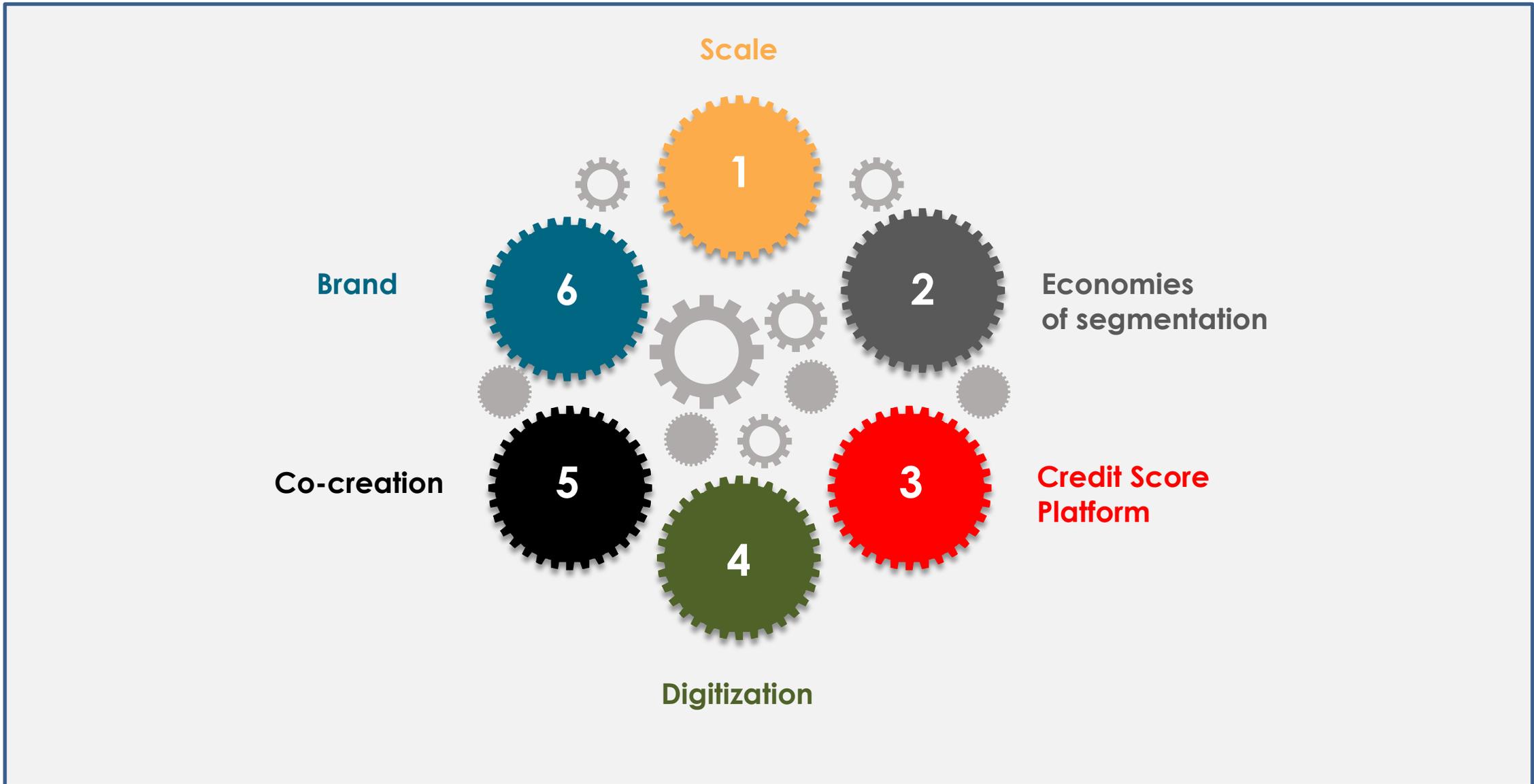
Trail revenue is revenue accrued in addition to the acquisition commissions over a period of time

This revenue helps build a steady revenue stream; improve margins

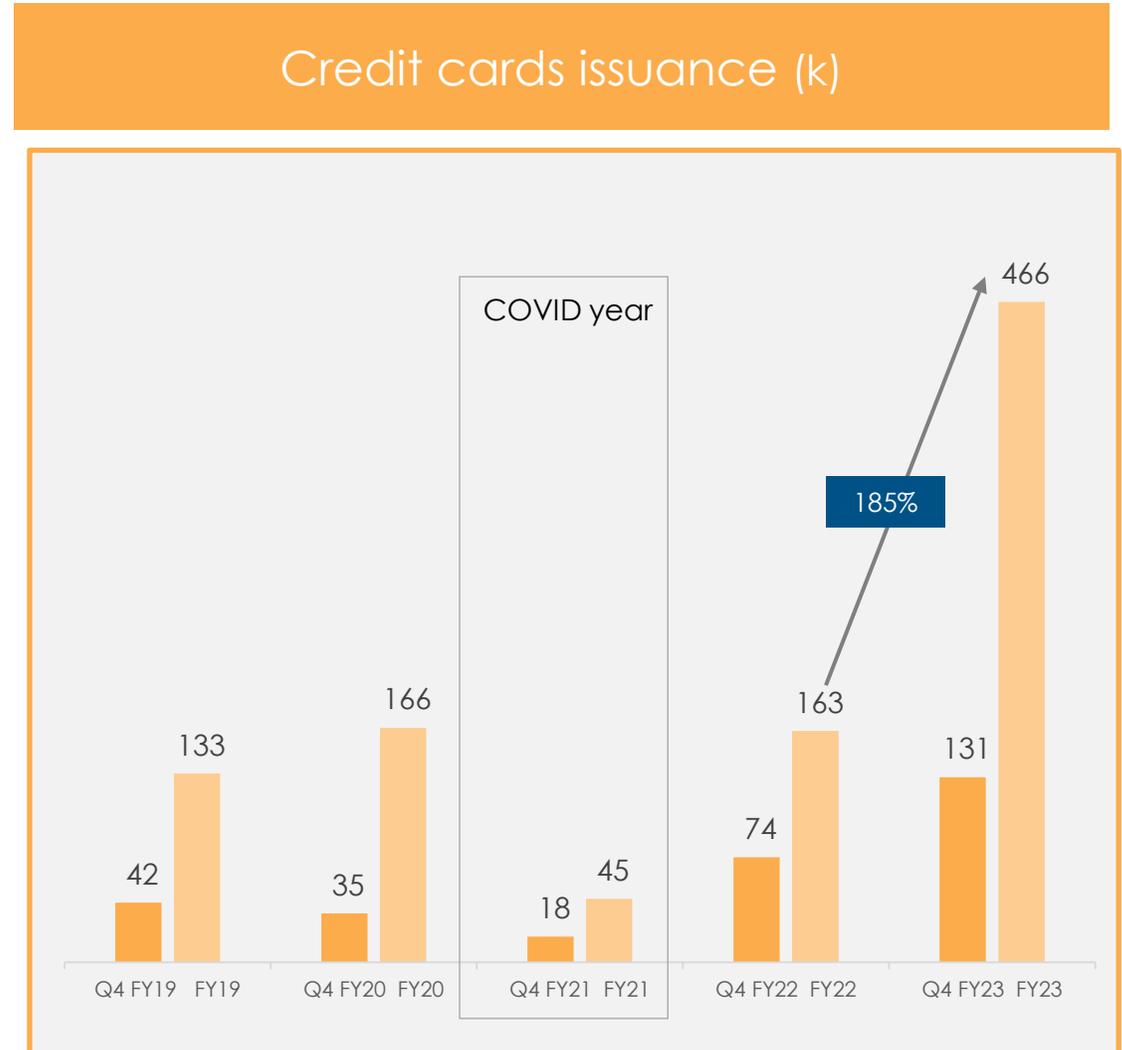
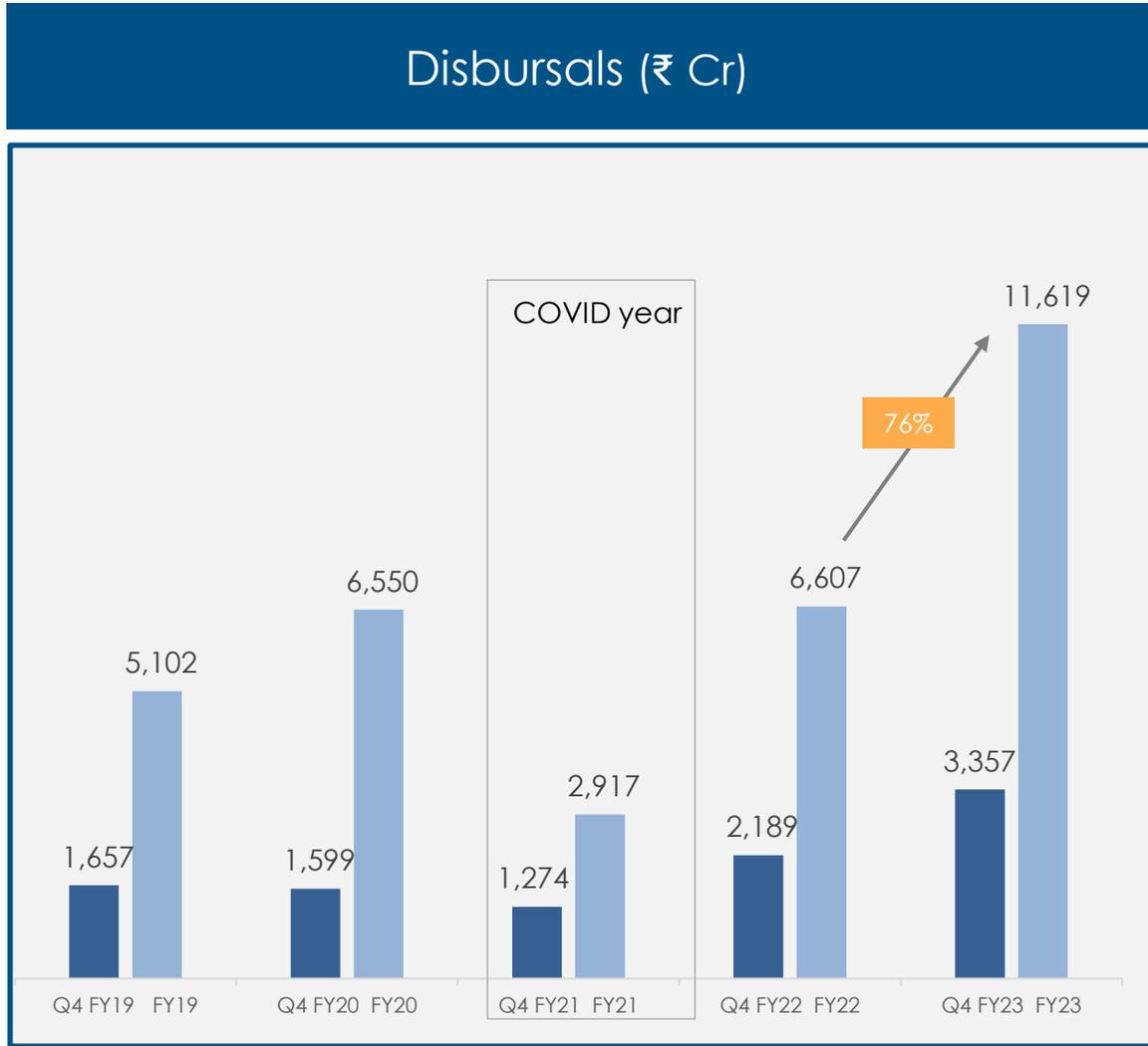
Through deep partner engagements, we are steadily transitioning our business to this revenue model



# Continued focus on moats that help us compete, differentiate & win



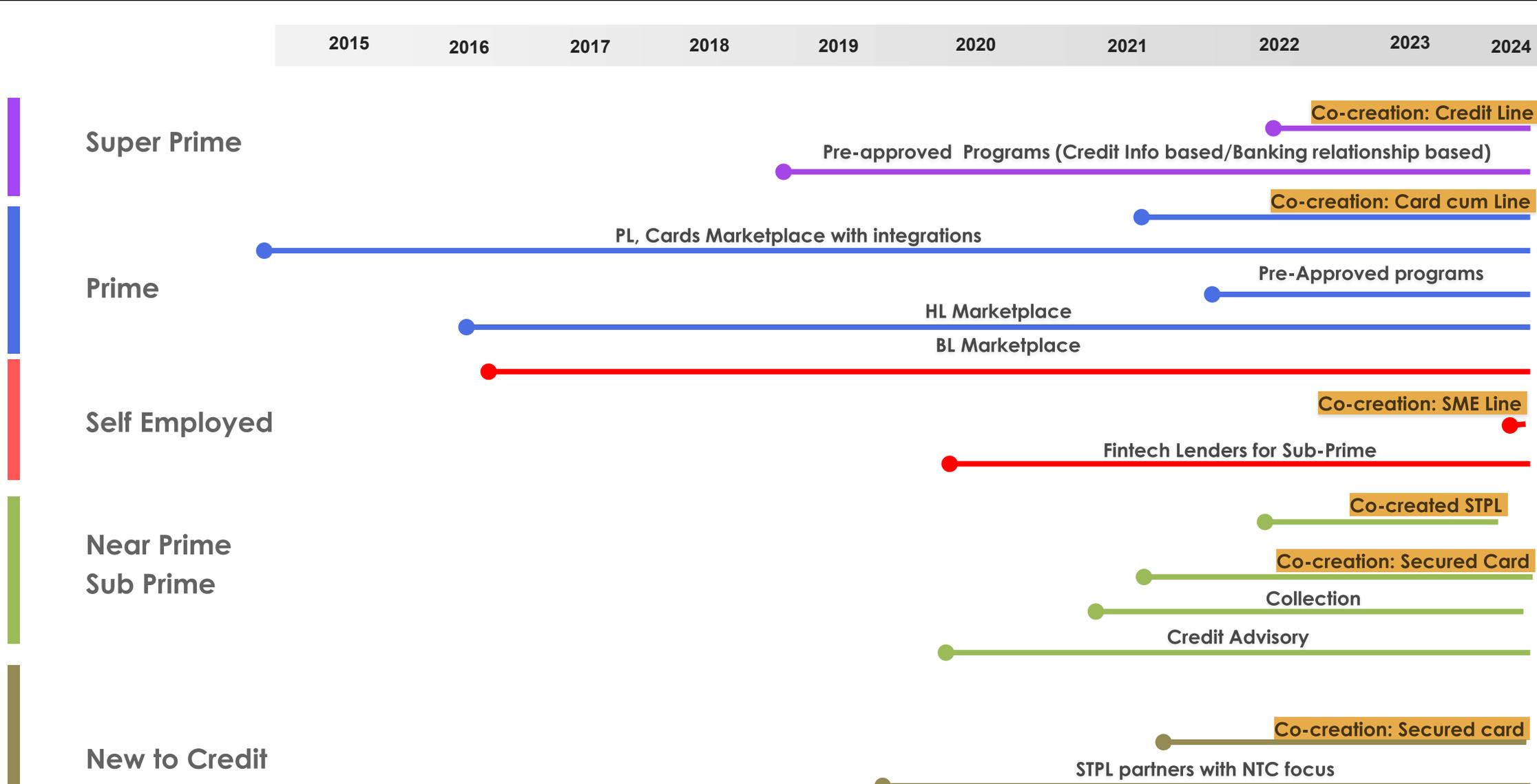
# 1 Scale: FY disburseals grew @ 76% YoY; Card issuance @ >180% YoY



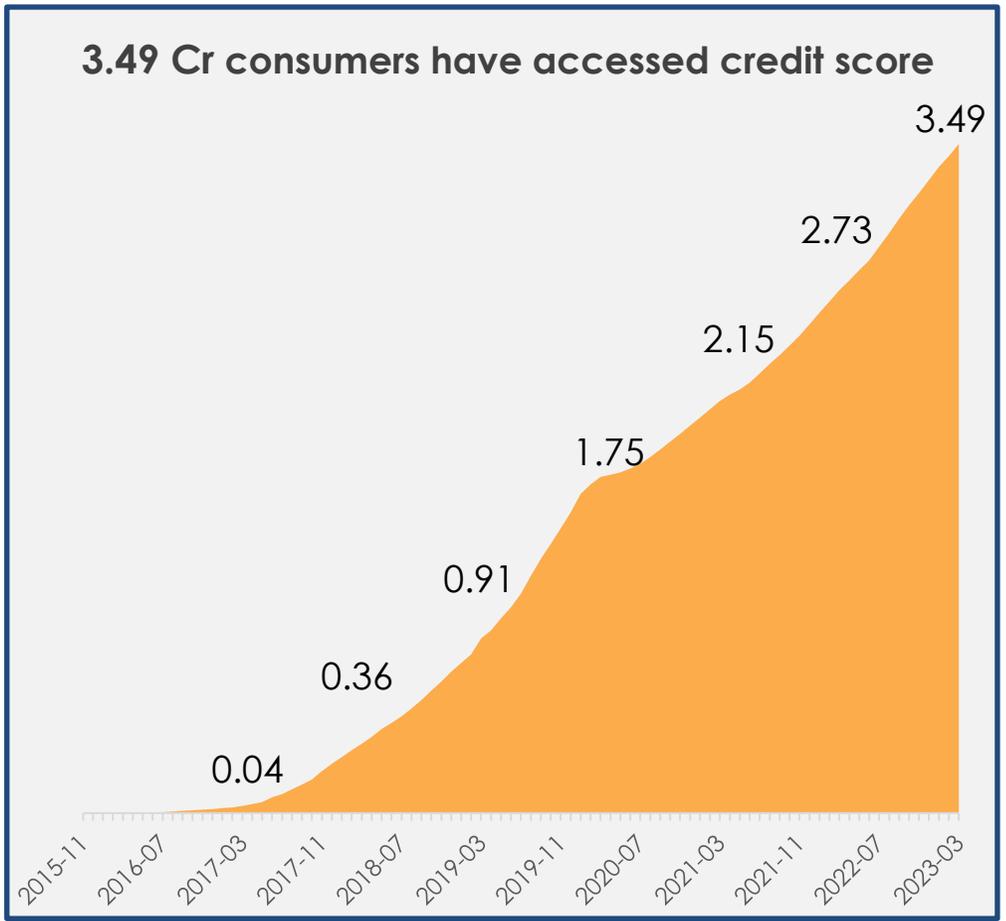
Credit Card issued prior to FY21 are management estimates

# Depth & width of product offerings across all credit segments

## Helping drive economies of segmentation

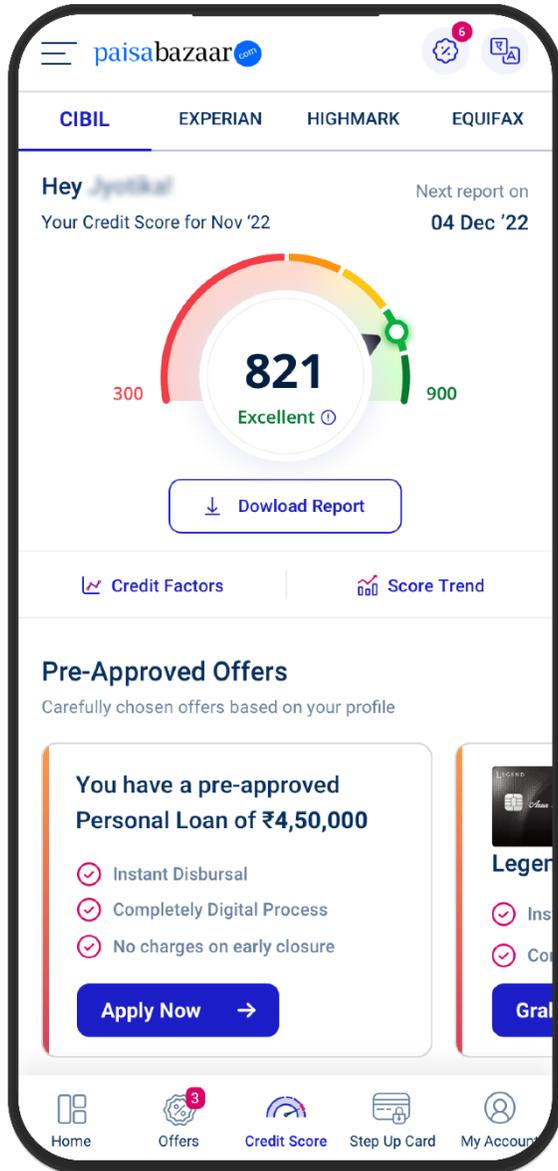


# 3 Driving India's largest Credit Score Awareness Initiative



- 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			
		New to Credit	Sub - prime	Prime	Super-prime
Engagement Segmentation	Sleepers	20	55	150	
	At-risk	340			
	Core Active	30	130	460	
	Engaged				

Number represents indexed revenue per customer for that segment; 100= Portfolio avg.

# Driving Credit Score awareness & responsible credit behavior in the country

Creating social impact across Bharat at scale

Consumers from **823 cities** have accessed their credit score  
**6X growth<sup>^</sup> in Tier 2 & 3 cities**



**~58%** consumers **purchased at least 1 credit product** within 6 months post tracking credit score



**~58 Lac** consumers **increased their score by 25 points\*** post tracking credit score



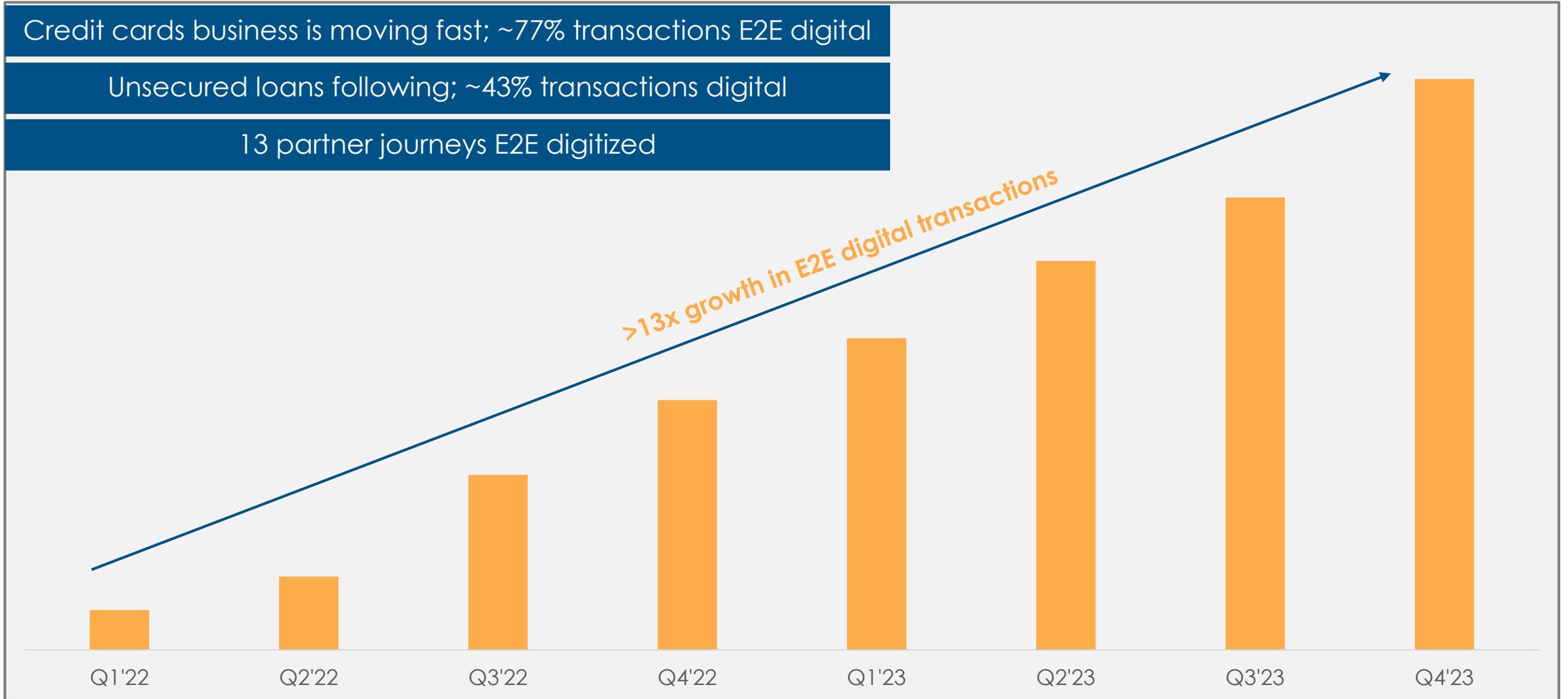
**~ 1Cr** consumers **paid off 60 days or more outstanding debt** post score check



Management Estimates  
<sup>^</sup> From Apr'18  
\*Over a period of 6 months from Apr'22

4

# Digitization play becoming significant: E2E digital transactions growing



Credit cards business is moving fast; ~77% transactions E2E digital

Unsecured loans following; ~43% transactions digital

13 partner journeys E2E digitized

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

# 4 Digitization Case Study : Best-in-class CX with DMI Finance using Digital Stack

## Seamless Process



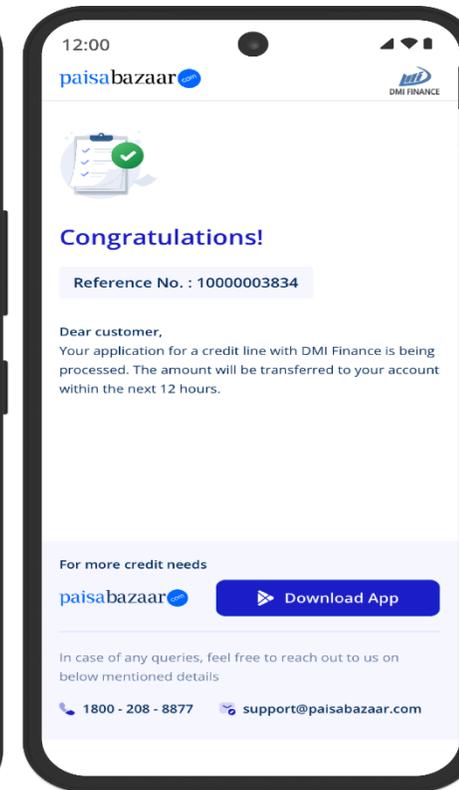
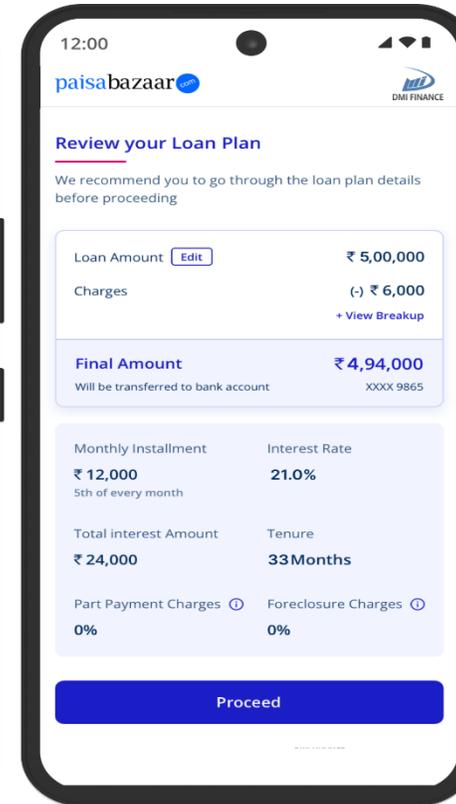
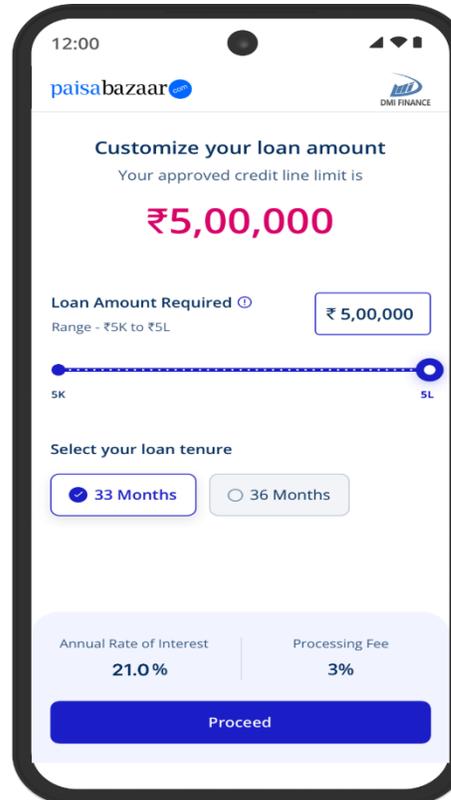
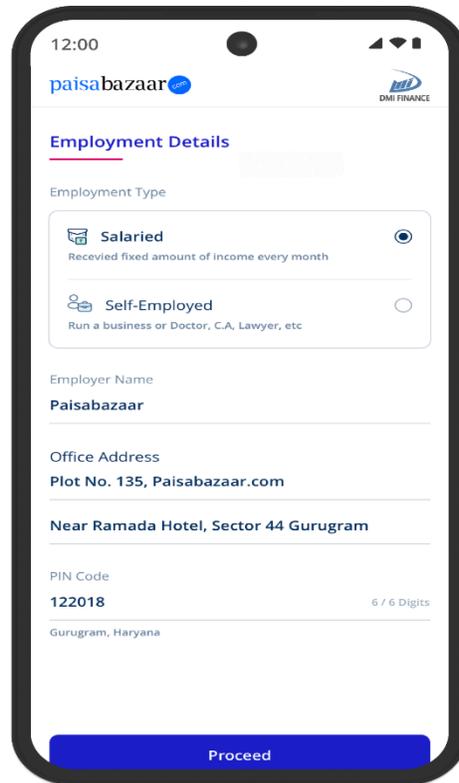
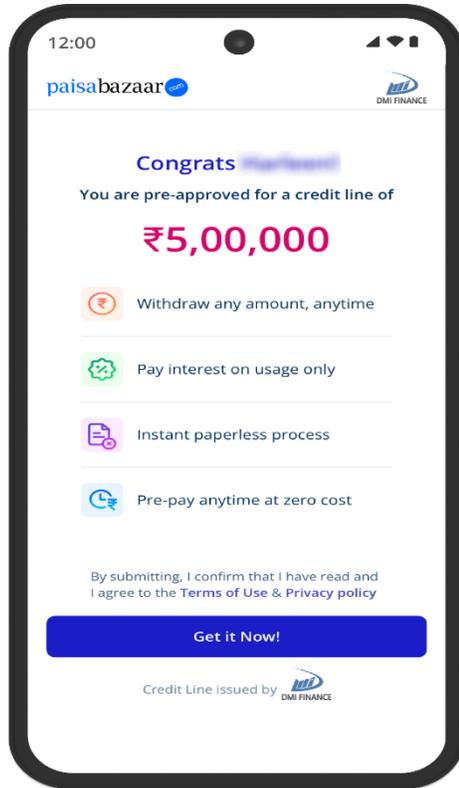
1. Loan Offer Selection & Details Verification



2. KYC (Digilocker+Selfie)



3. Loan Disbursal



Instant disbursal

End-2-End seamless experience

# 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

	<h3>'StepUp' Secured Credit card</h3> <ul style="list-style-type: none"> <li>• NTC and Sub-prime segment</li> <li>• Credit Card backed by an FD</li> </ul>
	<h3>Paisabazaar 'Duet'</h3> <ul style="list-style-type: none"> <li>• Prime Segment</li> <li>• Credit Card cum Line Product</li> </ul>
	<h3>Credit Line</h3> <ul style="list-style-type: none"> <li>• Super Prime Segment</li> <li>• Personal Loan, pay-as-you-use</li> </ul>
	<h3>STPL</h3> <ul style="list-style-type: none"> <li>• Near/Sub-prime Segment</li> <li>• Helping expand customer segment</li> </ul>

39X scale up in credit cards sourcing



Recent product launches driving disbursements

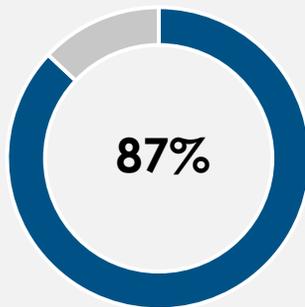


# 6 One of India's most prominent & award-winning Fintech Brands

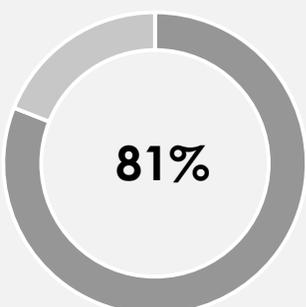
## Best Lending Fintech



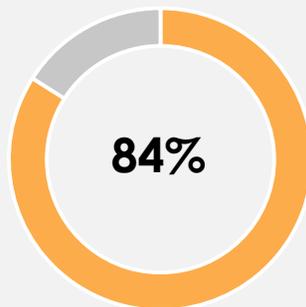
### Loans



### Cards



### Credit Score



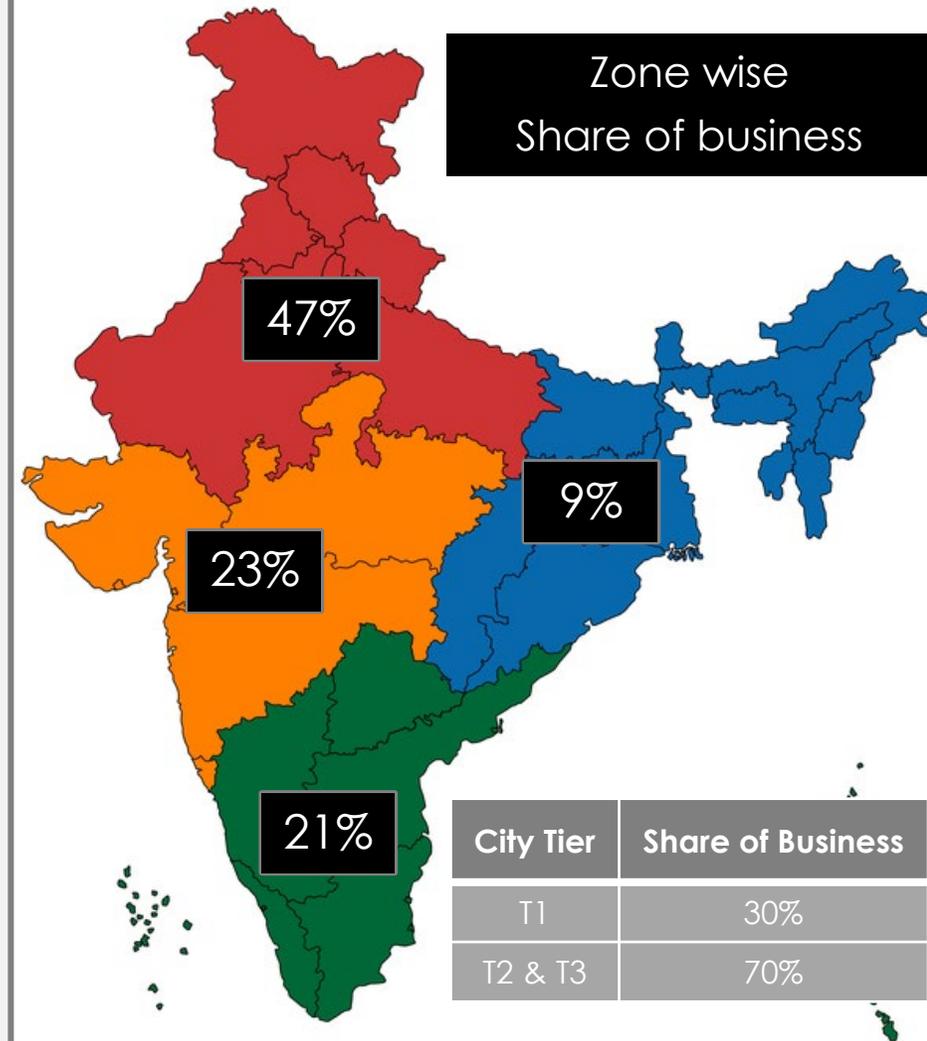
## Best Fintech Consumer Lender



High 'Top-of-mind' recall for Paisabazaar across categories

## **New initiatives**

- 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 34%
- Improvement in sales & marketing efficiency
- Expanding reach in the country
  - Present in 15.0k pin codes out of 19.1k pin codes in India
  - Tier 2 & Tier 3 cities contribute 70% of the business



Improving the breadth of product offerings, supported by sales training

The screenshot displays the pbpartners.com dashboard. The top navigation bar includes the pbpartners.com logo, a 'Certification' status with a gift icon, a notification bell, a user profile for MANDIRA DAS - IP81274 with a 'Certified' badge, and a dropdown arrow. The left sidebar contains navigation links: Dashboard, Sell Now (highlighted), Request Offline Quote, Renewals, Lead, Knowledge Bank (highlighted with an orange box), Reports, and Tickets. The main content area is divided into two sections: 'General Insurance' and 'Life Insurance'. The 'General Insurance' section features five product cards: Car, Two Wheeler, Commercial, Health, and Home Insurance. The 'Life Insurance' section features two product cards: Investment and Term. Below these sections is a banner for 'Other Insurance Products available on Policybazaar.com' with a 'New' badge. This banner includes six product cards: Group Health insurance, Fire And Burglary, Marine Insurance, General Liability, Workmen Compensation, and a 'VIEW ALL PRODUCTS' button.

### Simplified Consumer Life cycle management using the platform

The screenshot displays the 'My Leads' dashboard in the PB Partners application. The interface includes a sidebar with navigation options like 'Dashboard', 'Sell Now', 'Request Offline Quote', 'Renewals', 'Lead', 'Knowledge Bank', 'Reports', and 'Tickets'. The main content area shows a list of leads with filters for 'All', 'Car', 'Two Wheeler', 'Commercial', 'Health', 'Life', and 'Others'. A search bar and a date range filter (2022/08/05 - 2022/11/1) are also present. Three lead cards are visible, each with a car icon and a 'Continue' button. The first lead, 'udit' (Lead Id: 50305033), has a 'PYP expiring in 30 Days' warning highlighted with an orange box. The second lead, 'MD BAHADUR SK' (Lead Id: 502760299), has a 'PYP expired already' warning highlighted with an orange box. The third lead, 'GOBINDRA' (Lead Id: 502697423), has a 'PYP expiring in 7 Days' warning highlighted with an orange box. Each card also shows a progress bar for the lead's steps, such as 'Pre-Quote Page' and 'Quote Page', with a 'You left on' message indicating where the lead was last active.

Lead Name	Lead ID	Status	Created On
udit	50305033	PYP expiring in 30 Days	2022-11-02 18:27:31 PM
MD BAHADUR SK	502760299	PYP expired already	2022-11-01 16:24:08 PM
GOBINDRA	502697423	PYP expiring in 7 Days	2022-11-01 12:58:16 PM

### Self-help features: Endorsements, Cancellations & Refunds



**Certification**    MANDIRA DAS - IP81274 Certified

<b>POLICY NO</b> Mahadeb (Lead Id: 502908435)	<b>INSURER (101)</b> Bajaj Allianz	<b>PRODUCT</b> Two Wheeler	<b>PLAN NAME</b> Third party Plan 1 Yr
	<b>PREMIUM</b> Rs. 842	<b>OD PREMIUM</b> Rs. 0	<b>NCB</b> Rs. 0

I Need Help With ? You can only select upto 6 changes

**Vehicle Details** Insurance Details Ownership Details

<input type="checkbox"/> Registration No	<input type="checkbox"/> Registration Date	<input type="checkbox"/> Manufacturing Date	<input type="checkbox"/> Seating Capacity
<input type="checkbox"/> Engine No	<input type="checkbox"/> Chassis No	<input type="checkbox"/> Make/Model/Variant	<input type="checkbox"/> Cubic Capacity

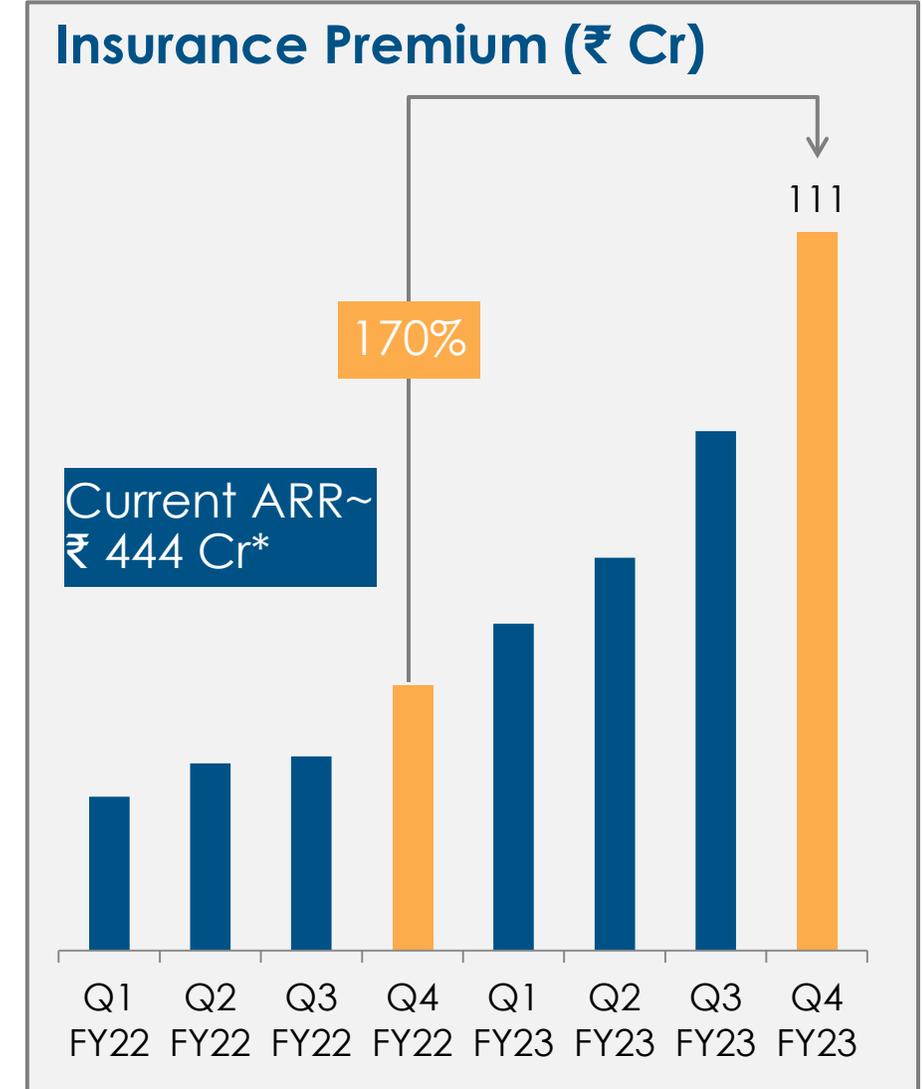
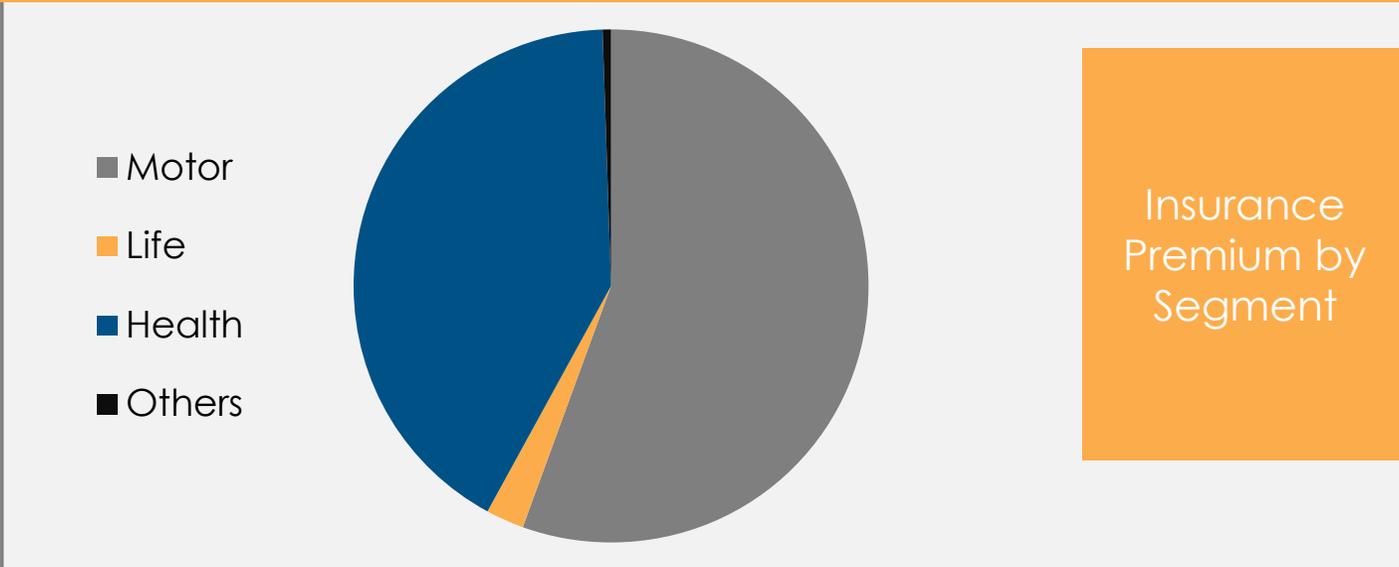
**CANCEL** **PROCEED**

### 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

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



END

For any queries please email: [investor.relations@pbfintech.in](mailto:investor.relations@pbfintech.in)

**PB Fintech Limited**

Plot 119, Sector 44  
Gurugram  
Haryana 122001