

policybazaar.com

paisabazaar.com

Earnings Call
Quarter ended December 2023

What do we do?

PB Fintech

The umbrella entity comprising of India's leading marketplaces that offer end-to-end insurance & credit solutions to consumers. Our platforms simplify complex choices, present personalized solutions & enable smart financial decisions. We leverage technology & data to drive product & process innovation for our partners as well as for our own operations. Our business model benefits from network effects resulting from consumer-pull, deep understanding of risk & best-in-class service.

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 – Q3 FY24

Consolidated Revenue grew 43% YoY to ₹871 Cr
Core Online Revenue grew 39% YoY to ₹593 Cr

Total Insurance Premium is at an ARR of ₹17,000+ Cr
New Premium for Protection (Health & Term Insurance) grew 44% YoY^

Lending Disbursal is at an ARR of ₹14,321 Cr
Credit cards issued at an ARR of 5.6 Lacs

PAT improved by ₹125 Cr YoY to ₹37 Cr
Adjusted EBITDA margin (Core) at 13%, up from 6% YoY

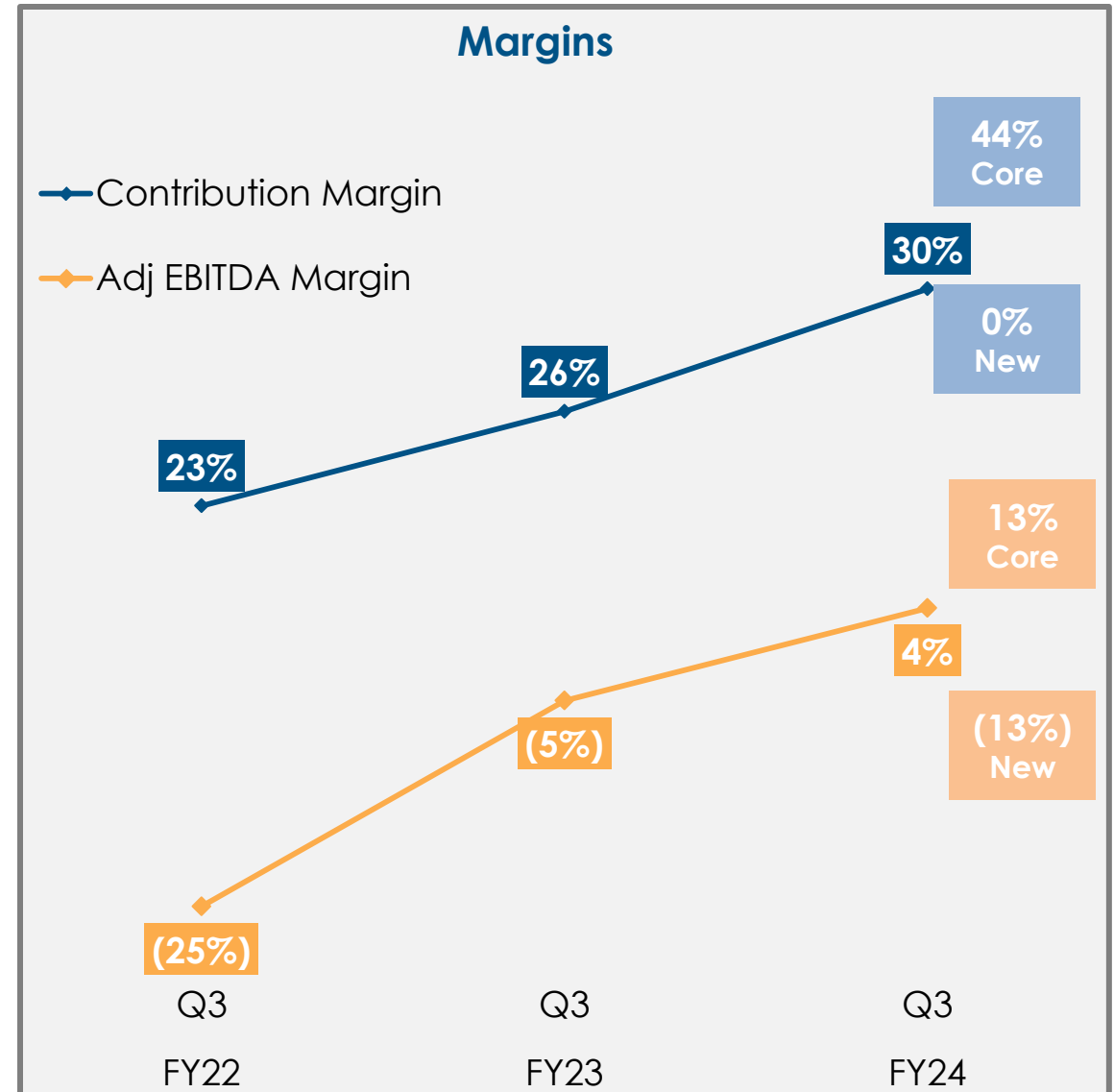
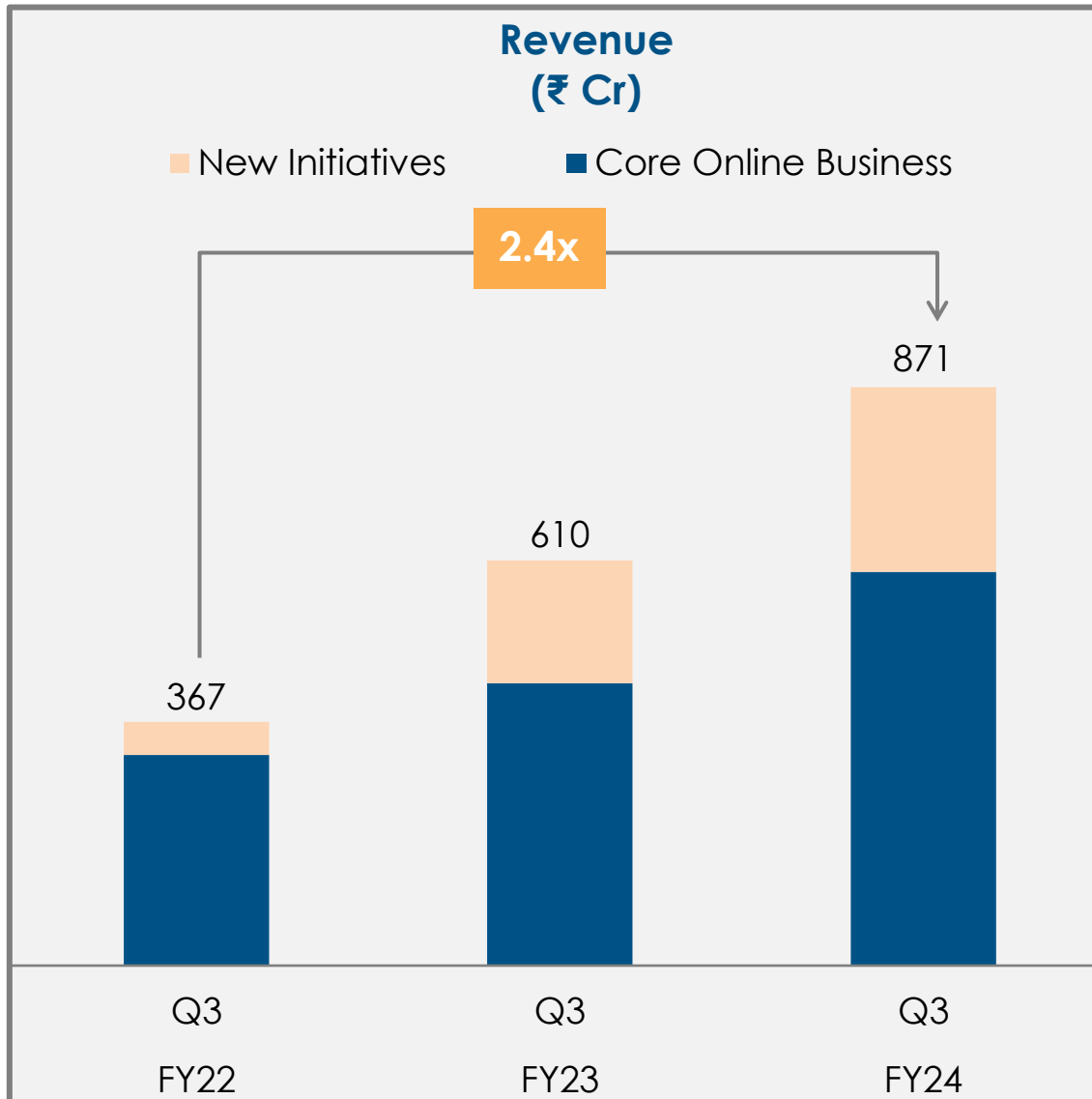
PAT improved by ₹482 Cr YoY to ₹4 Cr (YTD)
Cash position improved by ₹204 Cr YoY to ₹5,150 Cr

* Adjusted EBITDA is non-GAAP measure excluding ESOP charges

^ Health new business creates large NPV due to future renewals

Overall business: Revenue grew 2.4x in 2 years

Margins continue to improve



43% Revenue growth with PAT improvement of ₹125Cr to ₹ 37Cr

₹ Crores	Q3 FY23			Q3 FY24			YoY		
	Total	Core Online Business	New Initiatives	Total	Core Online Business	New Initiatives	Total	Core Online Business	New Initiatives
Revenue	610	425	185	871	593	278	43%	39%	50%
Contribution (non-GAAP) [#]	161	184	(23)	259	259	0	61%	41%	101%
Contribution %	26%	43%	(12%)	30%	44%	0%			
Adjusted EBITDA (non-GAAP)	(28)	26	(54)	39	76	(37)	239%	192%	32%
Adjusted EBITDA %	(5%)	6%	(29%)	4%	13%	(13%)			
PAT	(87)			37					

– 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

39% Revenue growth with PAT improvement of ₹482 Cr to ₹4 Cr

₹ Crores	YTD FY23			YTD FY24			YoY		
	Total	Core Online Business	New Initiatives	Total	Core Online Business	New Initiatives	Total	Core Online Business	New Initiatives
Revenue	1,689	1,206	483	2,348	1,706	642	39%	42%	33%
Contribution (non-GAAP) [#]	407	521	(113)	726	760	(34)	78%	46%	70%
Contribution %	24%	43%	(23%)	31%	45%	(5%)			
Adjusted EBITDA (non-GAAP)	(147)	43	(190)	75	213	(138)	151%	395%	28%
Adjusted EBITDA %	(9%)	4%	(39%)	3%	12%	(21%)			
PAT	(478)			4					

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

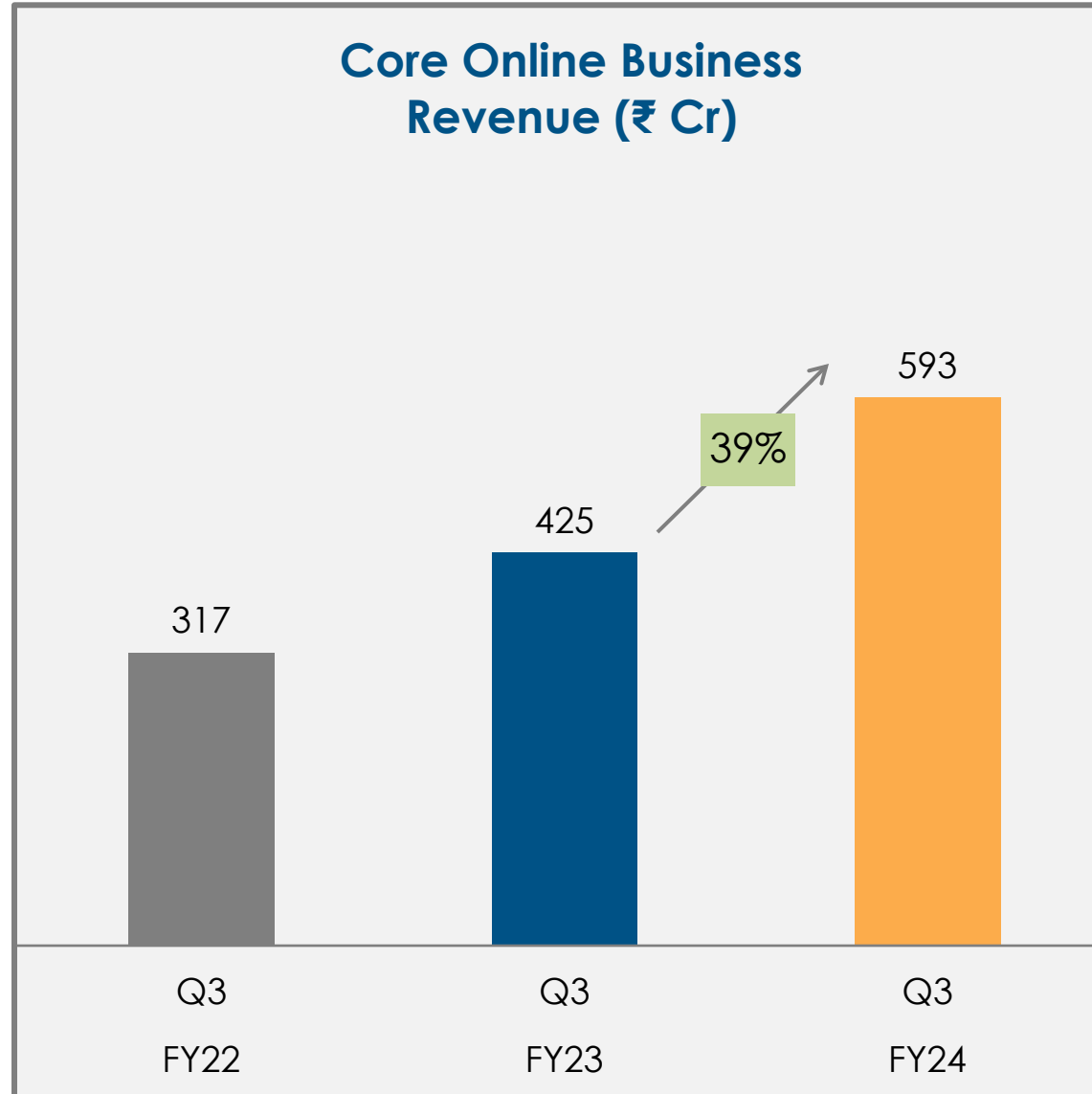
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Online brand acquisition spend is included as a part of fixed costs

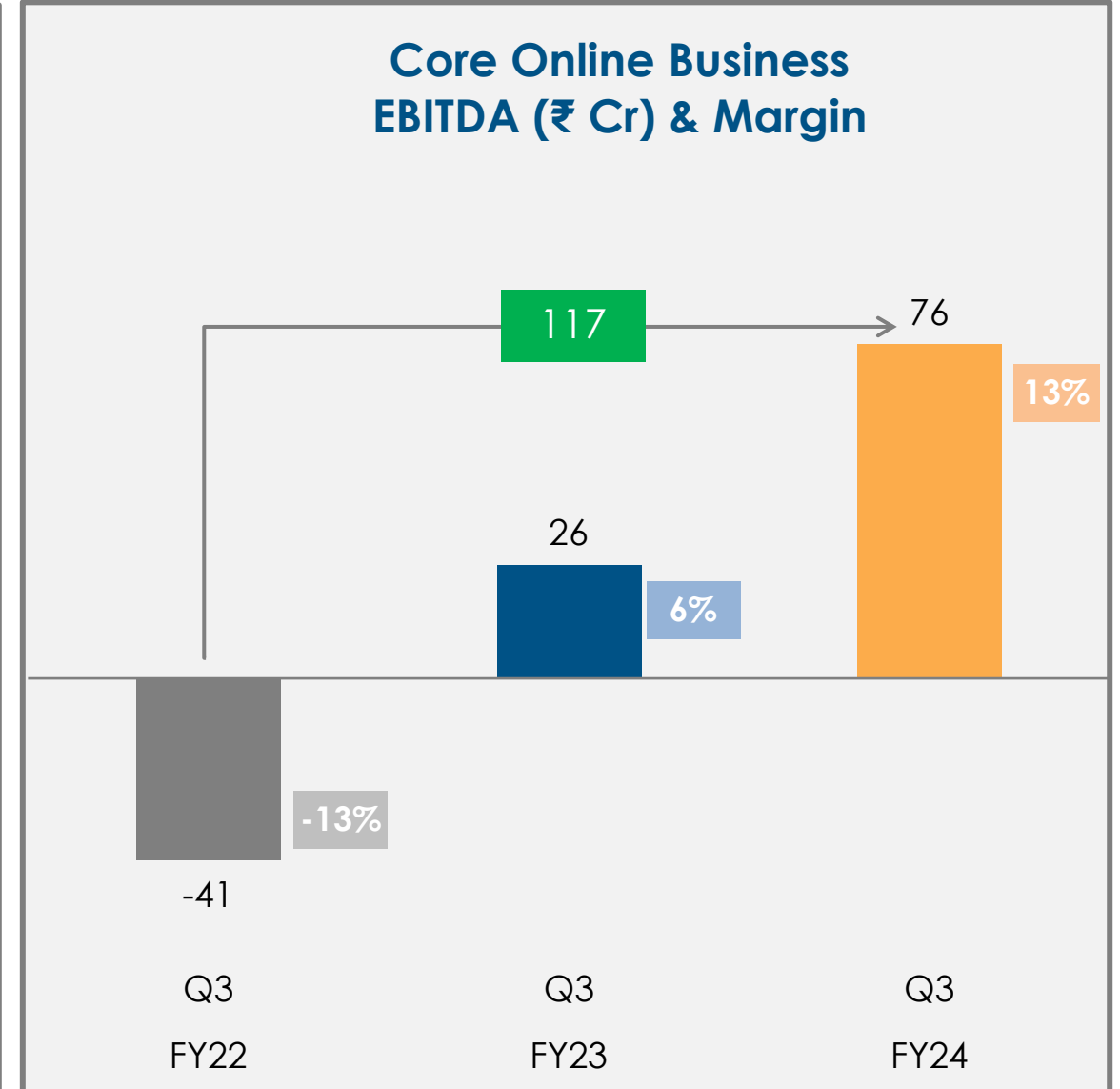
Core Online Business: Q3 FY24

Revenue up 39%, EBITDA up by ₹50 Cr YoY

Core Online Business
Revenue (₹ Cr)



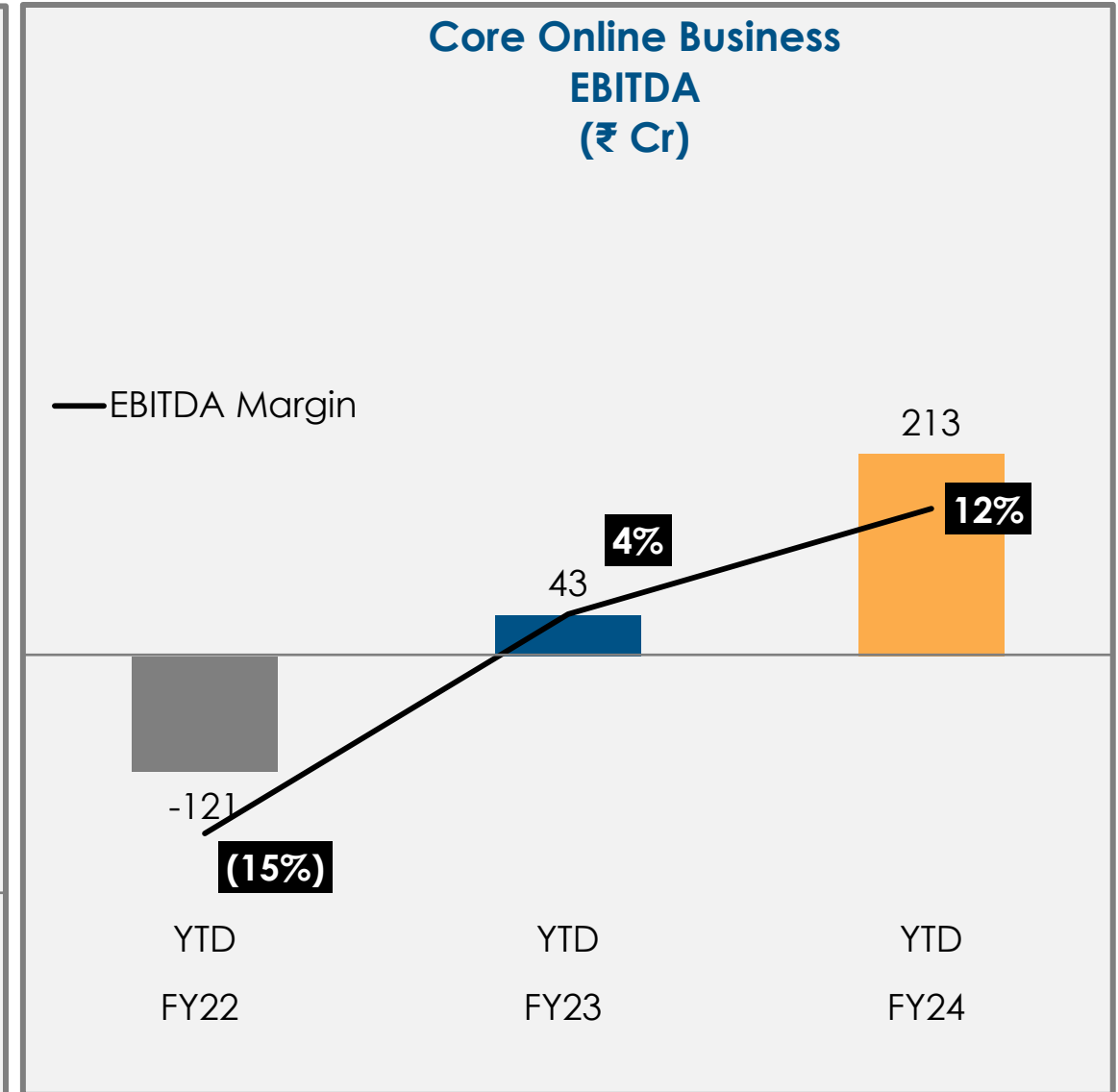
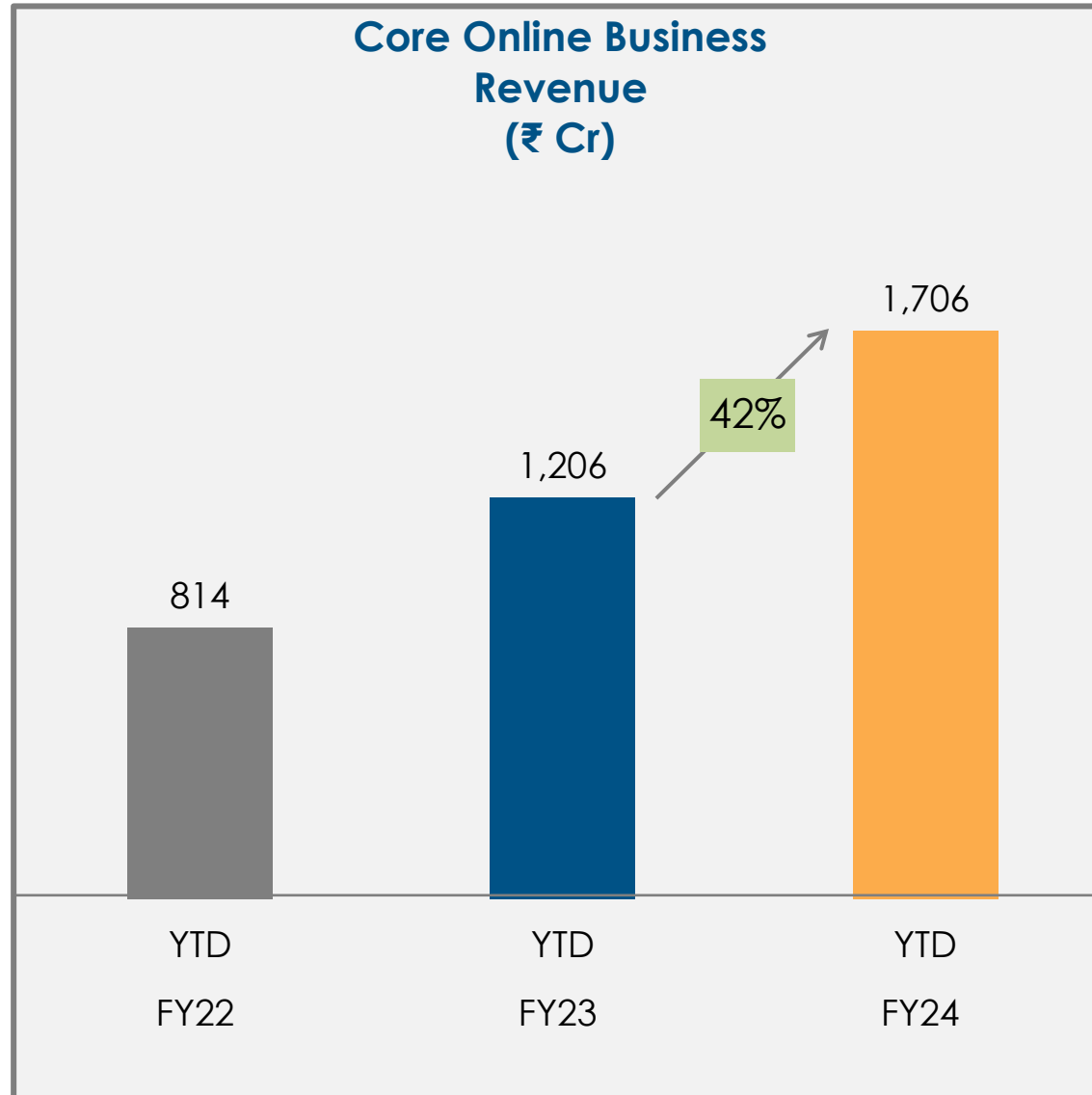
Core Online Business
EBITDA (₹ Cr) & Margin



EBITDA referred here is Adjusted EBITDA (non-GAAP)

Core Online Business: YTD FY24

Growth with consistent improvement in Margin & Profitability



Core Online Business: High operating leverage

34% of incremental revenue translated to EBITDA

₹ Crores	YTD FY23	YTD FY24	Δ
Revenue	1,206	1,706	501 (42% YoY)
Contribution (non-GAAP) [#]	521	760	239 (46% YoY)
Adjusted EBITDA (non-GAAP)	43	213	170 (395% YoY)

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

Contribution reclassification includes Payment Gateway charges in direct costs

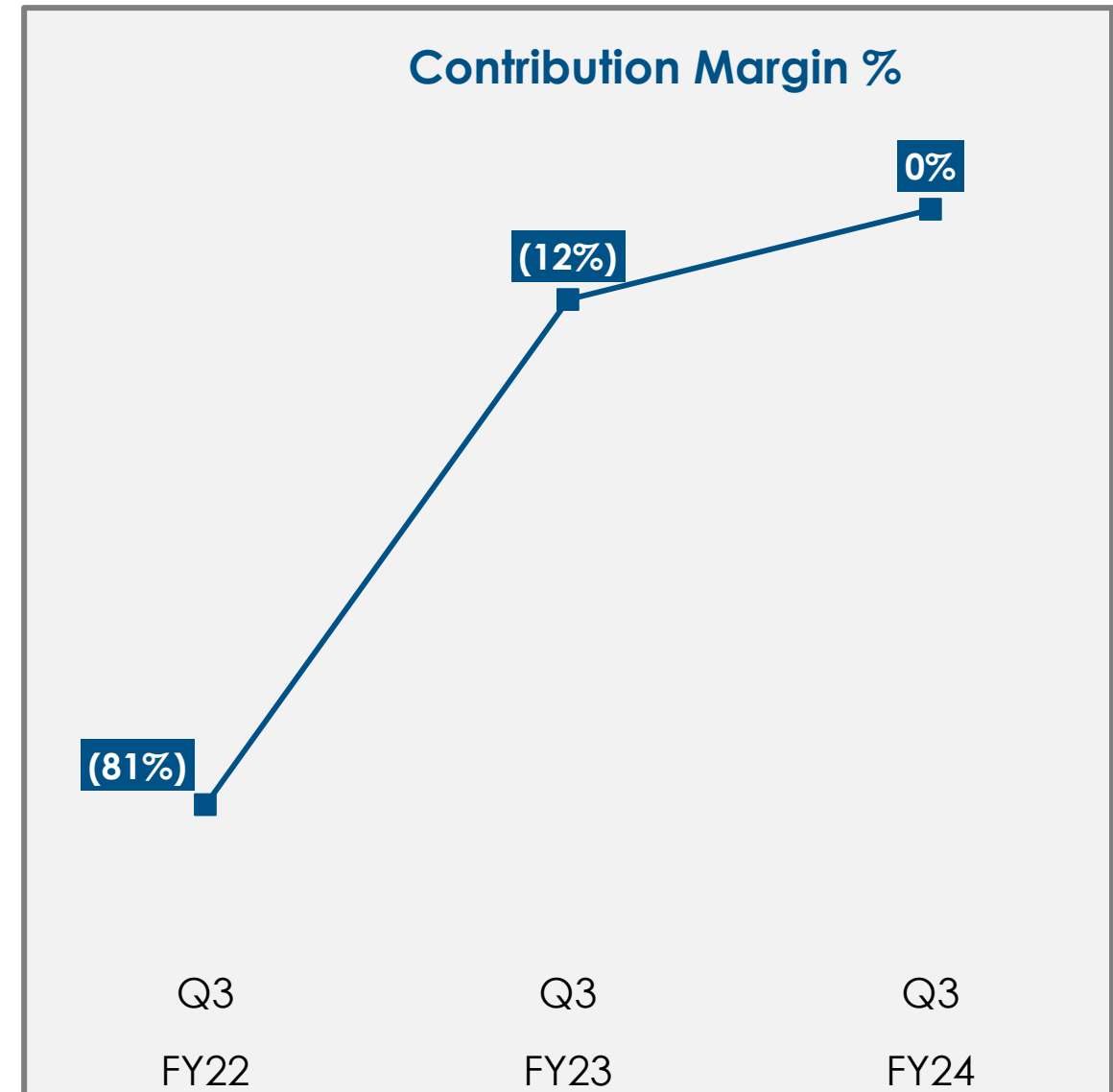
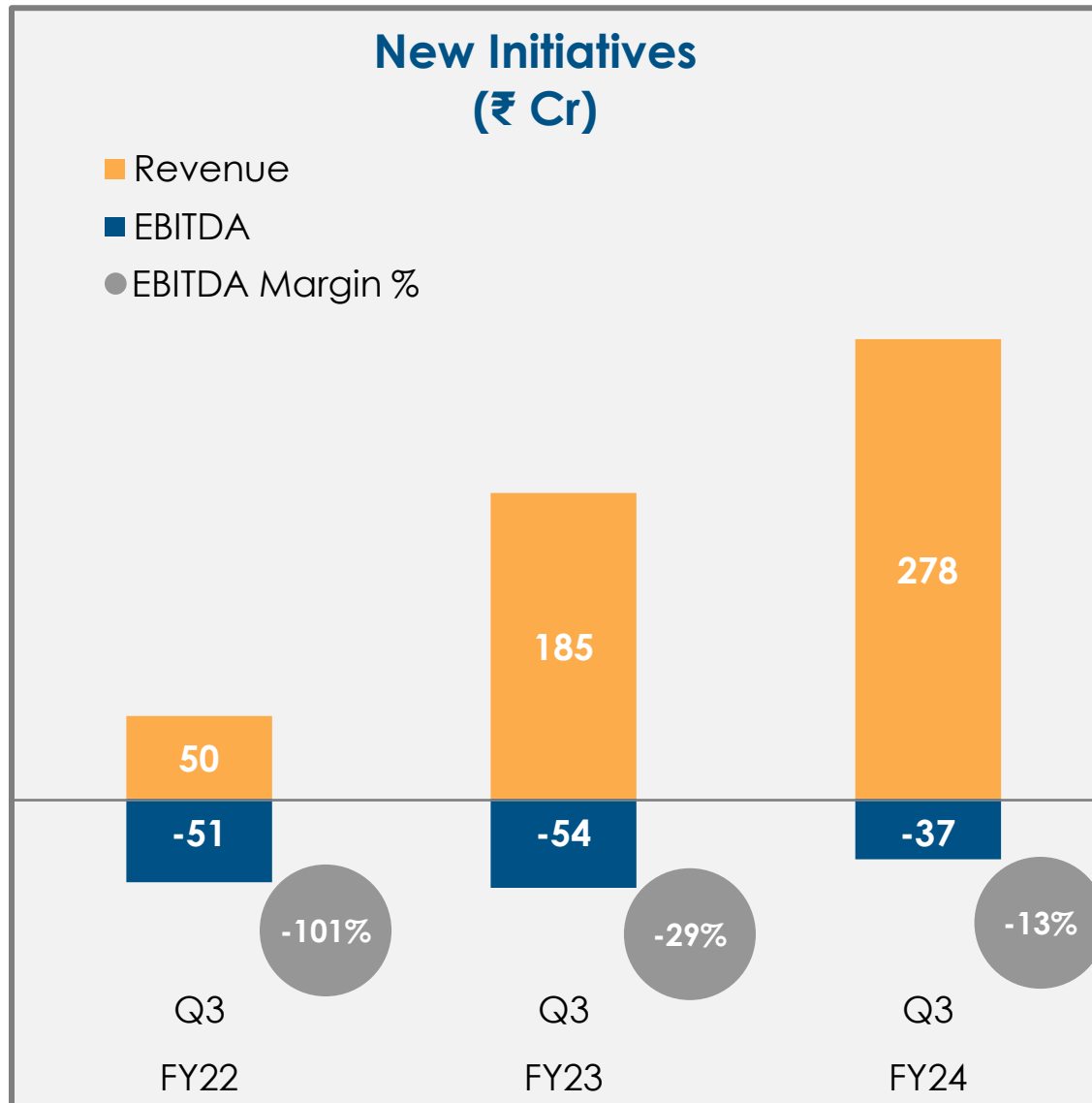
Online brand acquisition spend is included as a part of fixed costs

Adjusted EBITDA consistently growing over ₹ 50Cr per quarter YoY

Core Online Business	₹ Crores	EBITDA Previous Year	EBITDA	YoY Δ
FY23	Q1	-32	5	37
	Q2	-48	12	61
	Q3	-41	26	67
	Q4	10	64	54
FY24	Q1	5	69	64
	Q2	12	68	56
	Q3	26	76	50

New Initiatives: Q3 FY24

Revenue 5.6x, Contribution breakeven



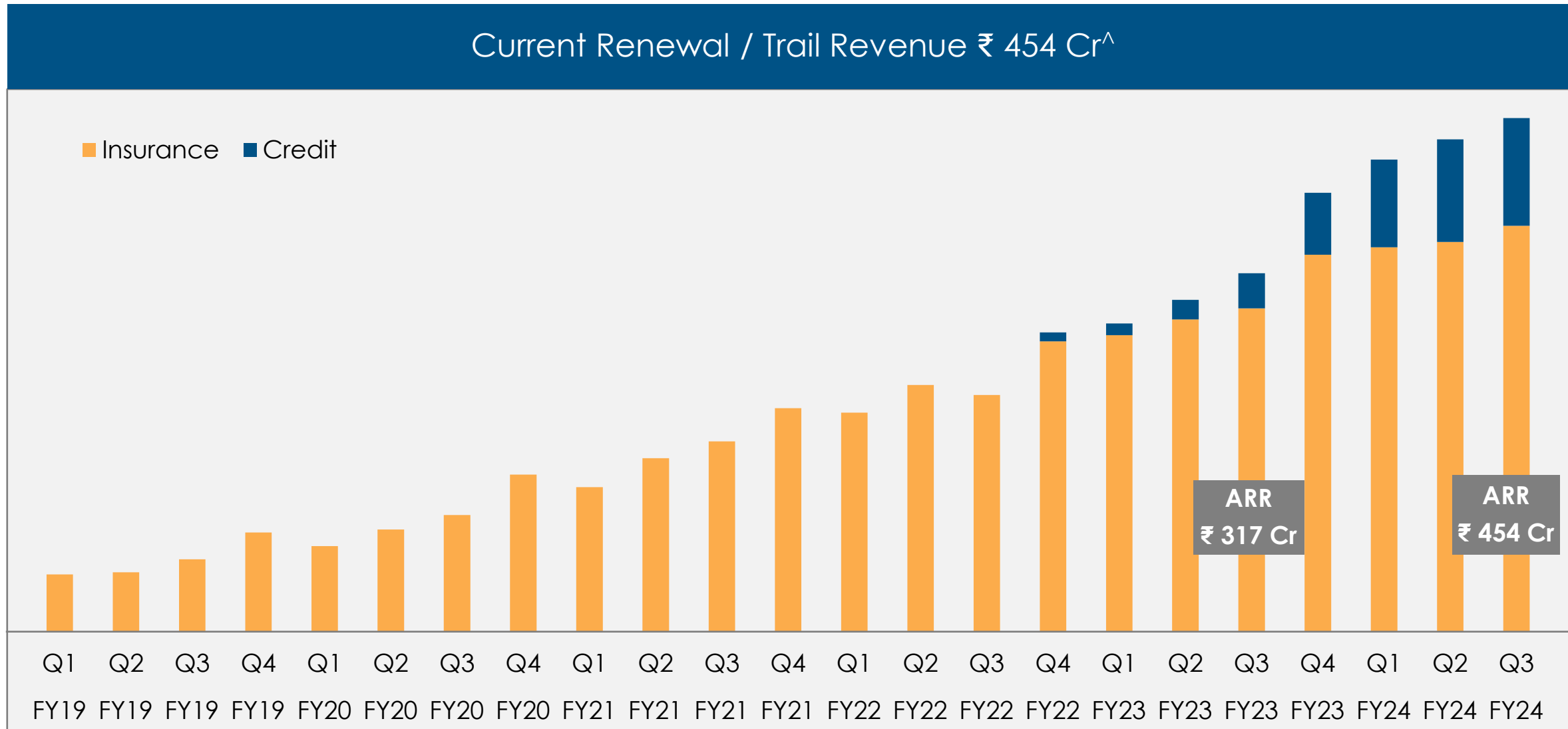
EBITDA referred here is Adjusted EBITDA (non-GAAP)

Contribution reclassification includes Payment Gateway charges in direct costs

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

Renewal / Trail revenue

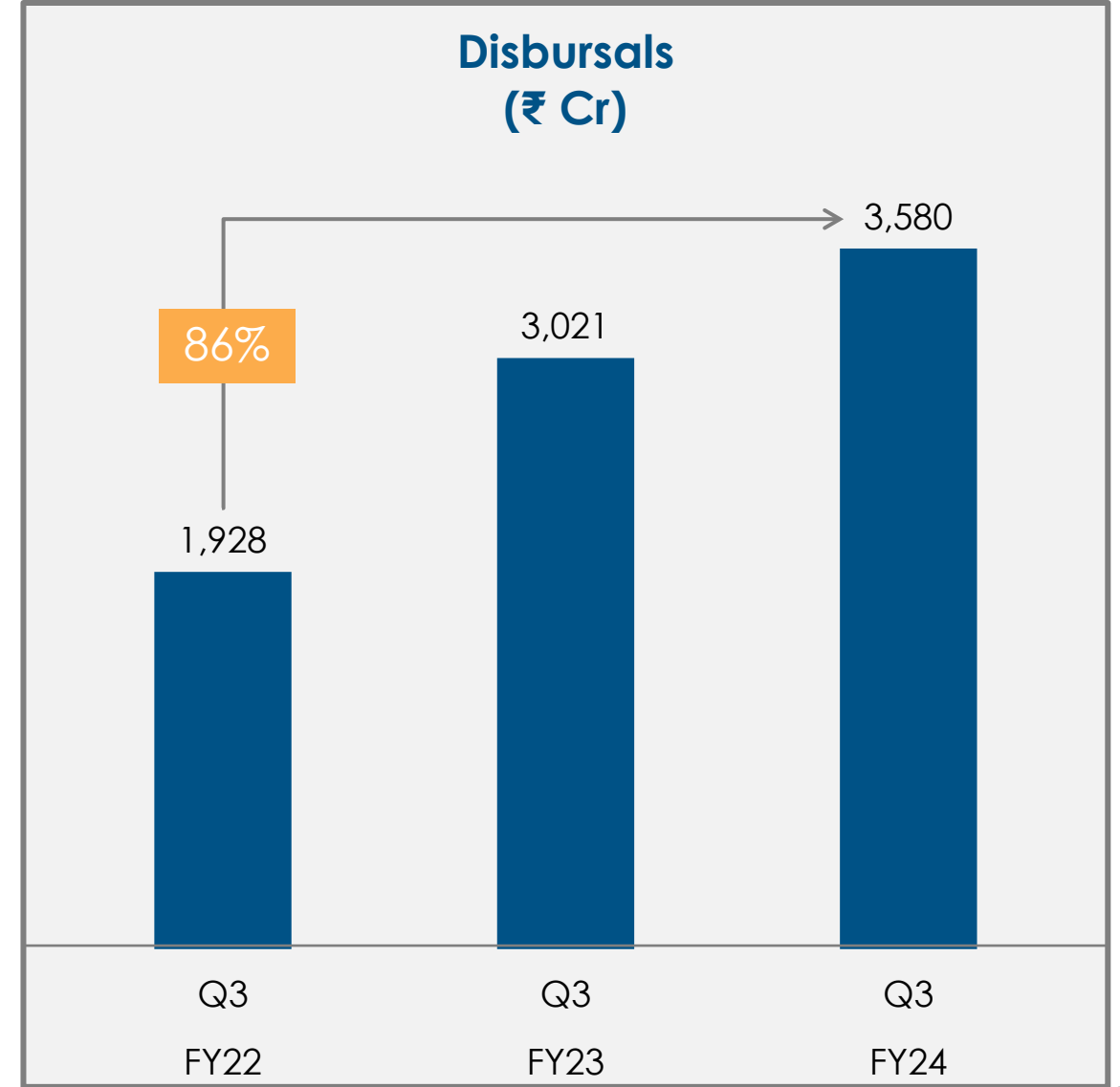
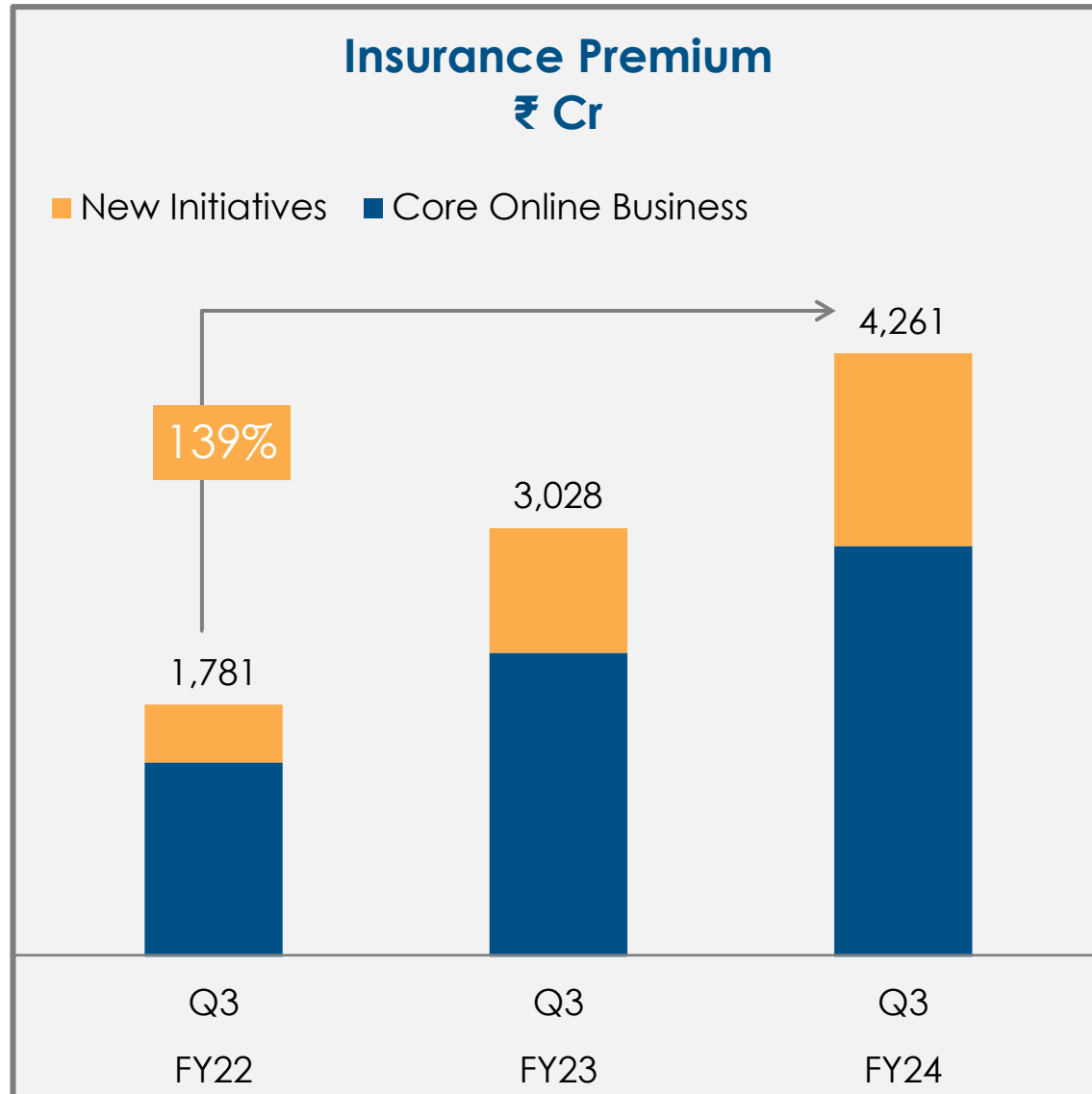
Annualized run rate of ₹454 Cr



[^]: Based on ARR of Q3 FY24, Unaudited management accounts

Insurance Premium ARR ₹17,000+ Cr

Credit Disbursal ARR ₹14,300+ Cr



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 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 sourced ₹ 4,261 Cr insurance premium (ARR ₹ 17k Cr) in Q3 FY24 marking a 41% growth YoY. New protection business (Health + Term insurance) grew 44% in Q3 FY24.
- ₹ c.359# Cr ARR renewal revenue^ which typically has 85% Margins
- Our consistent efforts to improve customer service and claims support are paying off with multiple heartening customer appreciations and continue to be reflected by a CSAT* of 88% for Q3 FY24
- 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 in 117 cities
- Continued focus on product & process innovation
- Increasing efficiency of operations
 - 80%+ of Motor (four and two wheeler insurance) and travel insurance transactions continue to be unassisted
 - 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

- Paisabazaar continues to cater to India's diverse consumer segments for their varied credit needs. We are India's largest comparison platform for credit products, offering wide choice, ease of access and transparency to consumers
- We are currently at a loan disbursement ARR[^] of ₹ 14.3k Cr and card issuance ARR[^] of about 5.6 Lacs
- About 4.12 Cr consumers from over 820 cities & towns across India have accessed their free credit score on our platform till date, representing over 15%^{#*} of India's active credit score consumers
- 75%+ disbursements from the Paisabazaar platform are to existing customers^{\$*}, demonstrating strong customer trust, leading to repeat behavior
- Lending business is transformed post COVID with strong margin focus and is now adjusted EBITDA positive since Dec-22, consistently improving margins
- Our co-created strategy, which aims to cover unmet consumer needs and market gaps, is shaping up well with all products gaining good traction. Our co-created products provide us with a trail revenue stream, helping us build a healthier business. Our trail revenue is at >15%* of total revenue, expected to expand further
- Digitization is becoming significant in Lending – currently led by Credit cards where 75%+ of Cards issued in Q3 FY24 were through end-to-end (E2E) digital processes*. As digitization expands across the industry, platforms like ours would continue to benefit

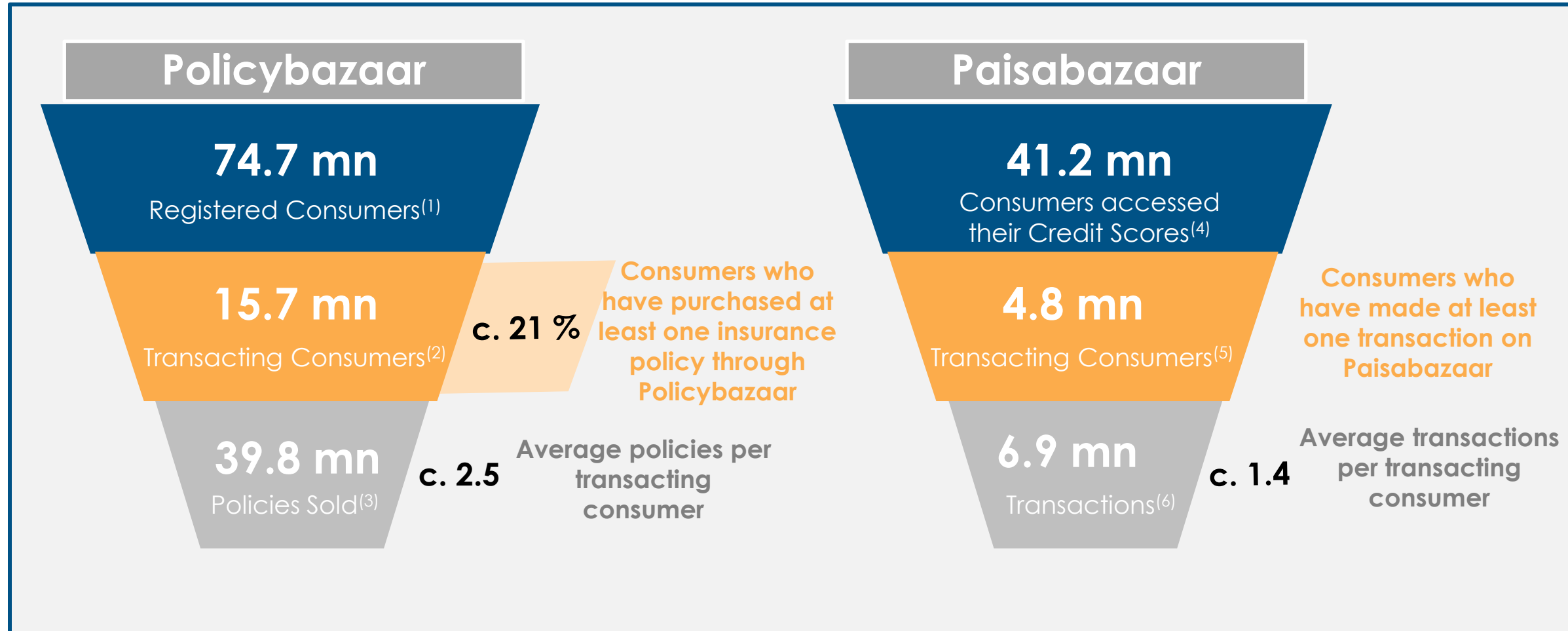
[^] ARR of Q3 FY24

* Management estimates

[#] Consumers having at least 1 active trade line; 12-month average

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

Two leading consumer destinations



1. Consumers registered on Policybazaar platform as of Dec 31, 2023
2. Cumulative number of unique Consumers who bought at least one product on Policybazaar since its inception till Dec 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 Dec 31, 2023
4. Consumers who accessed their credit scores through Paisabazaar till Dec 31, 2023
5. Cumulative number of unique Consumers who made at least one transaction on Paisabazaar since its inception till Dec 31, 2023
6. Cumulative number of transactions made on Paisabazaar since its inception till Dec 31, 2023

policybazaar.com

INDIA'S LARGEST MARKETPLACE FOR INSURANCE



93%
Market share
(online aggregators)[^]



₹ 4,261 Cr
Insurance premium
(Q3 FY24)

15.7mn
Transacting Consumers
till date



39.8mn
Insurance Policies sold
(till date)

₹ 17k Cr
Insurance premium
(ARR Q3 FY24)

52
Insurance
Partners



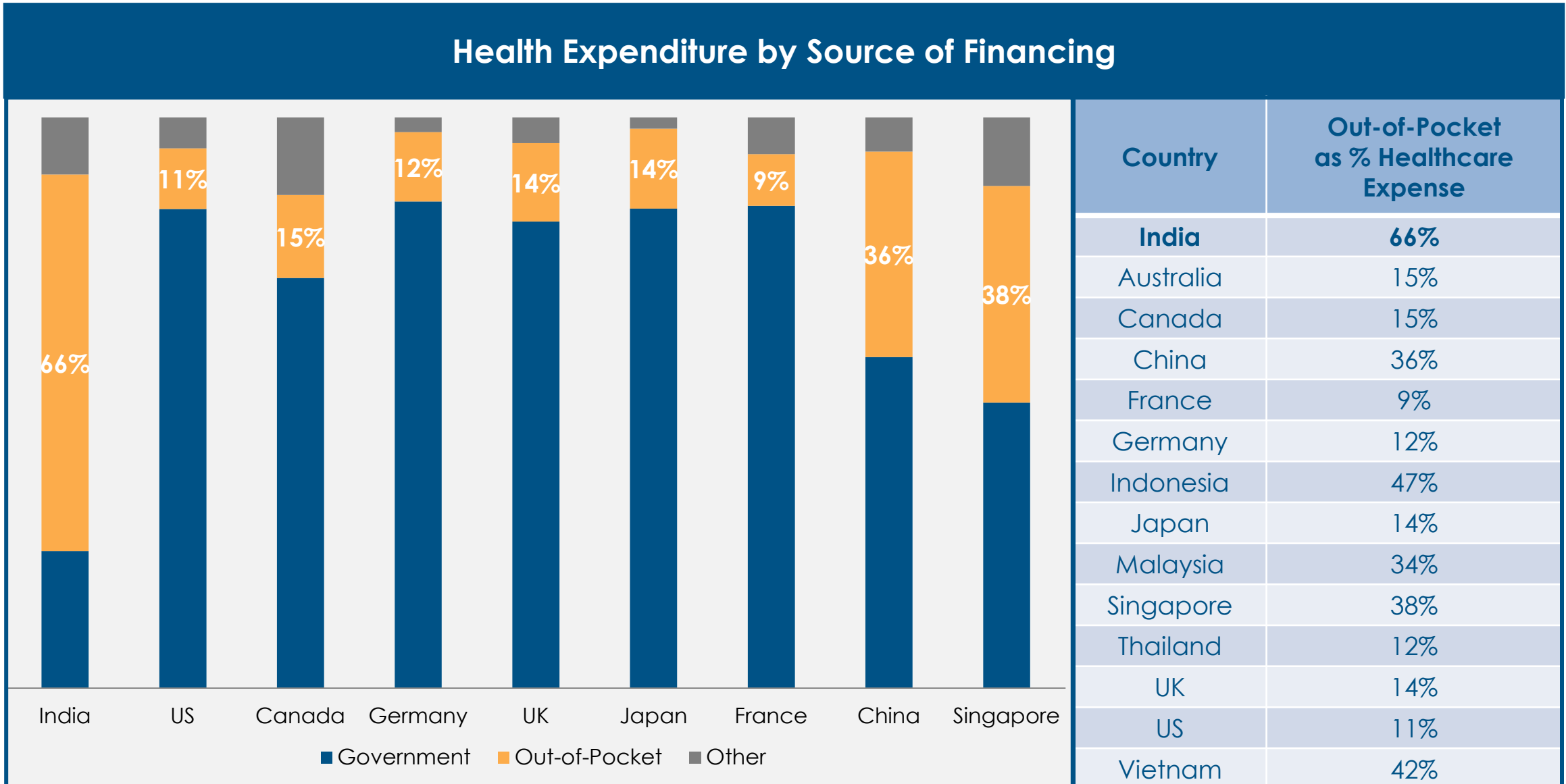
44%
Protection (Health & Term)
new premium growth

[^] 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

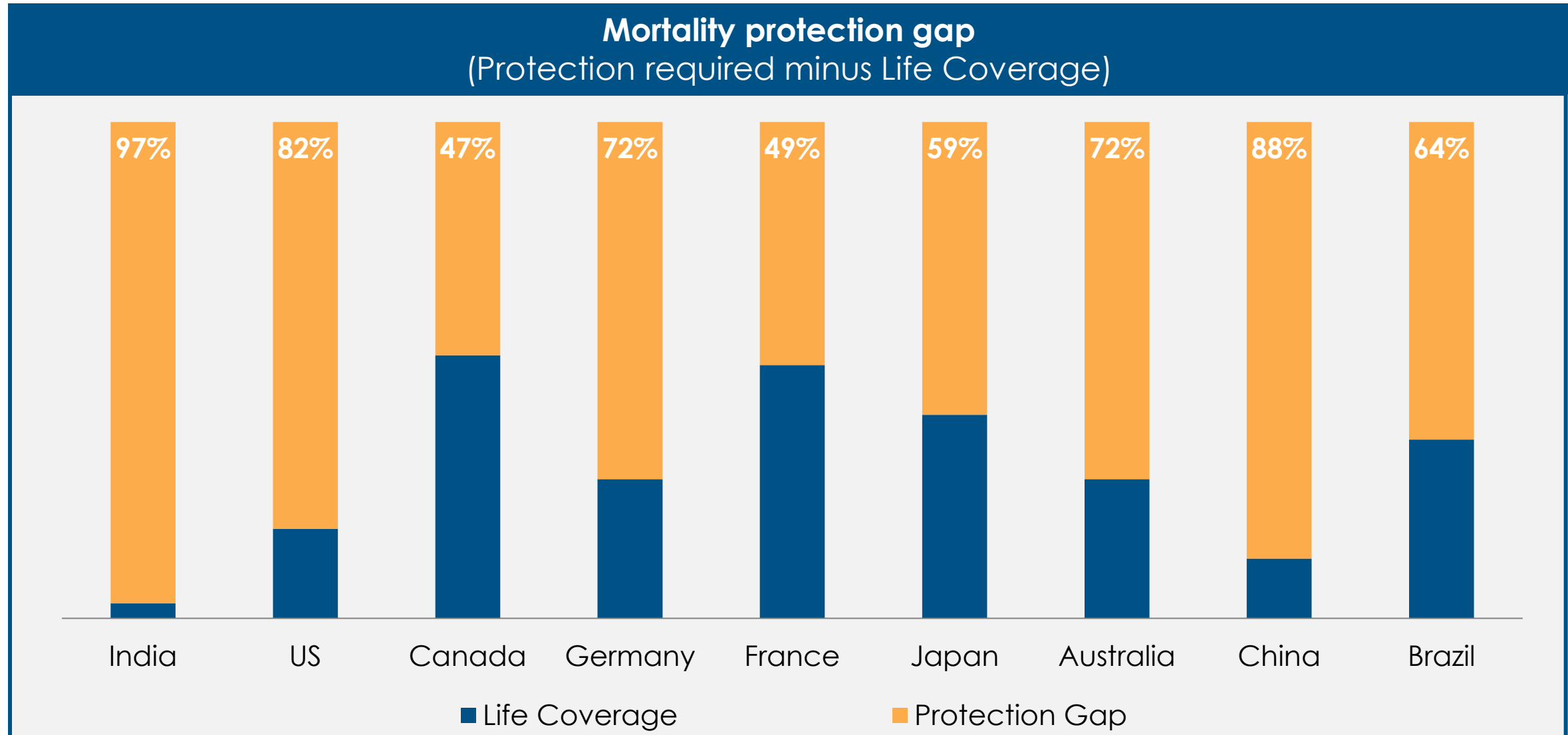
66% of Health expenditure is Out-of-Pocket: Big opportunity for Health ins

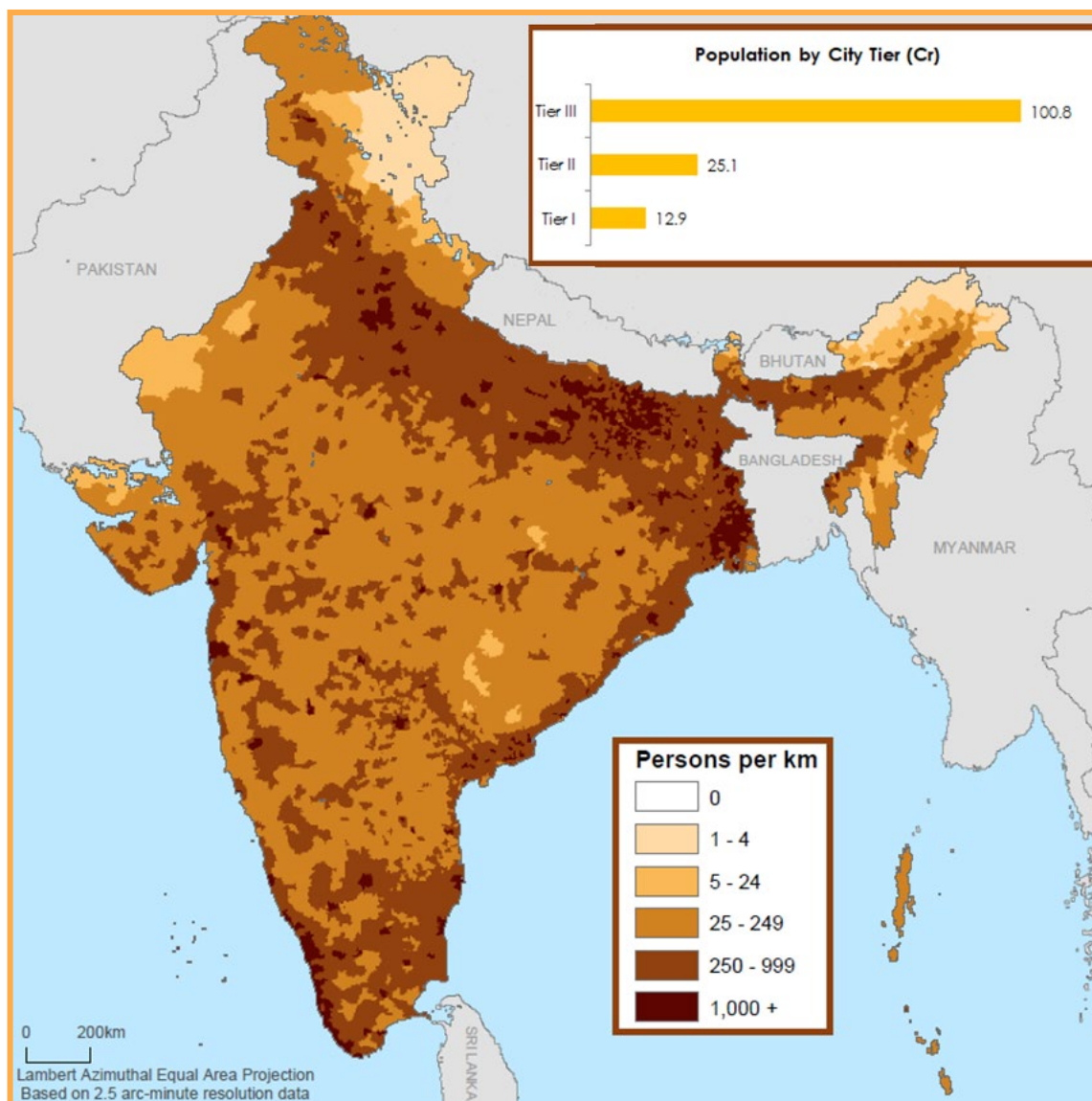


Note: Source – Swiss Re Report on Health Protection Gap, OECD

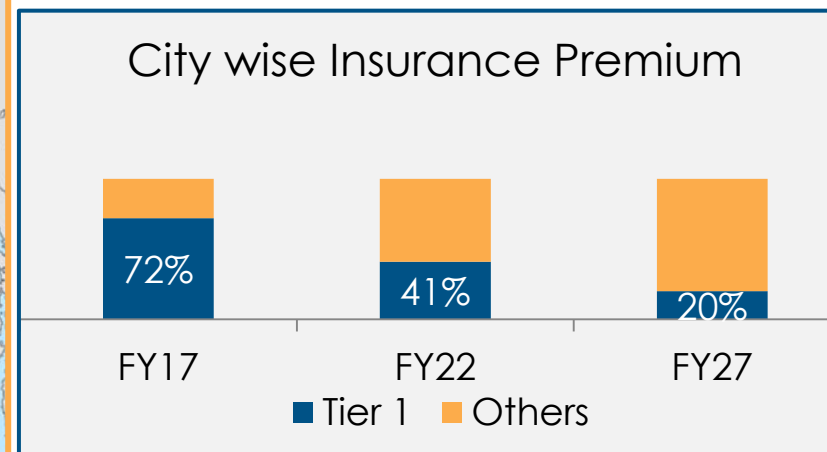
India continues to have one of the widest protection gaps (97%)

Only 3% Life Coverage: Big opportunity for Term Insurance





Geography	Penetration (%)			Density (USD)		
	Life	Non-Life	Total	Life	Non-Life	Total
USA & Canada	2.7	8.6	11.3	1,999	6,416	8,415
Advanced EMEA	4.3	3.0	7.4	1,957	1,351	3,308
Emerging EMEA	0.6	1.0	1.5	30	49	80
Advanced Asia Pacific	5.4	3.1	8.6	1,964	1,133	3,096
Emerging Asia	2.1	1.6	3.6	131	98	229
World	2.8	4.0	6.8	354	499	853
India	3.0	1.0	4.0	70	22	92



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

Challenges faced by the insurance industry

Human Intensive Operations

Dependence on high cost physical distribution

Information Asymmetry

Blanket Portfolio Underwriting

Policybazaar Offering

Tech enabled processes
Data backed innovation

Digital distribution
Sharp risk assessment

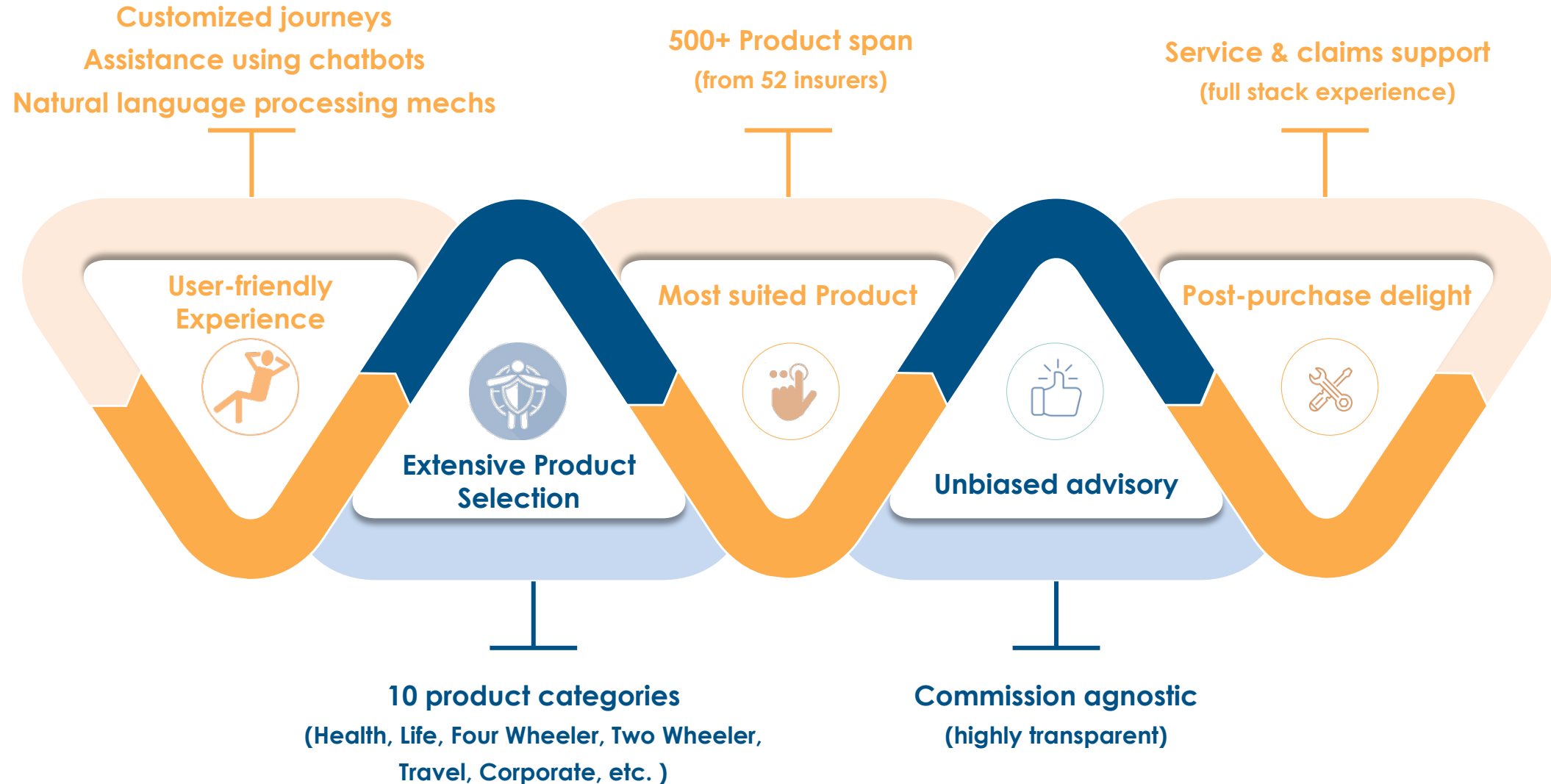
Product & process transparency for consumers
Risk transparency for insurance partners

Data based customized underwriting
Digitized & personalized claims experience

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 & technology to create best in class products & experiences



High quality customer disclosures

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



Extensive historical data

- **15 years digital vintage**: Rich data on customers & claims variables
- **15.7mn transacting customers** since inception



Enhanced scoring using digital data

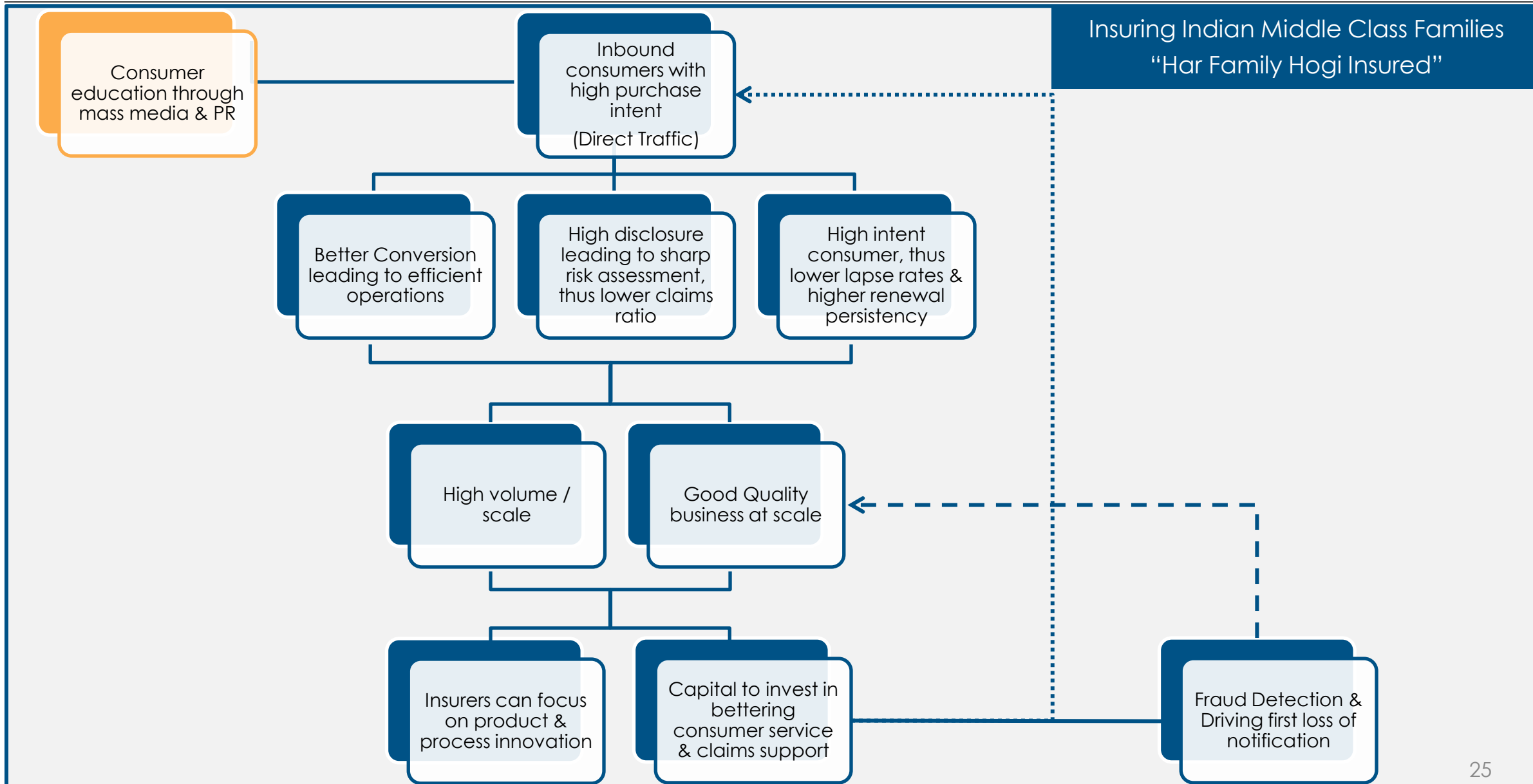
- Intricate data collected by PB which is unavailable in an offline environment
- Risk pricing simulation: Use of **digital variables exclusive to PB** in addition to traditional variables; niche/customized product conceptualization
- **Risk scores** calculated for **fraud** and shared with insurers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



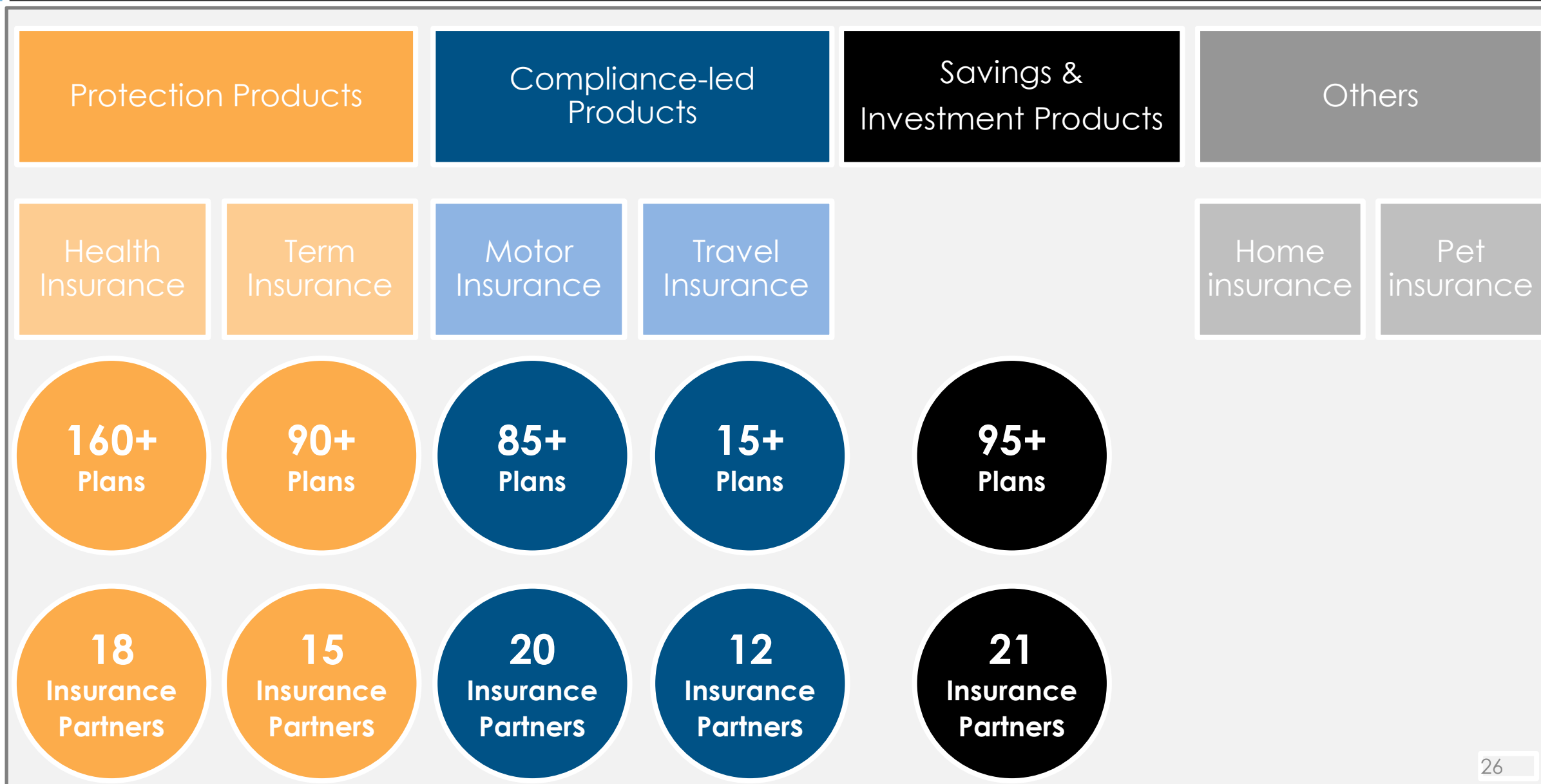
Rich insights from voice analytics

- **100% of calls converted** to text & analysed for behavioural insights, thus sharp risk assessment for insurers
- **Reducing false positives** through customer conversation tone analytics

Our business model



Our offering



Term insurance

New-age products for all consumers

Salaried consumers



policybazaar.com

Kal Kisi Ne Nahi Dekha

Secure Your Family's Tomorrow With

₹1 Crore

Term Plan

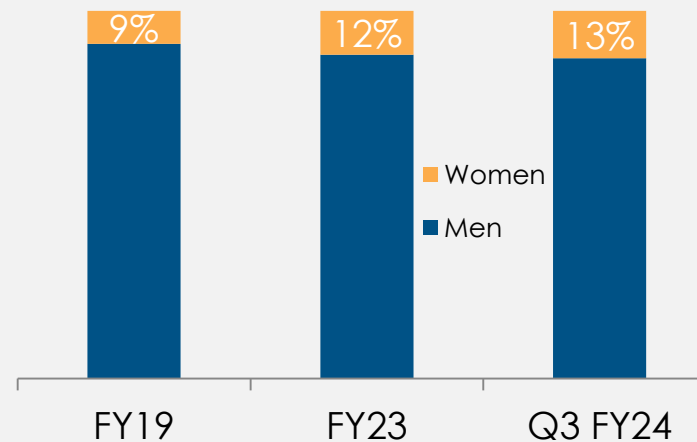
Get an online discount of Up To 10%*

[View All Plans](#)

A wide variety of offerings
Zero cost Term Plan

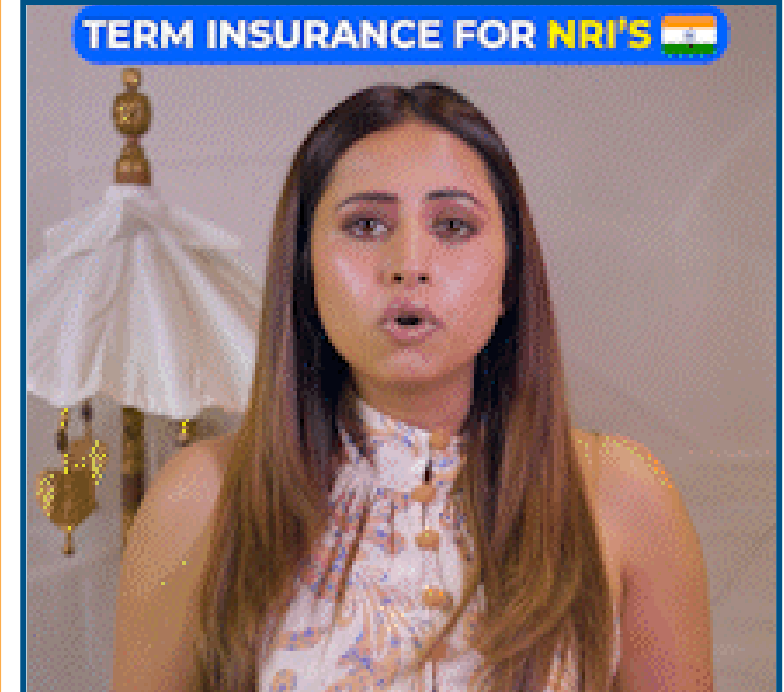
Women, Housewives & Self-employed consumers

Term Insurance Buyers



- Term insurance plans for housewives with ₹1 Cr Sum Assured
- Special plans for women including Critical Illness Covers like Cervical Cancer, Breast Cancer
- Surrogate underwriting using non-conventional variables for self-employed

NRI consumers



TERM INSURANCE FOR NRI'S 🇮🇳

Affordable & comprehensive plans
for NRIs and PIOs

Health Insurance

Catering to all insurance needs: Special products

Customized plans for special needs

Consumers with Pre-Existing Diseases get Day 1 cover, Maternity Plans, Rider offers

Need coverage for **CANCER**?

We have health plans that'll cover your treatment

[View plans](#)



Do you **SMOKE**?

You can still get Health Insurance!

[View plans](#)



Suffering from **SUGAR**?

Health insurance can cover your Diabetes from **Day 1**

[View plans](#)



Planning to Start a **FAMILY**?

Buy maternity insurance now to cover your pregnancies in future!

[View plans](#)



Policy Cover not **ENOUGH**?

Get a health plan that restores your cover every time you fully use it.

[View plans](#)



Global Health Cover



Senior Citizen Plans

policybazaar.com
HAR FAMILY HOGI INSURED

Get Your Parents Health Insurance

30 minutes Claim Assistance

- ✓ Free Health Check-up
- ✓ Free OPD consultation

Room Rent Waiver

Hospital Cash Benefit

Critical Illness Cover

Personal Accident Cover

R
I
D
E
R
S

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

An assortment of offerings to suit all consumer needs

Capital Guarantee Solutions

Market Linked Plans with Capital Guarantee

Instant Tax Receipt



Capital Guarantee Solution

Get Details >

10 Yr Returns
21.6%

Midcap Momentum Index Fund

Lumpsum Payout*

₹5.77 Cr

If you had invested 20 yrs ago

New Fund Offer - ₹10 NAV Last 2 Days Left

1 More Plan v



Capital Guarantee Solution

Get Details >

10 Yr Returns
16.6%

Midcap Index Fund

Lumpsum Payout*

₹2.87 Cr

If you had invested 20 yrs ago



Plan Comparison



Fund Comparison



Get Support

Wealth + Health Solutions

New Launch

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

Wealth + Health Solution



10 Yr Returns Lumpsum Payout

18.6%

₹11.4 Cr

In 2053



Health Cover

₹10 L

Guaranteed Plans with return higher than fixed / term deposit

New Launch

Tax Saving ₹5.01 L v



Guaranteed Growth Plan

You Give

₹12 L

in 5 Years

You Get

Tax Free

7.3%

Interest Rate

₹20.6 L

In 10 Years

Get Details >

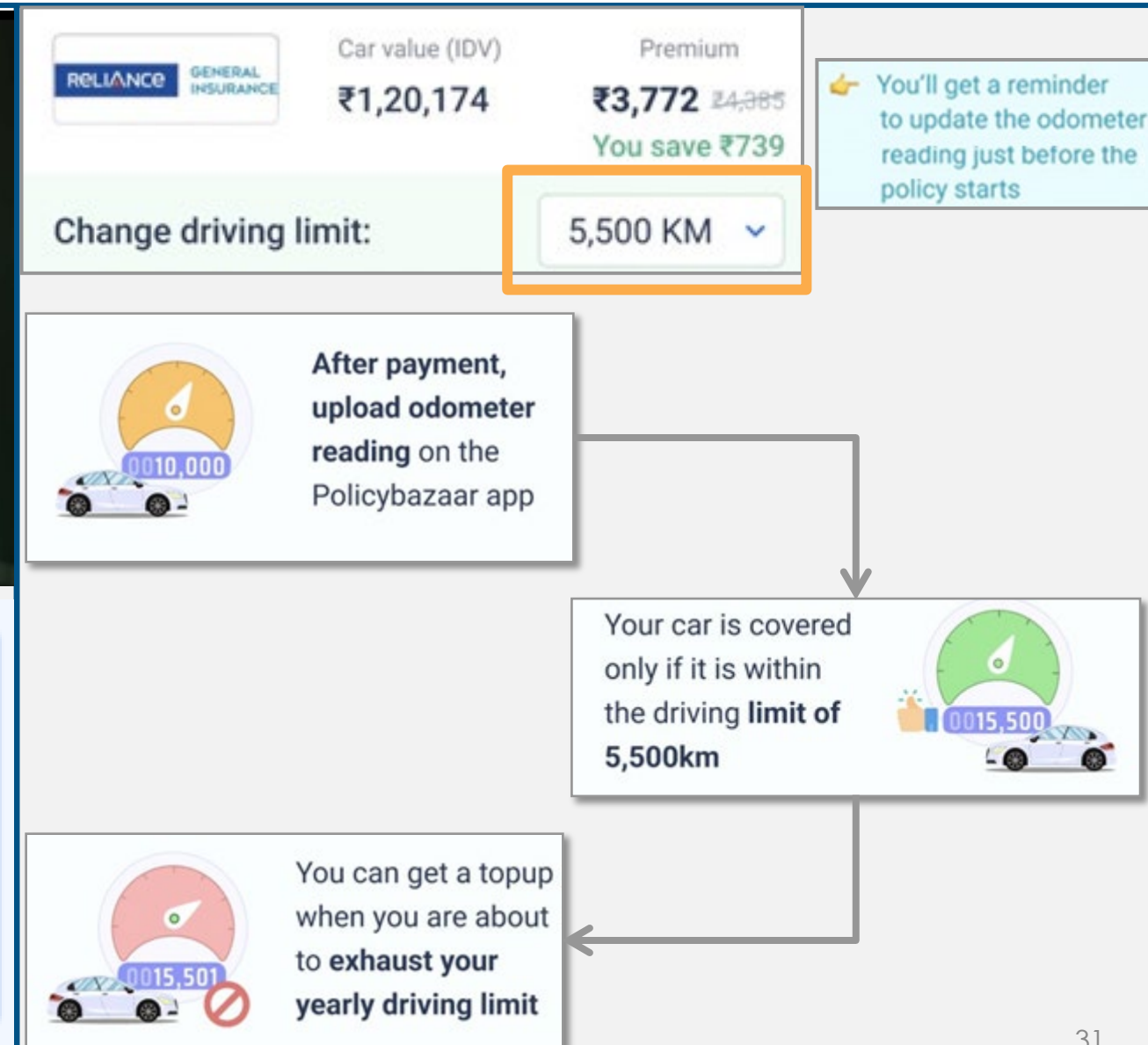
Usage based plans: Pay-As-You-Drive



BUY PAY AS YOU GO CAR INSURANCE ON policybazaar.com

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*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) | PBIB/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](#)

Consumer Connect: Tools & Reminders

Pay As You Go Insurance Calculator

Which car do you drive?

Search car by brands

Popular brands —



MARUTI



HYUNDAI



HONDA



TATA



TOYOTA



NISSAN



MAHINDRA



RENAULT



KIA

Car Depreciation Calculator

Which car do you drive?

Search car by brands

Popular brands —



MARUTI



HYUNDAI



HONDA



TATA



TOYOTA



NISSAN



MAHINDRA



RENAULT



KIA

1

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HAR FAMILY HOGI INSURED

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

Current insurer **digit** Incl. 25% NCB discount

IDV ₹4,81,602 Premium ₹5,182 **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 **digit** 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

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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 **digit** 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 **digit** Incl. 25% NCB discount No inspection required

IDV ₹4,81,602 Premium ₹5,155

Your policy expired on 28 Dec, 2022

Renew now

Segmental Market Reach Approach

Awareness brand campaigns in local / regional languages



Tamil




Telugu

Marathi

Hindi

Malyalam

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

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

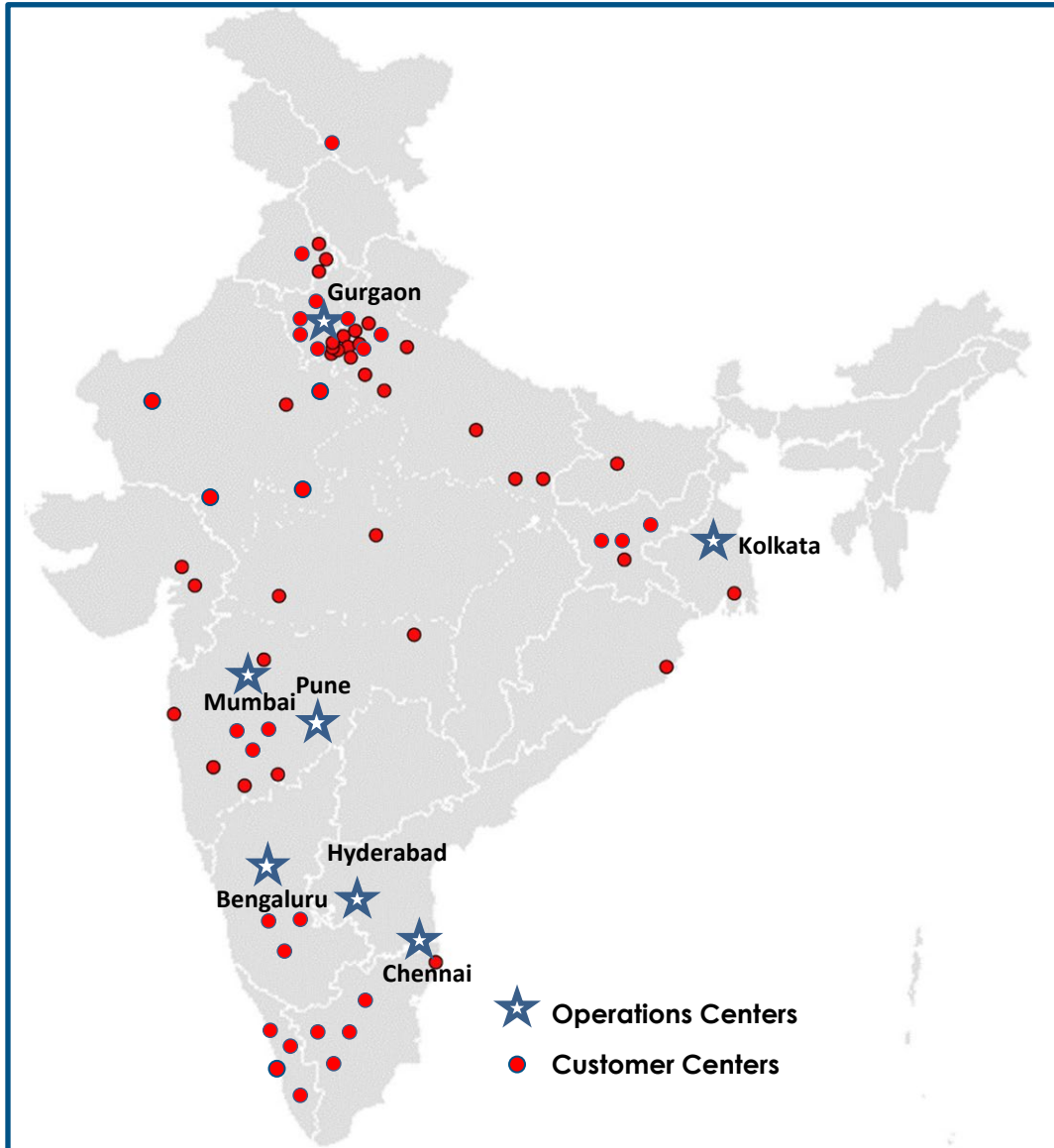


In person

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

Phygital approach: about 90 insurance centers in 61 cities

On-ground sales support in 125+ cities, helping convert better



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



- 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

Technology for Consumers & Insurance Partners

Seamless services using integrations for dedicated & real-time data pipes

PB PLATFORM

CUSTOMER EXPERIENCE LAYER

SALES JOURNEYS

SERVICE MODULE

INSURER INTEGRATION LAYER

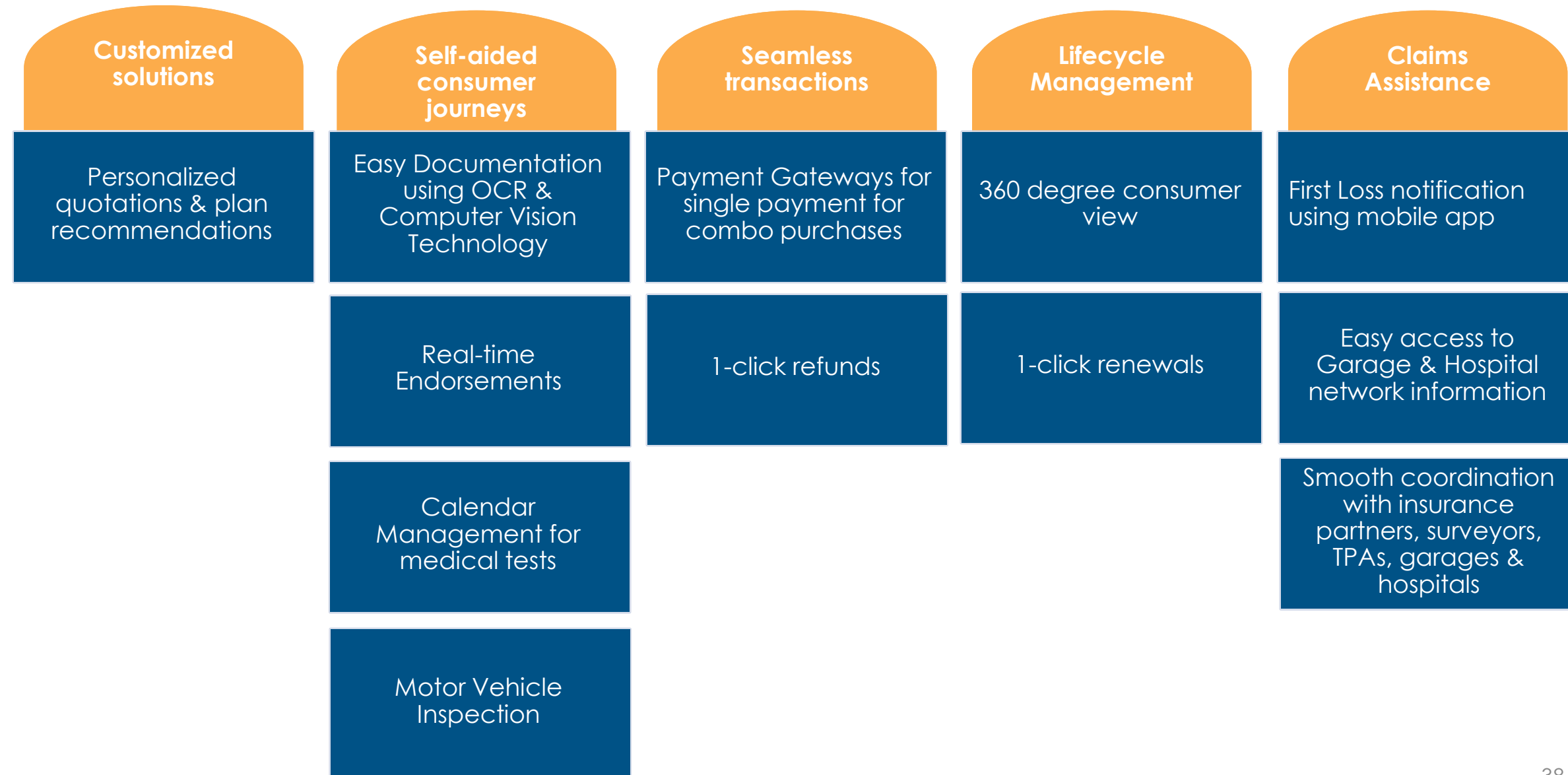
APIs

- Quotes Services
- Proposal Form / Underwriting
- Issuance
- Endorsement
- Claims
- Refunds & Cancellation

Internet

Insurance Ecosystem

Technology solutions for Consumers



Technology solutions for Consumers

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
HDFC Prudential iProtect Smart	1Cr	60 yrs Max Limit: 85 yrs	98.6% ✓ No Medicals	₹1,298 5% Off ₹1,174 monthly ₹13,745 annually Change
HDFC Life 3D Plus Life Option	1Cr	60 yrs Max Limit: 85 yrs	99.0% ✓ No Medicals	₹1,248 5.5% Off ₹1,179 monthly ₹13,710 annually Change
MAX Life Online Term Plus	1Cr	60 yrs Max Limit: 85 yrs	98.7% Tele Medicals	₹1,059 monthly ₹12,038 annually Change
EGON Life iTerm	1Cr	60 yrs Max Limit: 100 yrs	96.4% Tele Medicals	₹981 monthly ₹11,280 annually Change



Payment and Plan Summary

SELECT PAYMENT MODE

☒ Credit Card [Pay using Credit Card](#)

☐ Debit Card

☐ Net Banking

☒ 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

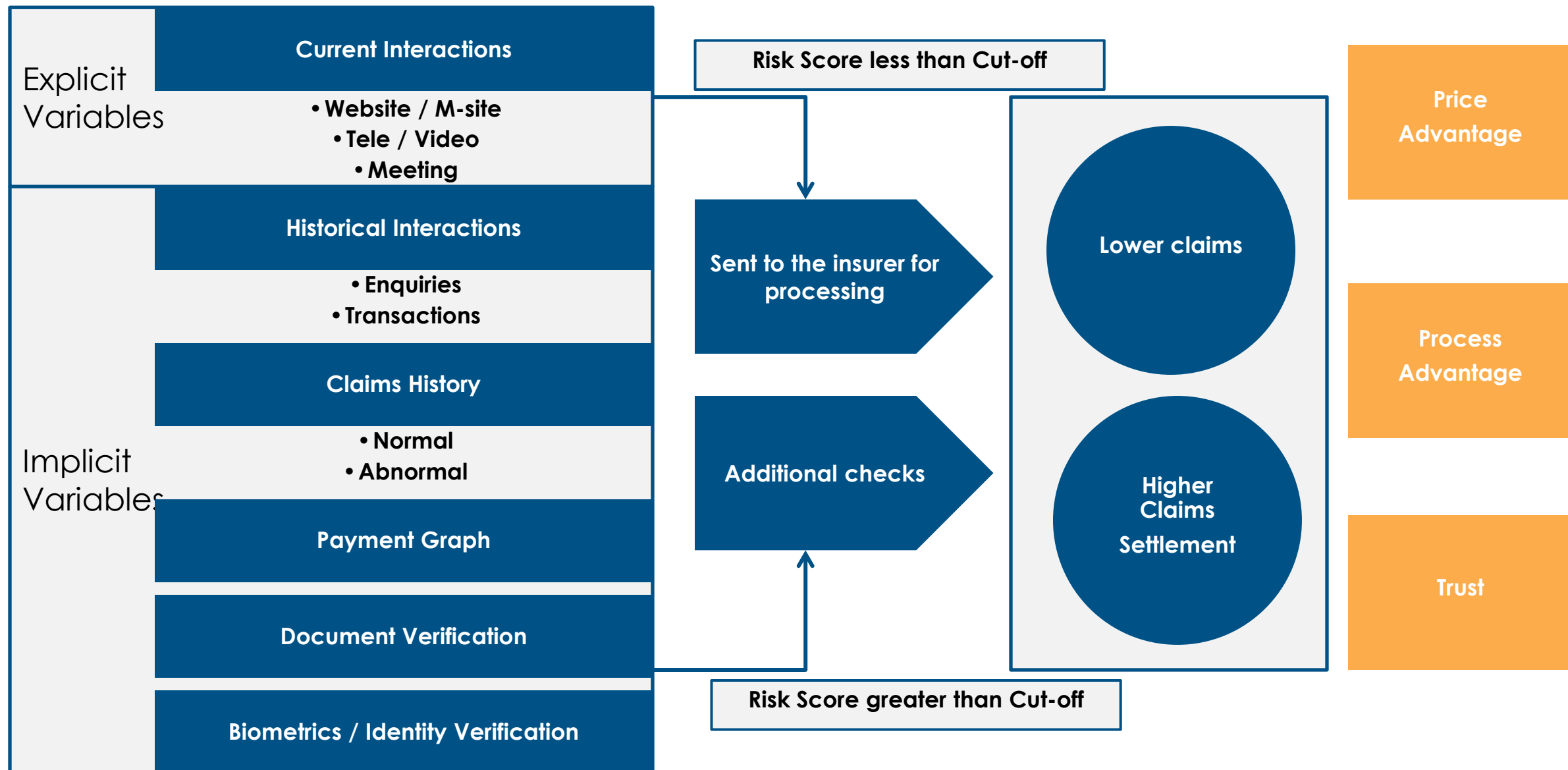


Unique customer journey through Chatbots

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

Technology solutions for Insurance Partners: Risk Assessment

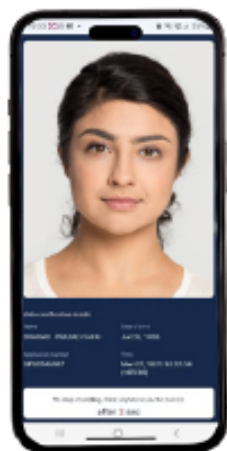
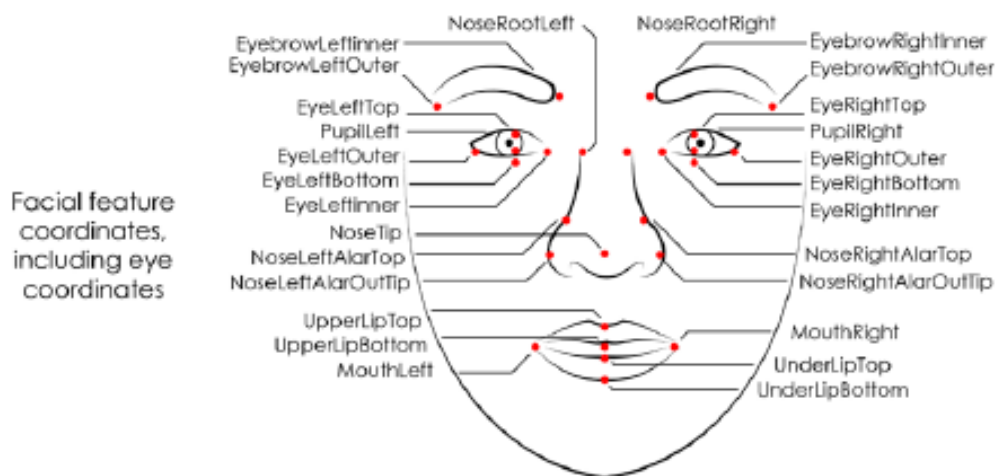
AI based risk framework used to detect fraud



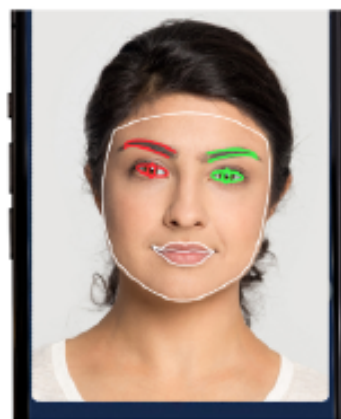
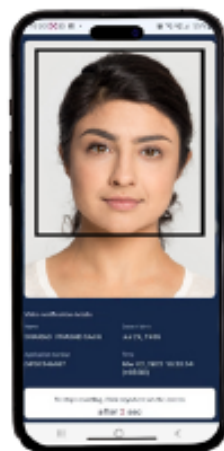
Technology solutions for Insurance Partners: Risk Assessment

AI based risk framework used to detect fraud

Liveliness checks Models- Deep fakes detection

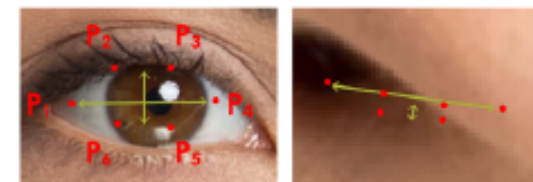


Face detection using Caffe (Deep learning based Face detector)



1. Face stillness check across all frames [using relative movement of facial coordinates]

Eye blink detection across all frames [Using (EAR) eye aspect ratio logic]



Lip Movement detection across all frames [Using relative movement between Lip top and below coordinates with (considering horizontal distance)]



Eye gaze detection across all frames [on movement of iris region across eye space]



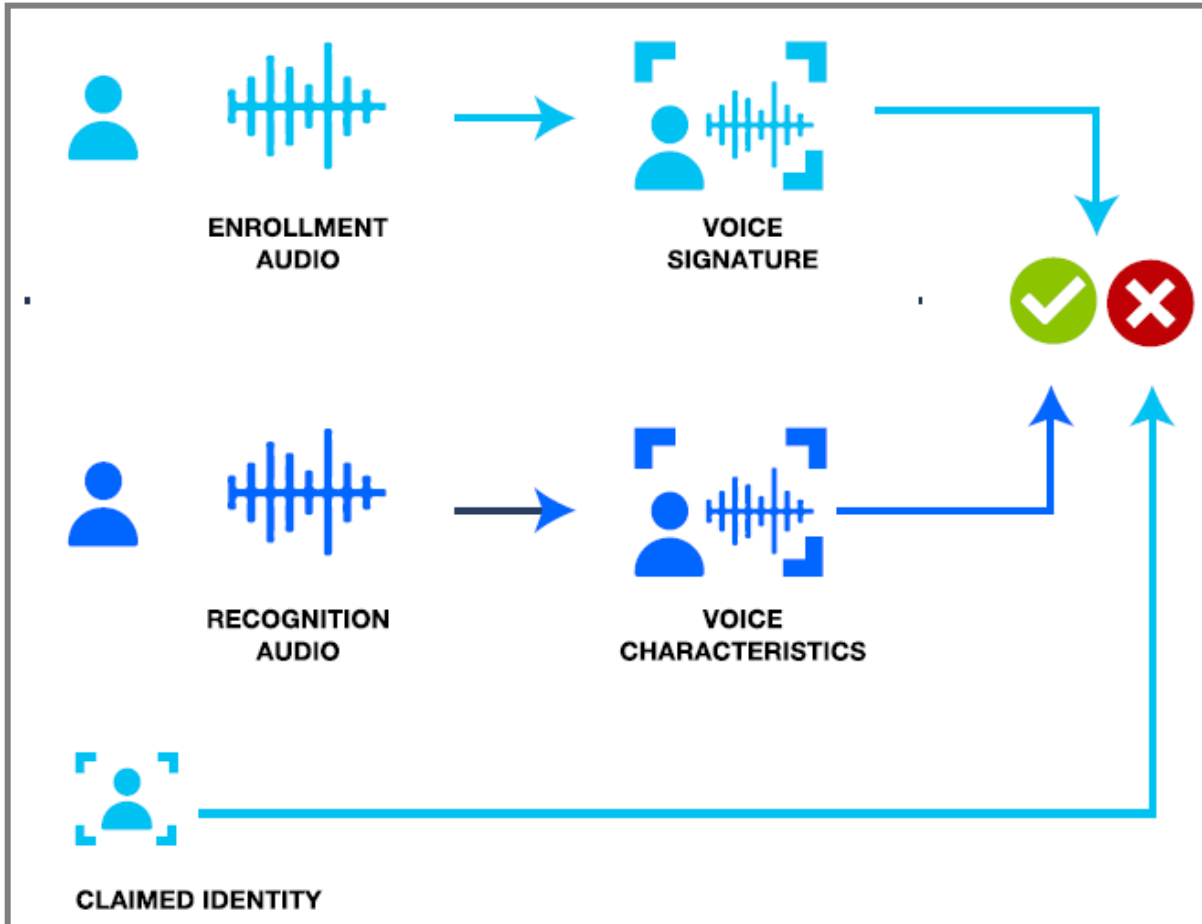
Hand Raise detection across all frames Optional check [As pb suggests for hand raise too while video capture]



Technology solutions for Insurance Partners: Risk Assessment

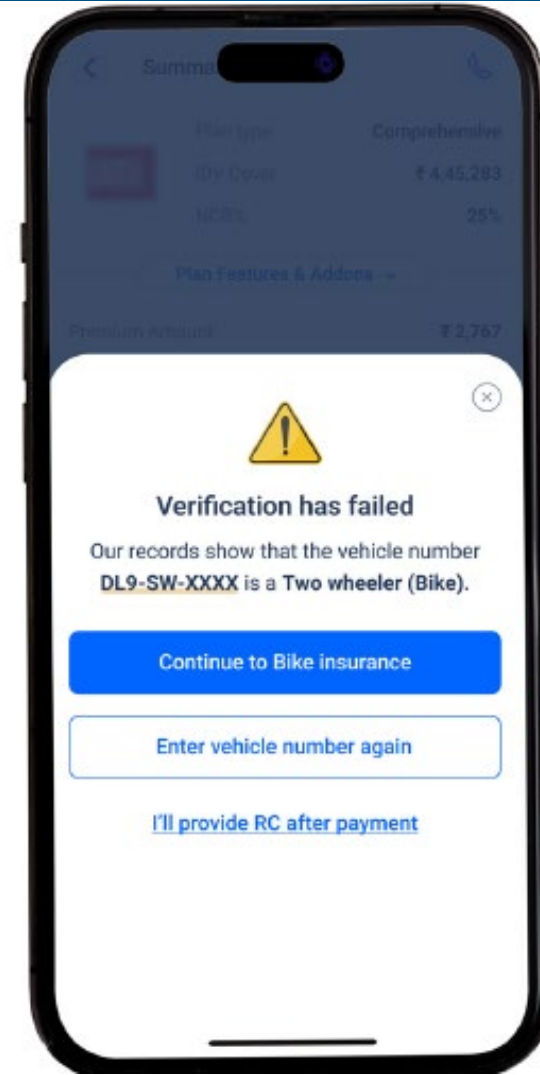
AI based risk framework used to detect fraud

Voice Matching



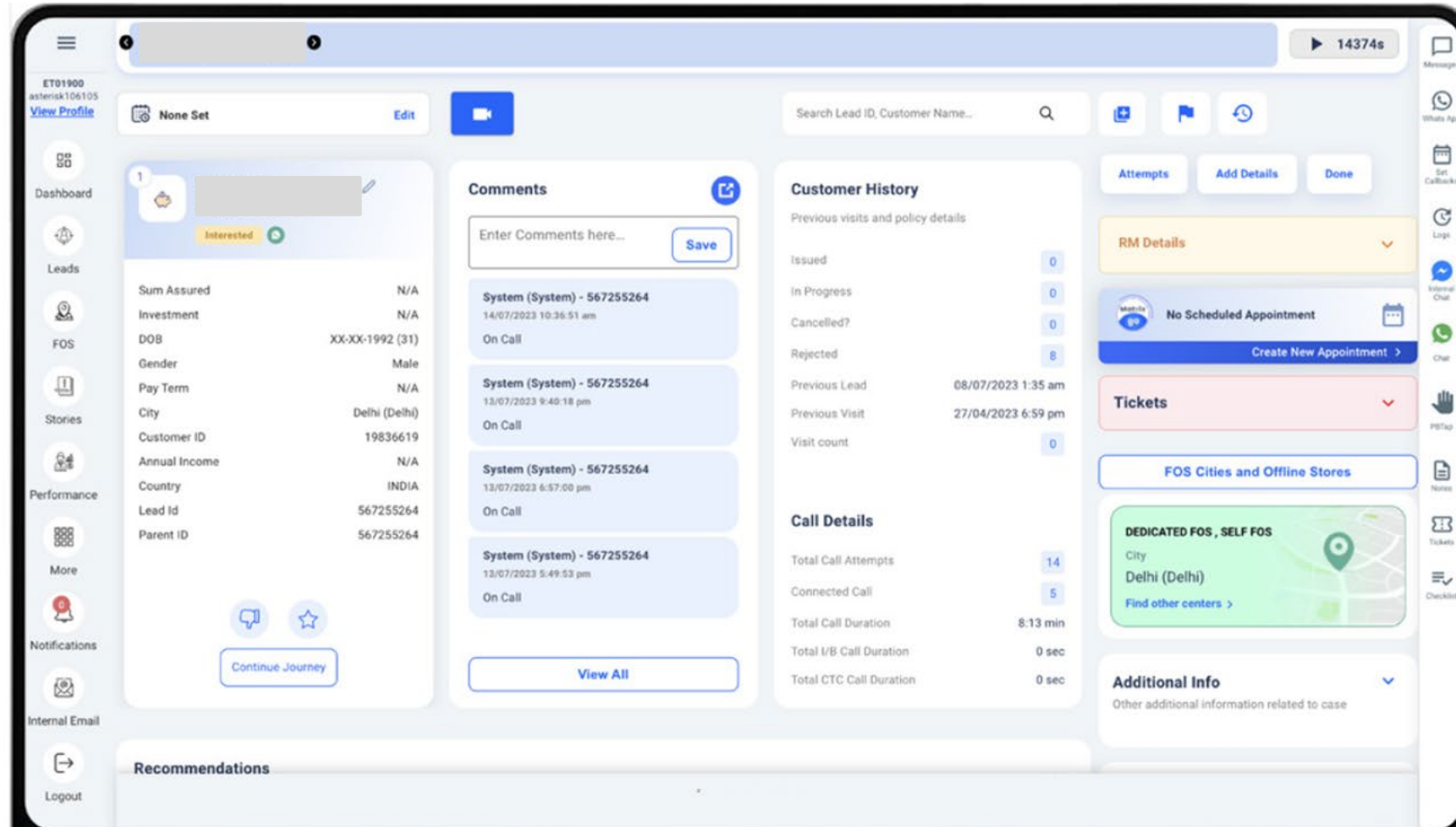
Voice biometrics of Pre-Issuance Video Call
matched with sales call data

Verification with Public Databases



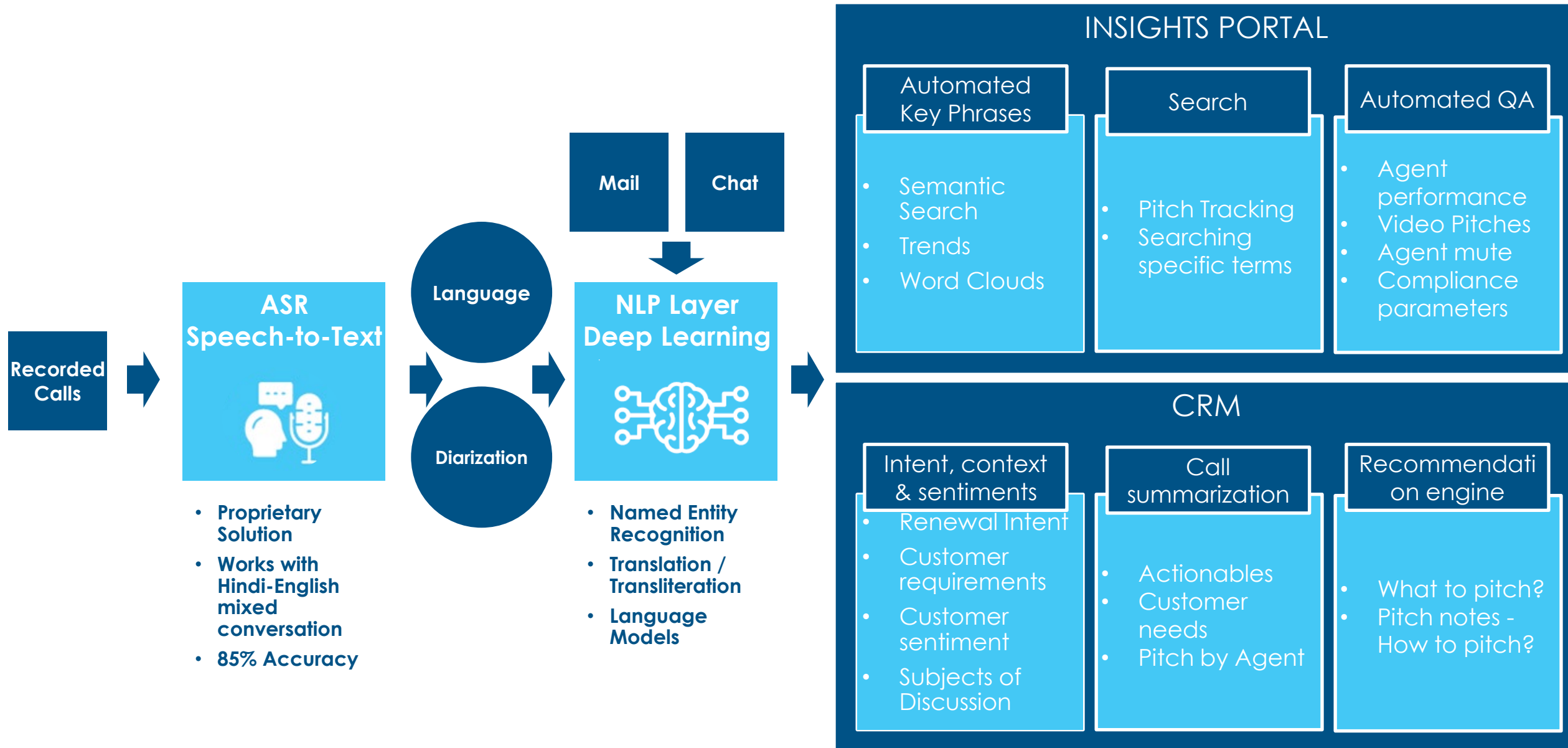
Proprietary solutions: CRM, Dialer, Reporting & Analytics

Proprietary systems for lead management & booking management

System conducts
“Intent Analysis”Match
Lead-score
with
Agent-scoreAuto-allocation
of leads, system
based DND
mode, call
remindersML based voice
analytics for
Pitch Quality
Check

Technology for Operations

NLP models for efficiency & quality



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



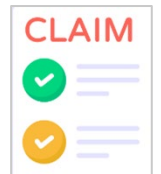
Service Experience

- 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

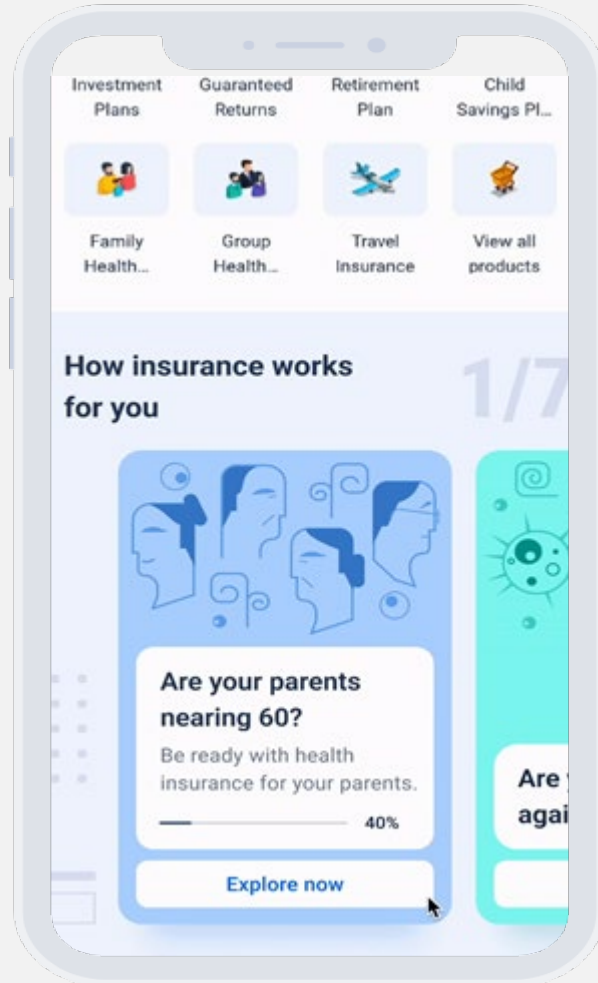


Claims management

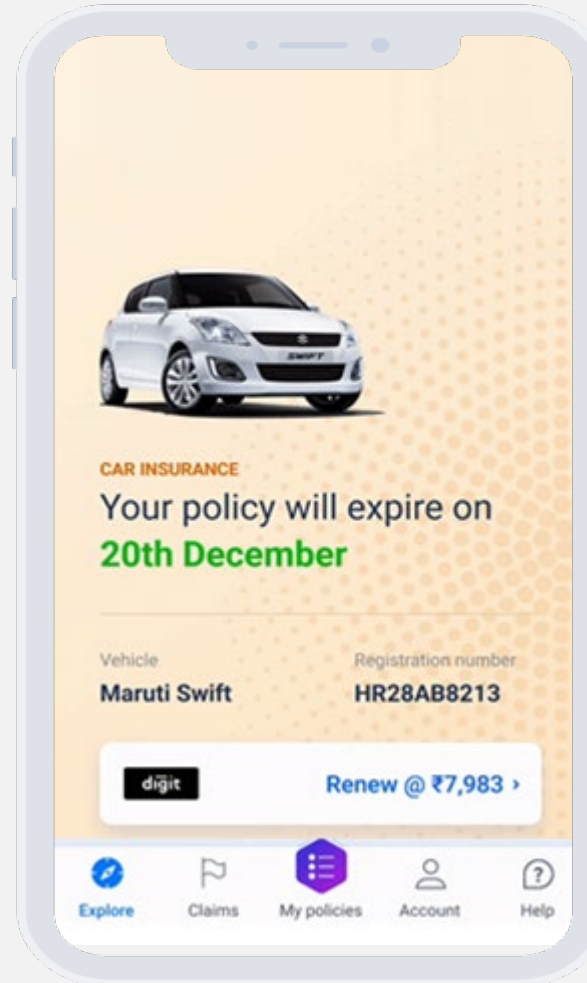
- On-ground support for Health & death claims in 117 cities
- App-based claims assistance during motor insurance claims, seamless coordination with consumer / surveyor / garage / insurer
- Assistance at the time of maturity for savings products

A wholesome experience in the App

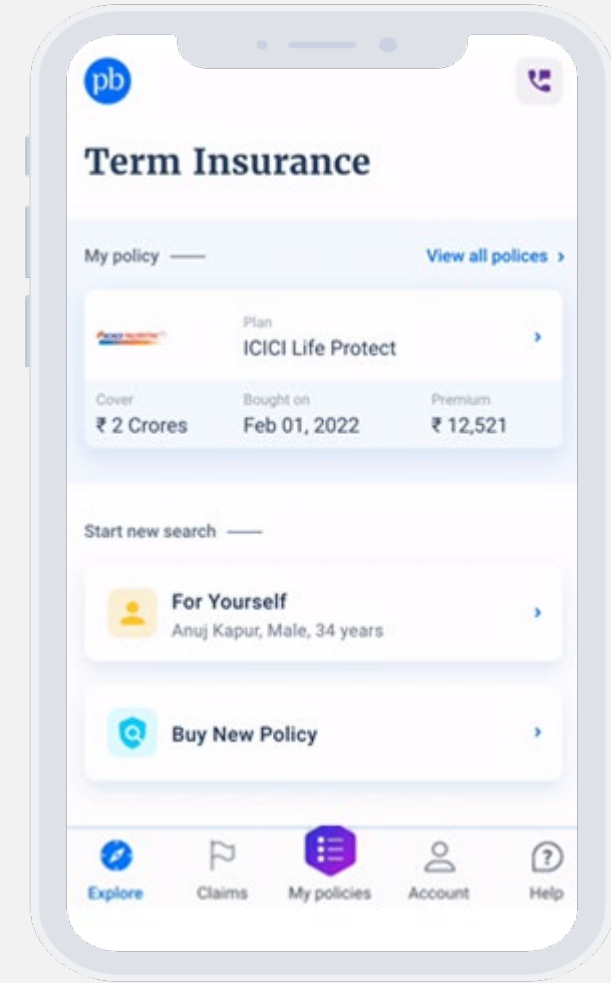
Consumer Education / Awareness



Renewals



Policy Management



Claims Assistance: popularized through media campaigns



policybazaar.com

HAR FAMILY HOGI INSURED

Get cashless claims at
15,000+ hospitals
 for your Health Insurance

On-ground dedicated assistance at the time of claims

policybazaar.com
HAR FAMILY HOGI INSURED

We Provide
30 Minute*
Claim Support

- On Ground Support
- Dedicated Claim Specialist



Health Insurance

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		Ludhiana		Mohali	
Mr. Mishra	Mr. Roshan	Mr. Pandey	Mr. Kunal	Mrs. Narang	Mr. Sandip
Claim Beneficiary	Policybazaar Executive	Claim Beneficiary	Policybazaar Executive	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 117 cities
Walk-in stores in 60+ cities

Dedicated relationship manager
for online & offline support

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

Claims Grievance Redressal Day

Claims Samadhan Diwas

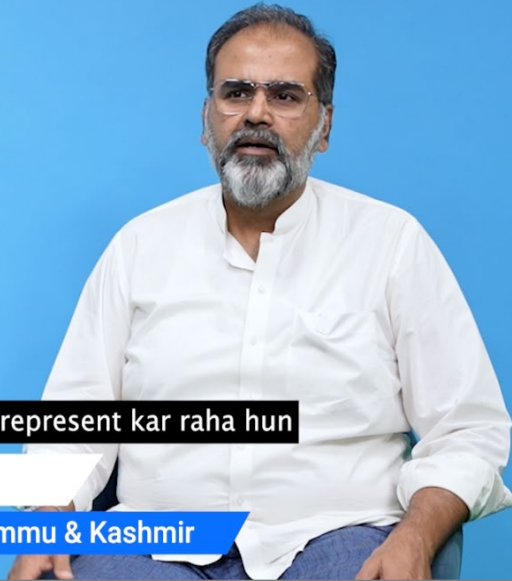
CLAIM SAMADHAAN DIWAS

policybazaar.com
HAR FAMILY HOGI INSURED



**ON THE SPOT
SETTLEMENT OF
CLAIMS FOR 29
CUSTOMERS
AMOUNTING
TO THE TOTAL
₹ 31.15 LACS**

policybazaar.com
HAR FAMILY HOGI INSURED



Main Basir hun, main represent kar raha hun

Ahmed Basir
Policybazaar Customer | Jammu & Kashmir

**Real-time re-assessment of repudiated / rejected claims
In a tripartite conversation with the insurance partner, consumer and Policybazaar**

Garnering consumer trust by assisting during the moment of truth – claims
Receiving thousands of appreciation / gratitude emails from consumers every month

Claims Assistance

Handy kit for claims

Physical card sent to the customer, which they can safely keep with themselves or with the nominee (for use at the time of claims)



Special Recognition cards sent to all customers



Awards & Recognition

Best Claim Support Initiative for Claim Samadhan Diwas
Silver Feather Awards



2023 Best Brand Awareness/ Brand Identity Campaign/
Best use of Television



2023 Best BFSI Campaign



Best use of consumer tech for PB Meet
ETBFSI Awards



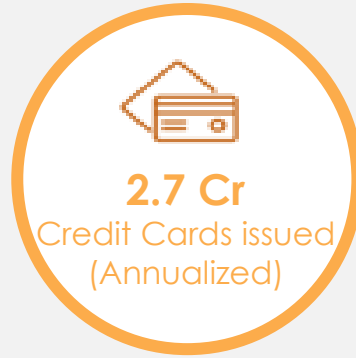
2023 Best InsurTech



paisabazaar.com

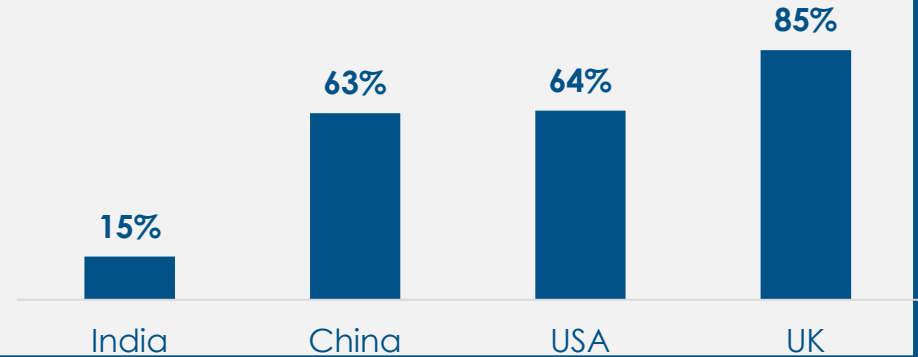
Large, underpenetrated & growing retail lending industry; digital growing faster

Large Consumer Credit Market#..



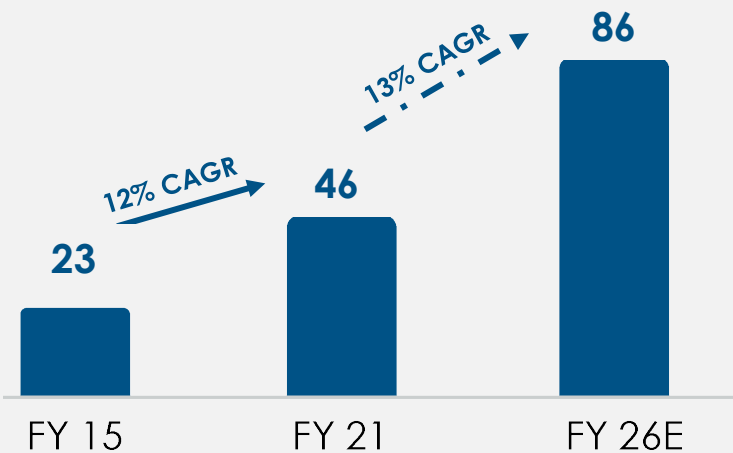
..is underpenetrated

Household debt to GDP ratio^

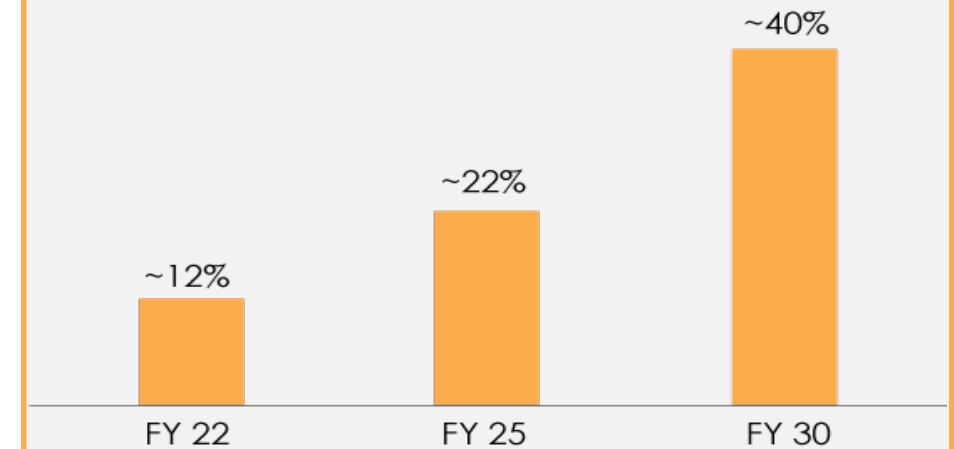


Growing fast..

Consumer credit market# (Lac Cr)



..with an increasing share of digital*



#Management estimates

^CEIC data

*Google Temasek & Bain report 2023

Paisabazaar offering consumers wide choice & ease of comparison

Solving structural problems by keeping consumer at the core

Consumer Pain-points



Difficult to find best offer



Lack of transparency, fairness



Lack of assistance



Delays & intensive paperwork

Paisabazaar Advantage



Transparent & Neutral Comparison

Credit offers from 65+ partners



Relevant Offers Rank-ordered

Powered by SmartMatch



End-to-end assistance

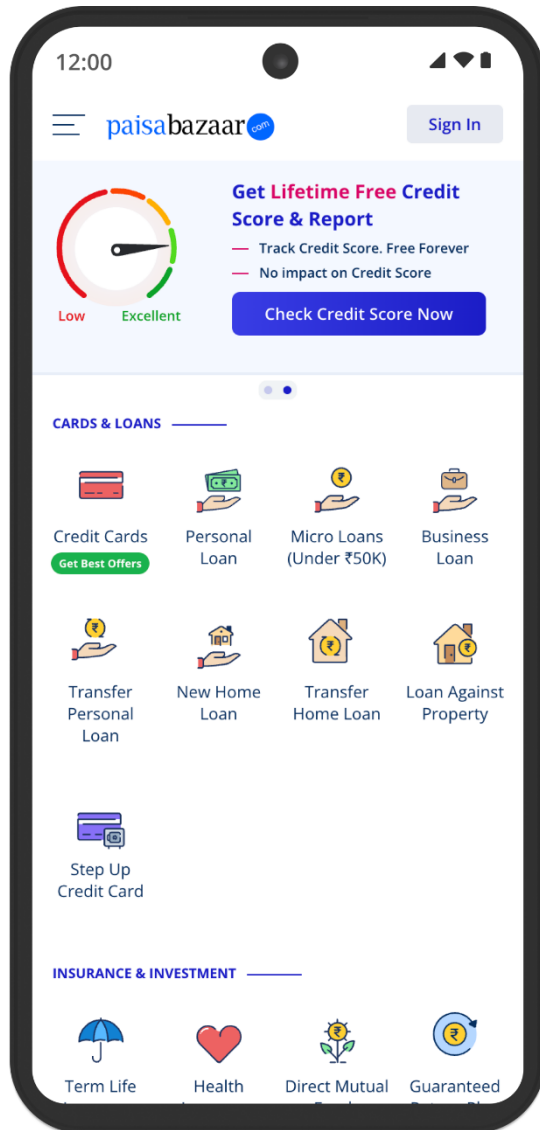
With 'right', personalized advise



Seamless onboarding

E2E digital processes, instant approval

Paisabazaar: Platform of Choice for India's credit needs



Independent, unbiased & transparent platform with E2E assistance

Best offers always, including Bank Pre-approved offers

Industry-first SmartMatch algo to help find most relevant offers

>15%* of India's active credit score[^] consumers on Paisabazaar

~8%* of Credit enquiries in India happen on Paisabazaar

Paisabazaar: India's **largest** comparison platform for credit products



21 Lacs
Monthly Enquiries
(credit products) ^



18 Lacs
Transactions ARR^



Consumer enquiries^ from
1,000+ cities

India's largest
credit score awareness initiative

4.1 Cr
Credit Score consumers^



21.2 Lacs
New consumers added in
Q3FY24



₹14,300+ Cr
Loan disbursements*

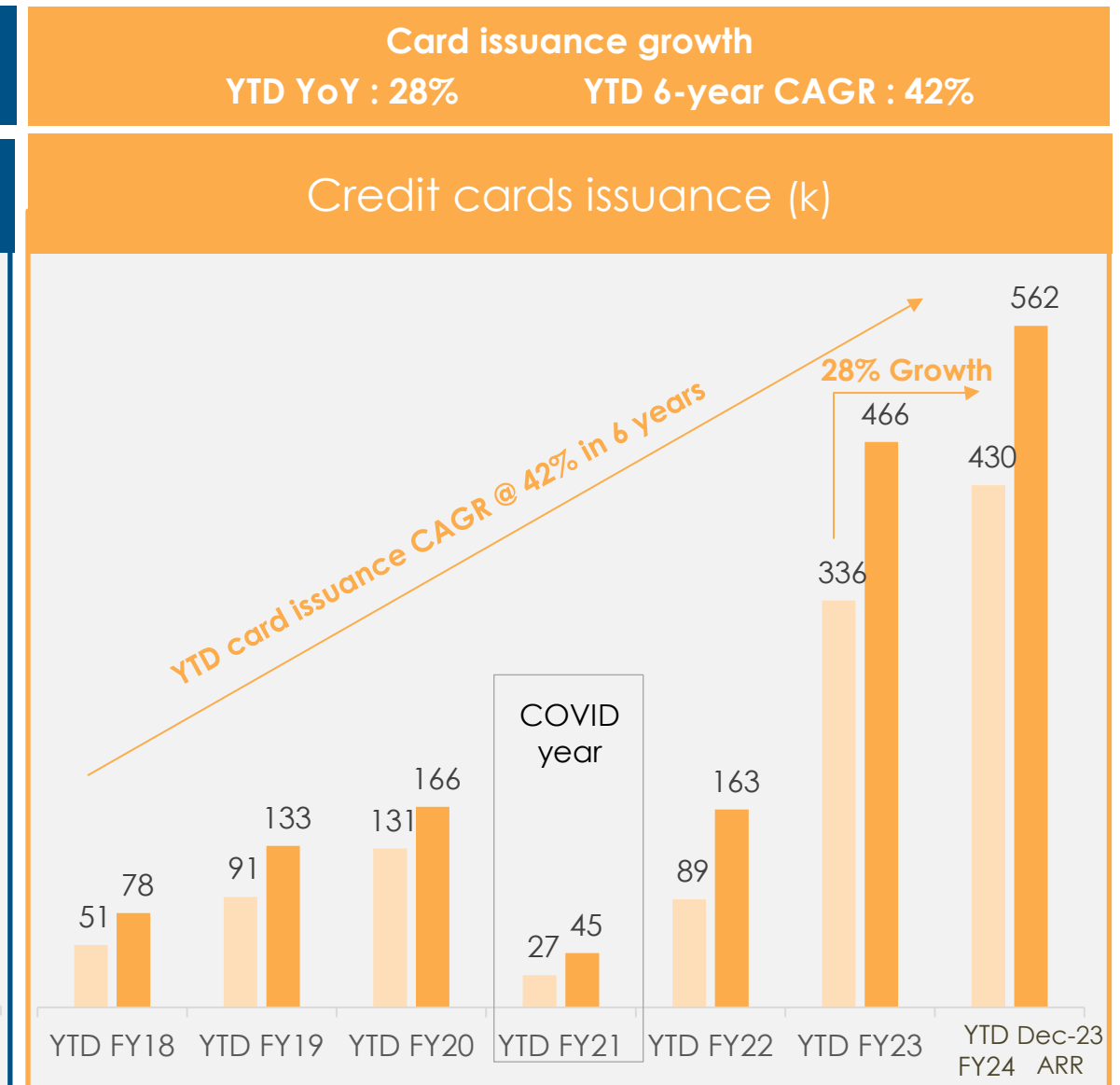
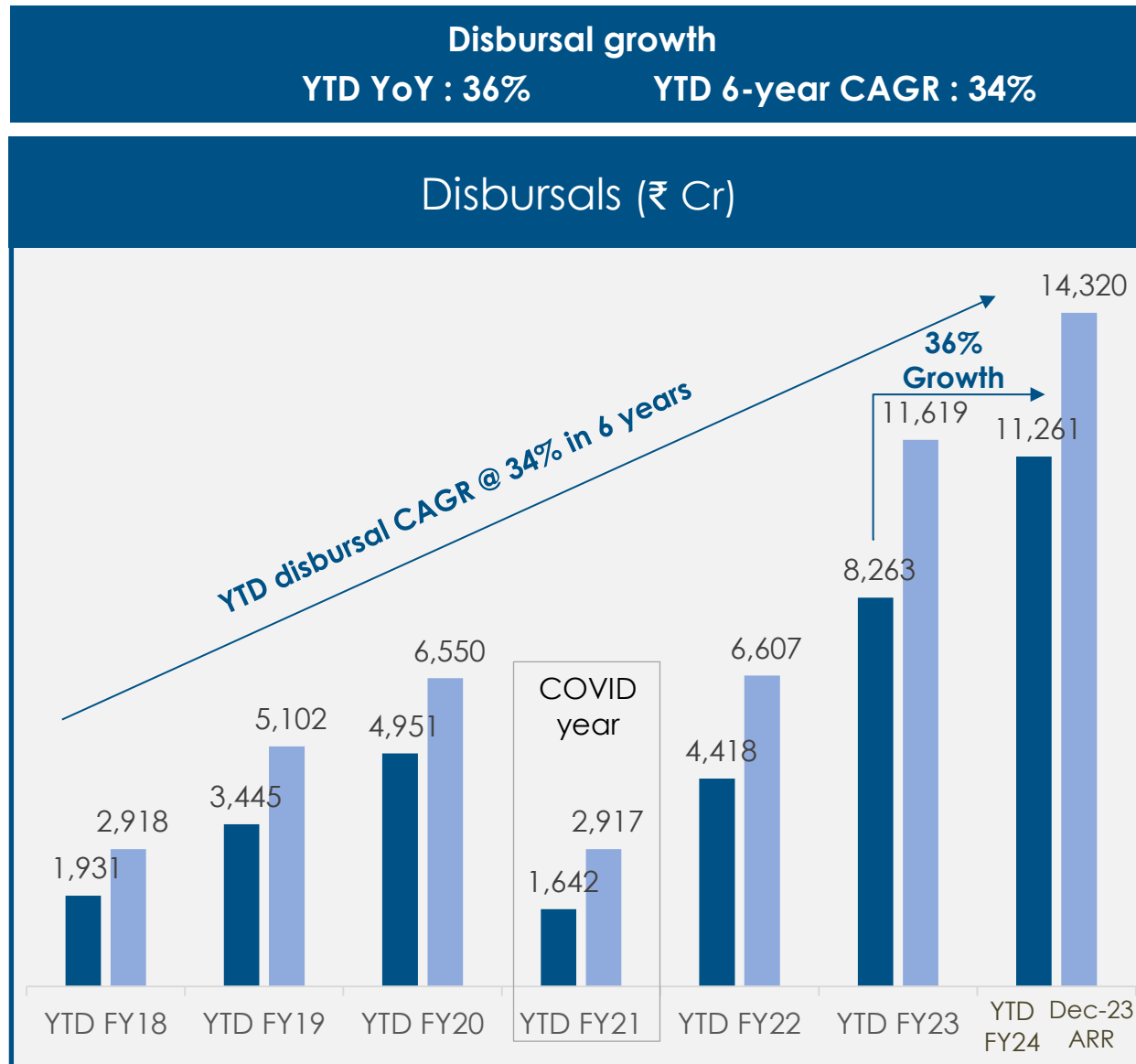


5.6 Lacs
Credit Cards issued*

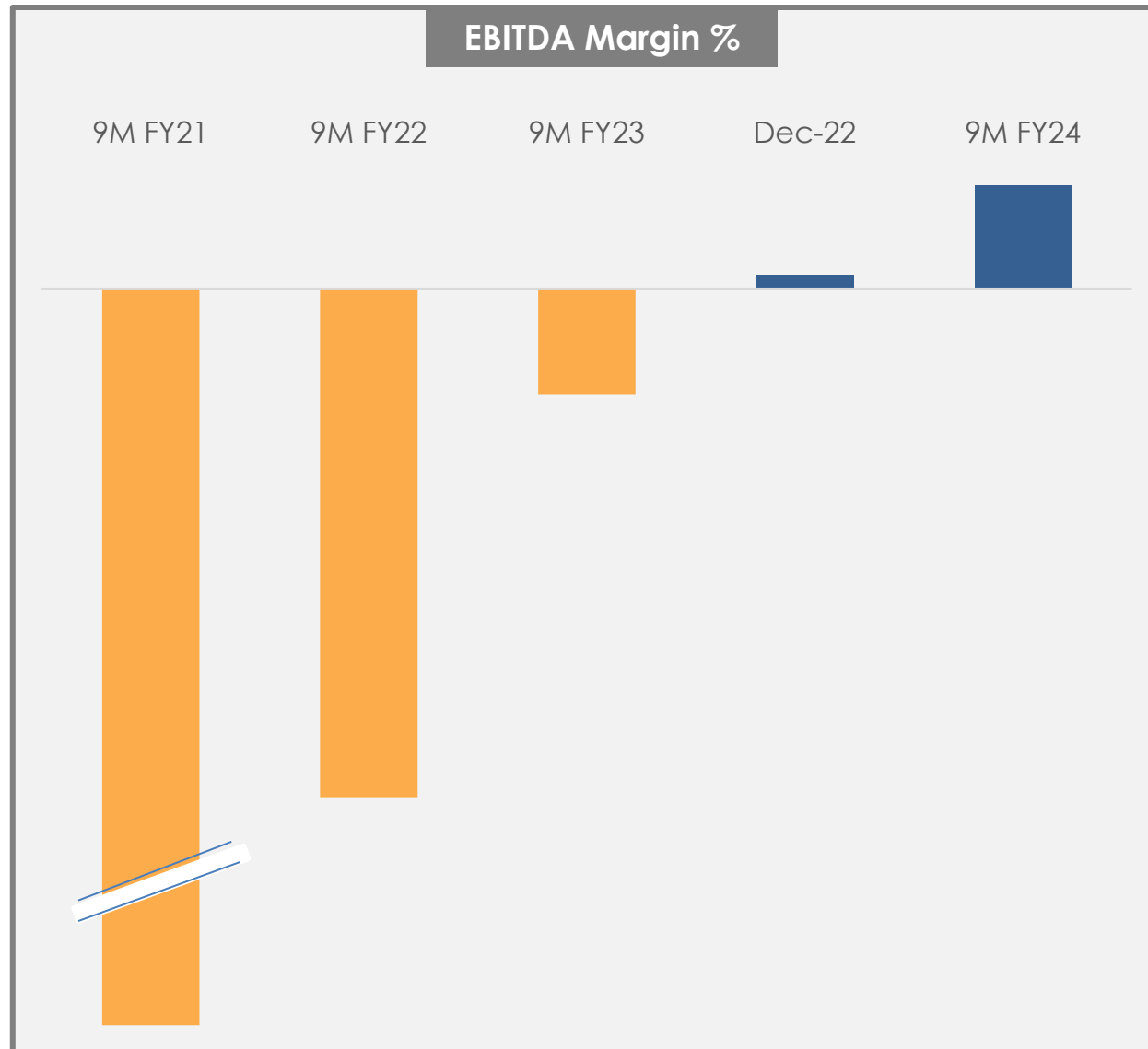


Acquiring a
consumer every ^
~4 seconds

Consistently growing at >2x of Industry over longer period



Adj. EBITDA positive since Dec-22; consistently improving margins



Improved processes, better offerings & higher conversions leading to sustainable margins



Continued investments in brand, product & tech to improve margins



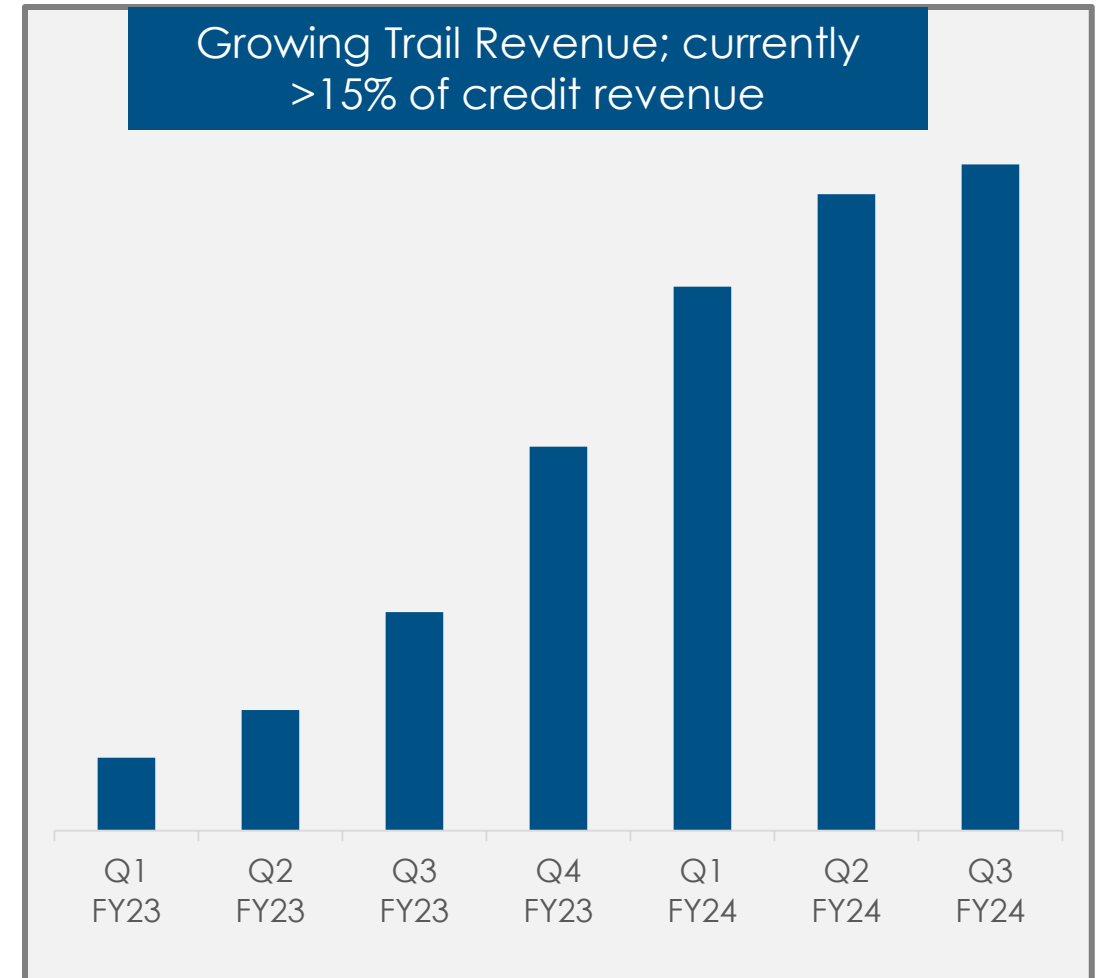
Co-created products driving trail revenue; >15% of credit revenue

Building sustainable trail revenue, driven by co-created products

Building trail revenue, accrued over a period of time, in addition to acquisition commissions

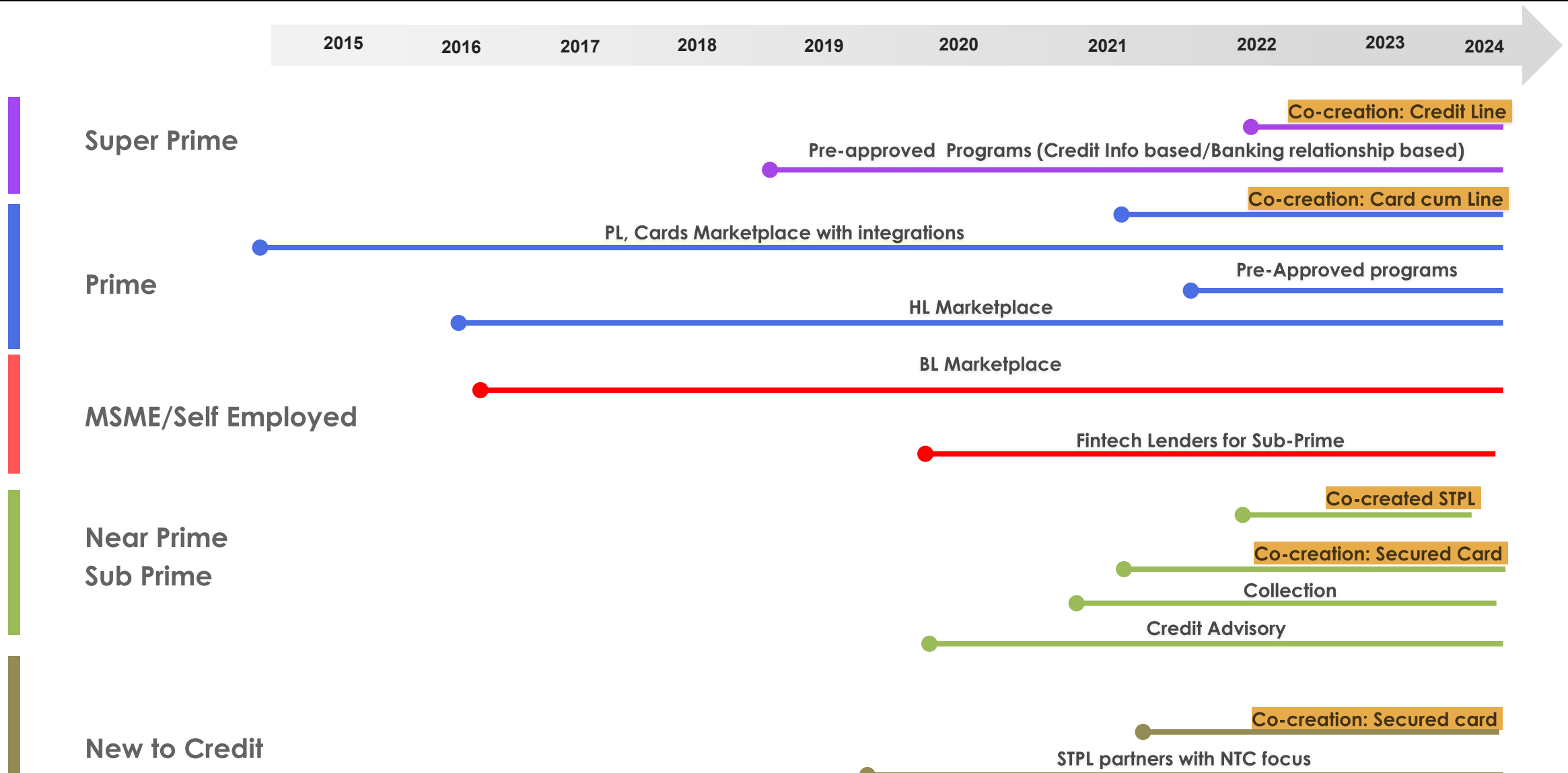
Trail revenue improving robustness & margins for the business

Steadily transitioning to trail revenue model, through deep partner engagements



Depth & width of product offerings across all credit segments

Helping drive economies of segmentation



Driving India's largest Credit Awareness Initiative

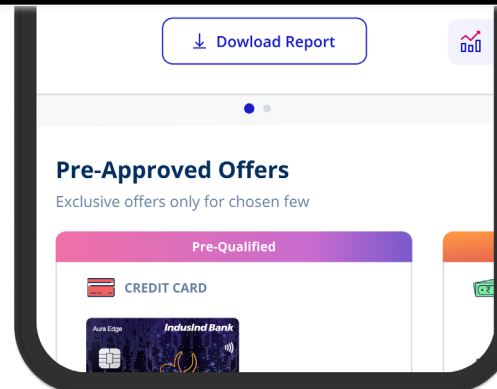
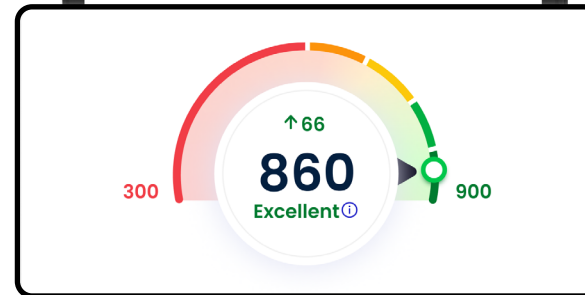
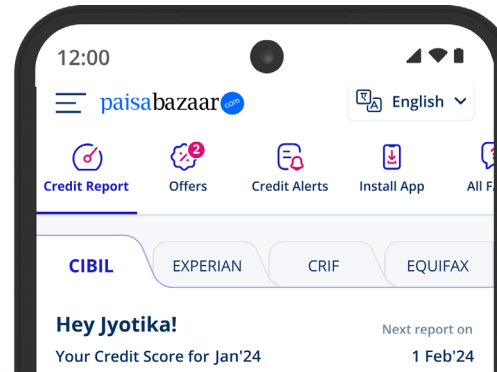
FREE for Life
with monthly updates



Digital process enabling
ease of access



Segmentation & offers basis
proprietary algo



Access to credit score from all
4 Credit Bureaus



2 Vernacular
Languages added

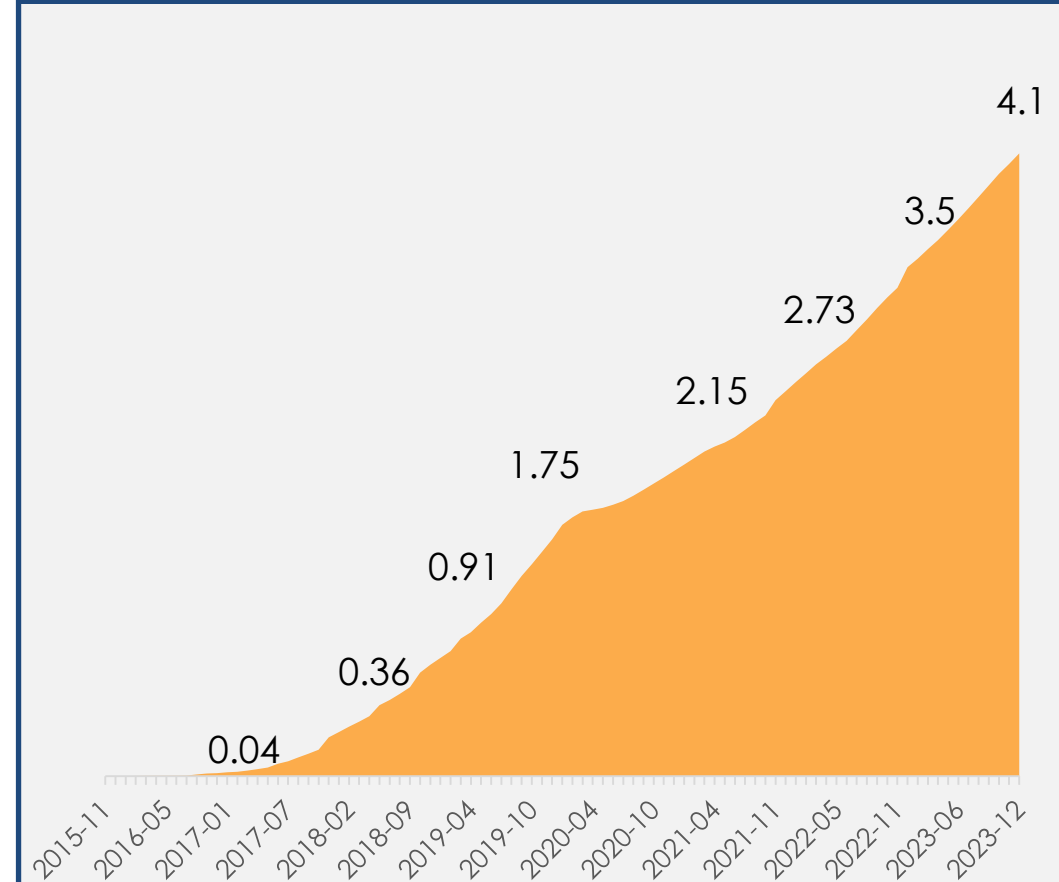
English हिंदी मराठी ಕನ್ನಡ ತೆಲುಗು தமிழ் বাংলা
Hindi Marathi Kannada Telugu Tamil Bengali



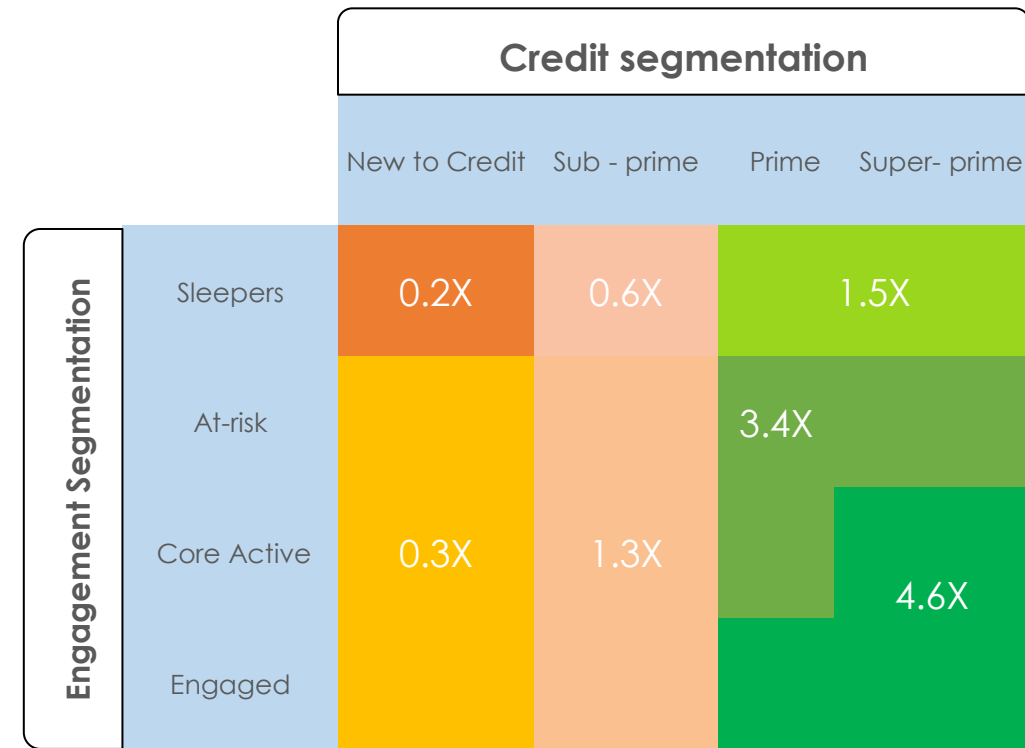
Advisory product
Services for credit impaired
& New-to-credit users

Credit Score Platform: Intelligent Analytics driven product innovation

4.1 Cr consumers have accessed credit score



Deeper analytics & segmentation-led X-sell Offers;
Driving strong revenue per consumer



X= Revenue per customer

Digitization play becoming significant: E2E digital transactions growing

Post Covid ecosystem decisively moving towards digitization



- **vKYC** allowed for **non F2F customer** identification
- **cKYC, Digilocker** have become mainstream
- **AA** wheels starting to turn

Paisabazaar built Digital Stack to stay ahead of the curve



- **End to end** – all steps
- **Configurable, DIY** & ready to deploy via **APIs**
- **Compliant** with Digital Lending **Guidelines**

Growing E2E digital transactions

15
Partner journeys E2E digital

>75%
Credit cards issued E2E digitally

~50%
Unsecured loan transactions E2E digital

Q3 FY22

Q3 FY23

Q3 FY24

Digitization Case Study : Best-in-class CX with Hero FinCorp using Digital Stack

Seamless Process



1. Details Verification and Loan Offer Selection



2. KYC (Digilocker+ Selfie)



3. Quick Loan Disbursal

12:00

paisabazaar.com HeroFinCorp. Finance Made Easy

Congrats *[Name]*

You are pre-approved for a Personal Loan of

₹ 4,00,000

- Quick Loan Disbursal into your account
- Complete Digital Journey within 5 mins
- No Physical Documents required

☒ By proceeding, you have read and agree to the Paisabazaar's Terms of Use & Paisabazaar's Privacy Policy

I Am Interested

Personal Loan issued by HeroFinCorp.

12:00

paisabazaar.com HeroFinCorp. Finance Made Easy

Personal Details

We would be delighted to know you better

Full Name *[Name]*

PAN *[PAN]*

Date of Birth (DD-MM-YYYY) *[DOB]*

Note: As per your PAN Card

Gender
☐ Male ☒ Female

Current Address Pincode *[Pincode]* Digits Only

Gurugram

Email Address *[Email]*

Proceed

12:00

paisabazaar.com HeroFinCorp. Finance Made Easy

Customize your loan plan

[Name] your Pre-Approved Loan amount limit is

₹ 5,00,000

Loan Amount Required
 Range - ₹1 Lac to ₹5 Lac
 ₹ 1L ₹ 4,00,000 ₹ 5L

Loan Tenure in Months
 Range - 6 to 48 Months
 06 18 30 42
 12 24 36 48

Annual Rate of Interest **11.74%**

Processing Fee **2%**

Monthly EMI to be paid **₹13,236**

Stamp Duty **₹100**

Proceed

12:00

paisabazaar.com HeroFinCorp. Finance Made Easy

Sign up
 It takes just a minute
 Enter your Aadhaar Number
 [Input Field] [Input Field] [Input Field]

DigiLocker uses Aadhaar to enable authentic document access

Next

Try another way

12:00

paisabazaar.com HeroFinCorp. Finance Made Easy

THANK YOU

Reference No. : *[Ref No.]*

Hi *[Name]*

You have successfully completed your loan application. Loan amount will be disbursed in your account within 24 working hours.

Go to Homepage

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

HFCL Contact Number	Reach HFCL
1800-102-4145	HFCL Customer Care Link
Paisabazaar Toll Free	Write to Us
1800 - 208 - 8877	support@paisabazaar.com

Quick Disbursal

End-to-End Seamless Experience

Co-created strategy driven by strong consumer needs/market gaps

Deepen lending ecosystem play and capture LTV

Expand the market

Serving credit-starved segments

Seamless Customer Experience

Innovation in Product

Propositions solving consumer needs

Higher LTV per customer

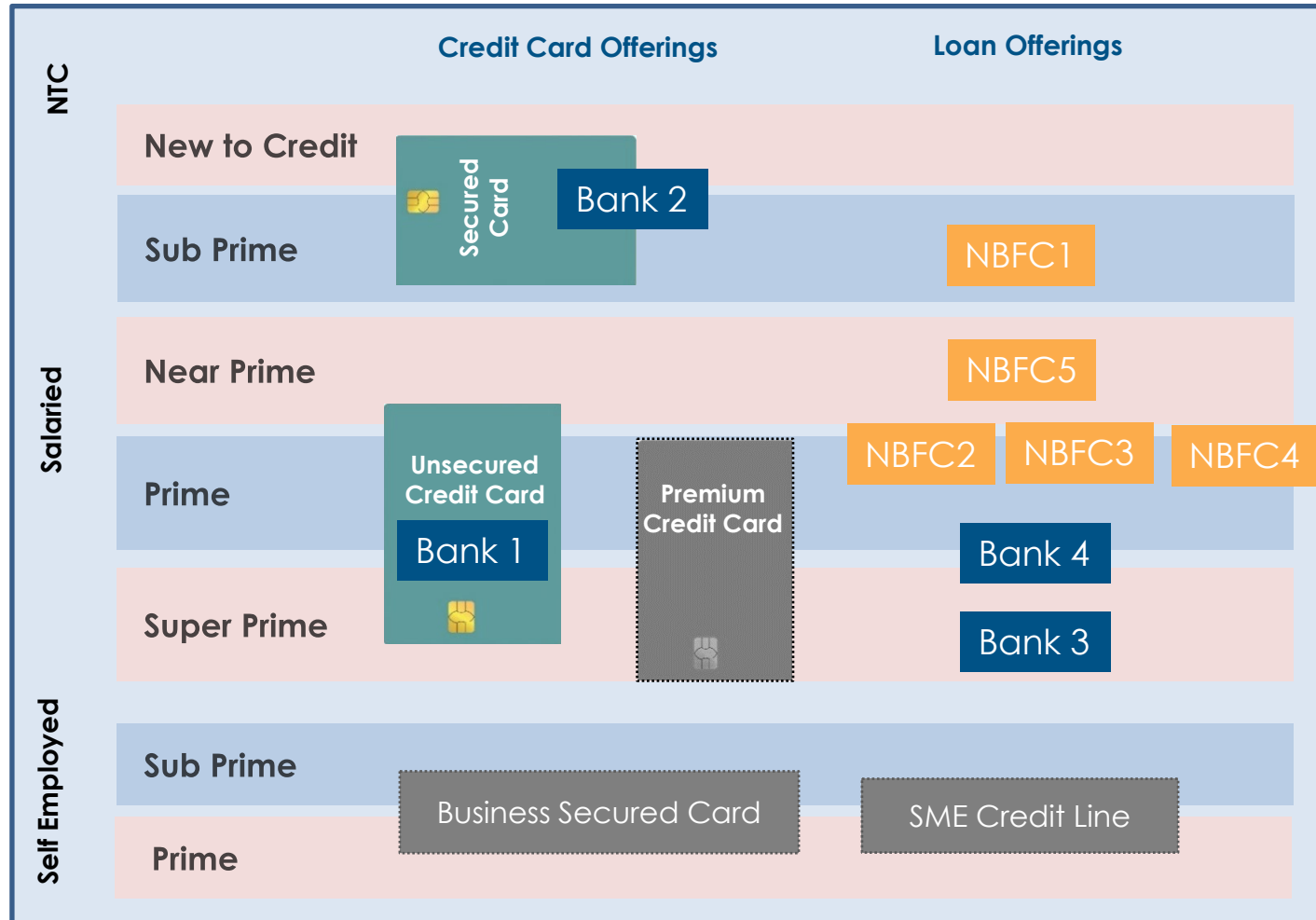
Trail revenue stream through lifetime

Brand building

Deeper engagement with consumer

Creating a comprehensive product suite across need/segment gaps

2 co-created loan products launched in Q3; 25% of disbursals & 54% of credit cards are co-created



Product Innovation - Duet Credit Card

- Credit Card-cum-Line
- Cashback on all spends

Expanding Supply - StepUp Credit Card

- Instant Virtual Card
- Starts at 5k, Limit upto FD amount

Product Innovation - Credit Line

- Full flexibility of withdrawal, payback
- Pay as you use

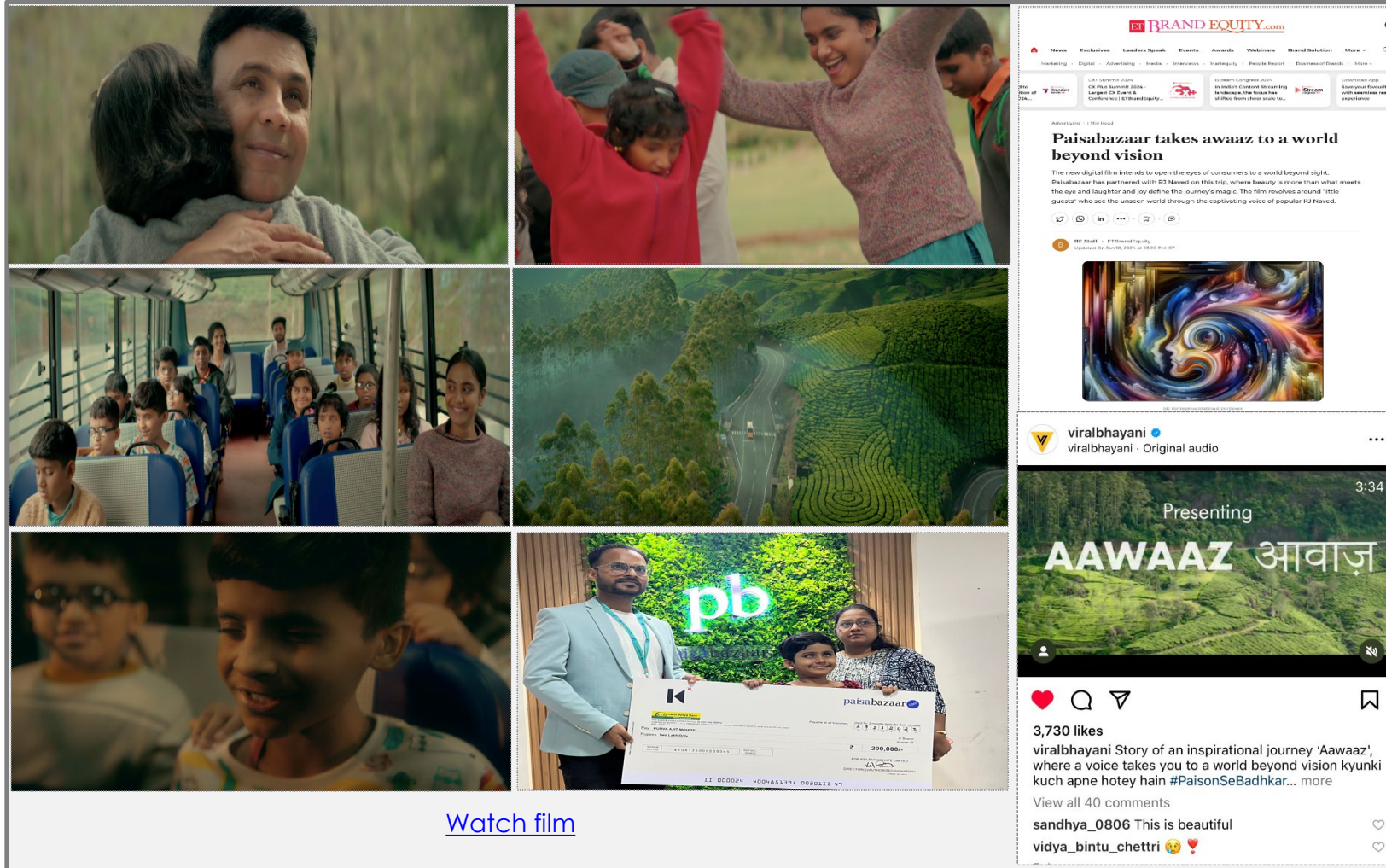
Loans for underserved segments

- STPL (Small Ticket Personal Loan)
- FMCG of Lending

Products for future development

- Premium Credit Card
- SME Credit Line

Launched latest 'Paison Se Badhkar' brand film 'Aawaaz'



The film has received ~2.5 Cr views,
2 Lac+ Likes within 10 days of
launch

'Aawaaz' is Paisabazaar's 5th film in 5 years under the '*Pasion Se Badhkar*' philosophy

Our 'Pasion Se Badhkar' brand philosophy: Moving beyond transactional messaging

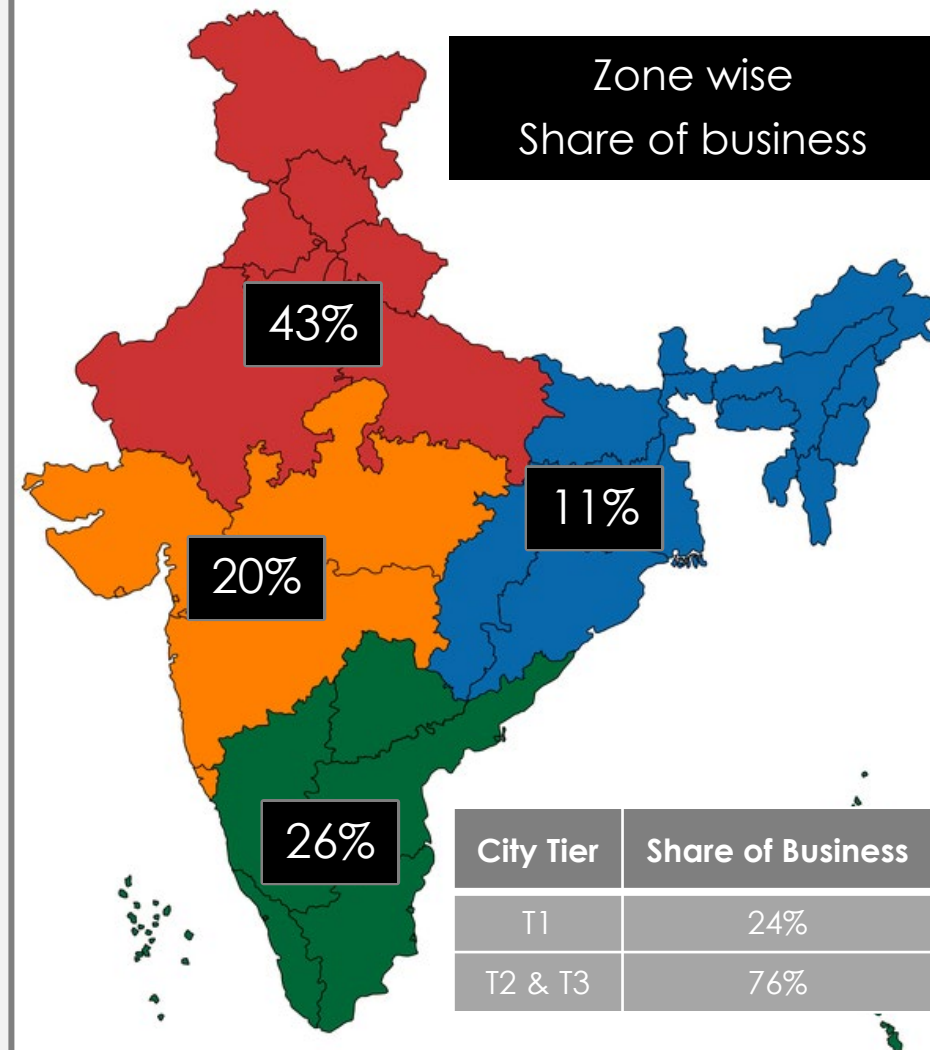
'Paison Se Badhkar' films have garnered over 300 million views on digital, social platforms

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
- Improvement in sales & marketing efficiency
- Expanding reach in the country
 - Present in 17.1k pin codes out of 19.1k pin codes in India
 - Tier 2 & Tier 3 cities contribute 76% of the business



Improving the breadth of product offerings, supported by sales training

Certification

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

Simplified Consumer Life cycle management using the platform

Dashboard

Sell Now

Request Offline Quote

Renewals

Lead

Knowledge Bank

Reports

Tickets

Certification

Certified

Archived Leads

2022/08/05 - 2022/11/1

All

Car

Two Wheeler

Commercial

Health

Life

Others

Lead ID

Search...

Search

udit

Lead Id: 50305033

PYP expiring in 30 Days

Created On 2022-11-02 18:27:31 PM

Steps

Pre-Quote Page

You left on Quote page

Continue

MD BAHADUR SK

Lead Id: 502760299

PYP expired already

Created On 2022-11-01 16:24:08 PM

Steps

Pre-Quote Page

Quote Page

You left on Proposal page

Continue

GOBINDRA

Lead Id: 502697423

PYP expiring in 7 Days

Created On 2022-11-01 12:58:16 PM


Steps

Pre-Quote Page




You left on Quote page

Continue

Self-help features: Endorsements, Cancellations & Refunds



Certification



Certified

POLICY NO

Mahadeb

(Lead Id: 502908435)

INSURER (101)

Bajaj Allianz

PRODUCT

Two Wheeler

PLAN NAME

Third party Plan 1 Yr

PREMIUM

Rs. 842


OD PREMIUM

Rs. 0

NCB

Rs. 0

I Need Help With

 You can only select upto 6 changes

Vehicle Details

Insurance Details

Ownership Details

☐ Registration No

☐ Registration Date

☐ Manufacturing Date

☐ Seating Capacity

☐ Engine No

☐ Chassis No

☐ Make/Model/Variant

☐ Cubic Capacity

CANCEL

PROCEED

Select Issue

Need Policy Copy

Policy Related Query

Claims Related Query

Help in cancellation of the policy

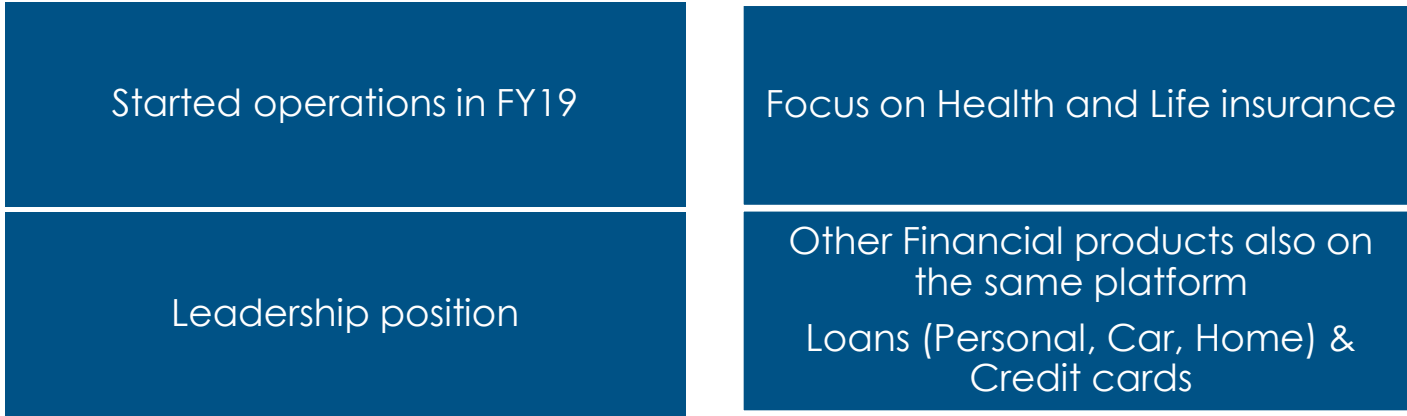
1 Financial Issues

2 Incorrect Policy Information

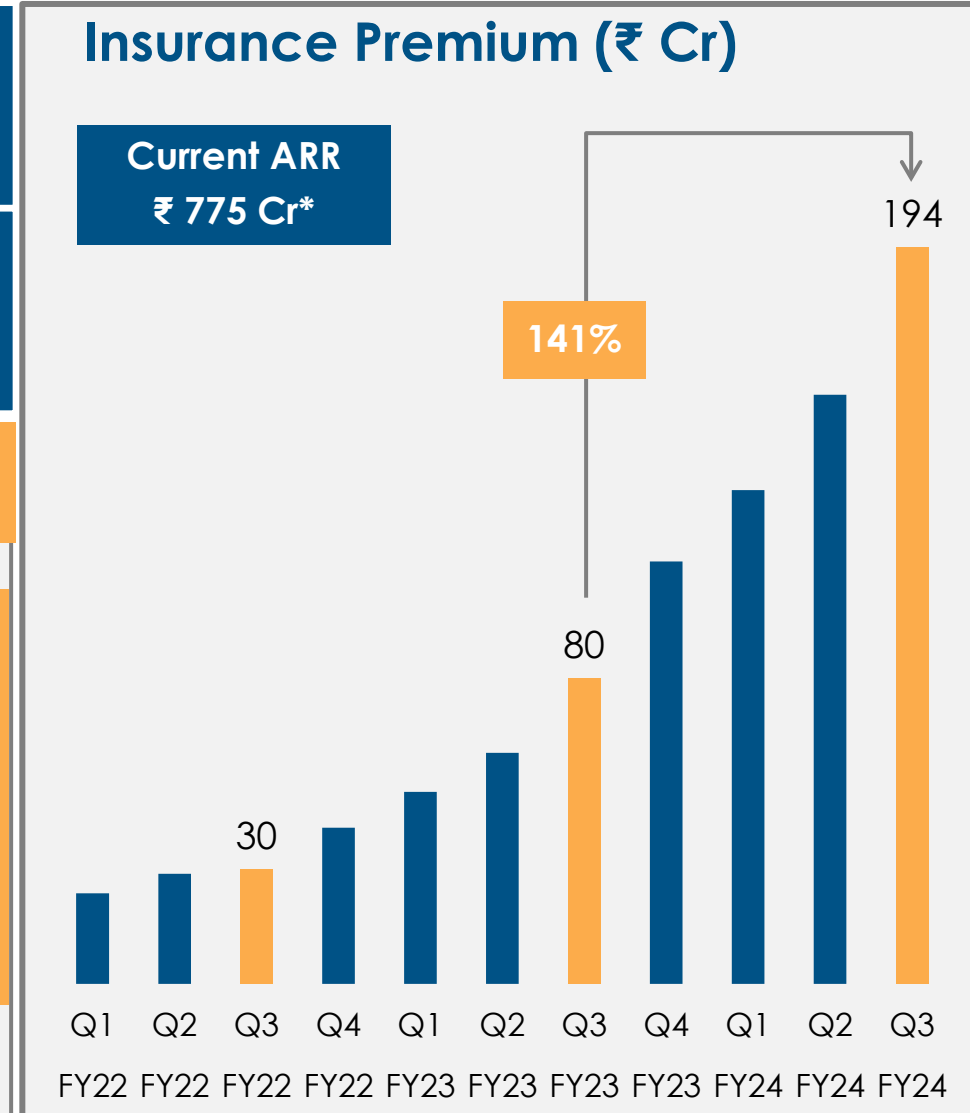
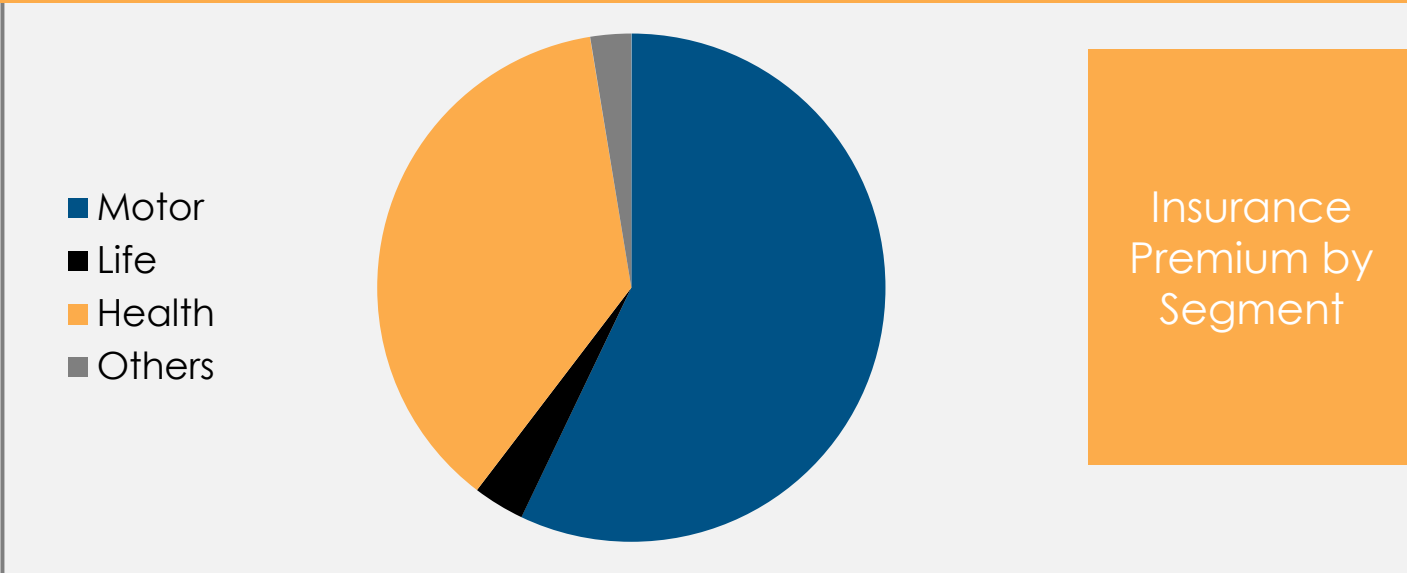
3 Bought Another Policy from PBP

4 Got better deal outside PBP

5 Unhappy with Terms and Condition



Continued focus on protection against death, disease & disability



END

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

PB Fintech Limited

Plot 119, Sector 44
Gurugram
Haryana 122001