

policybazaar.com

paisabazaar.com

Earnings Call  
Quarter ended Dec 2024

# 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.

Apart from our offerings to retail customers, we also cater to corporate clients under **PB for Business**.

We also operate in UAE under the brand name **Policybazaar.ae**

## **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 about 270k partners to help them manage insurance sales using technology

## Key Highlights: Q3 FY25

Total Insurance Premium is at ₹6,135 Cr, a growth of 44% YoY  
Lending Disbursal is at ₹5,437 Cr, a growth of 52% YoY

Core online Insurance New Premium grew 44% YoY  
Health & Life Insurance New Premium grew 47% YoY

Revenue grew 48% YoY to ₹1,292 Cr

PAT grew 92% YoY to ₹72 Cr

Cash increased to ₹5,473 Cr, adding about ₹211 Cr in this FY

# Overall business

44% premium growth, Revenue growth at 48%, Improved margins

₹ Crores		Q3 FY24			Q3 FY25			YoY		
		Total	Core Online Business		New Initiatives	Total	Core Online Business		New Initiatives	
Premium		4,261	2,901		1,361	6,135	4,113		2,022	44%
Revenue		871	593		278	1,292	771		521	48%
Insurance	Credit		448	145			651	119		45%
Contribution (non-GAAP)#		259	259		0	330	315		15	27%
Contribution %		30%	44%		0%	26%	41%		3%	
Adjusted EBITDA (non-GAAP)		39	76		(37)	79	114		(35)	102%
Adj EBITDA %		4%	13%		(13)%	6%	15%		(7)%	

Core Online Businesses include Policybazaar & Paisabazaar

New Initiatives include PB Partners, PB for Business, PB UAE & PB Connect

PB connect was a secured credit distribution pilot pilot started in Q2 FY25 which generated ₹7 Cr revenue with a net investment of ₹3Cr, and was included in the core credit business. With the increased scale, it is now classified under New Initiatives

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

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

Adjusted EBITDA is non-GAAP measure excluding ESOP charges



PAT grew 92% YoY to ₹72 Cr

₹ Crores	Q3 FY24	Q3 FY25
Adjusted EBITDA (non-GAAP)	39	79
ESOP Charges	65	51
EBITDA	(25)	28
Depreciation	23	34
Finance Cost	6	9
Other Income	94	100
Tax	-	14
PAT	37	72
Cash	5,123	5,473

# Overall business: Rolling 12 months

Revenue more than doubles in 2 years, margins improve significantly

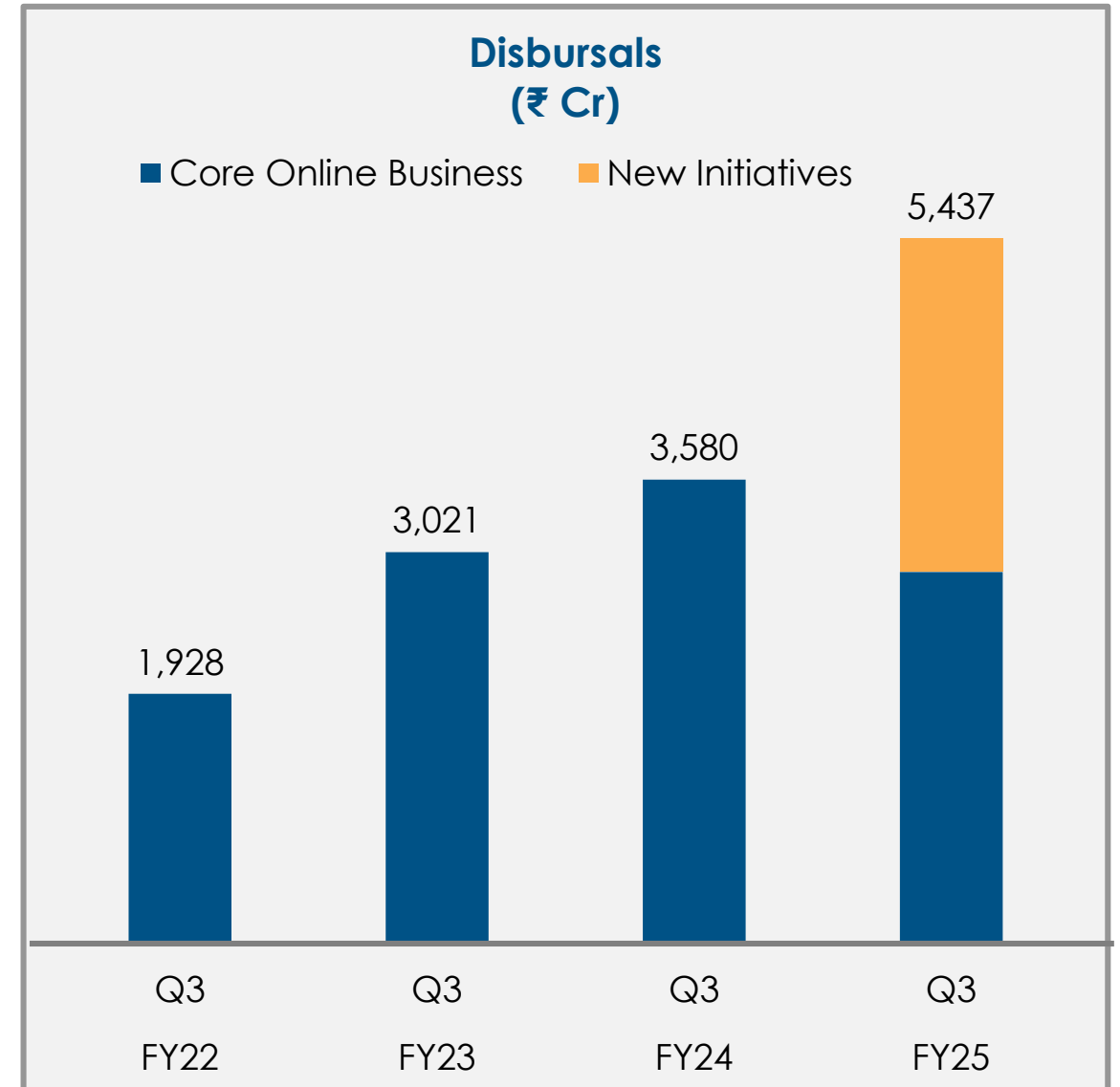
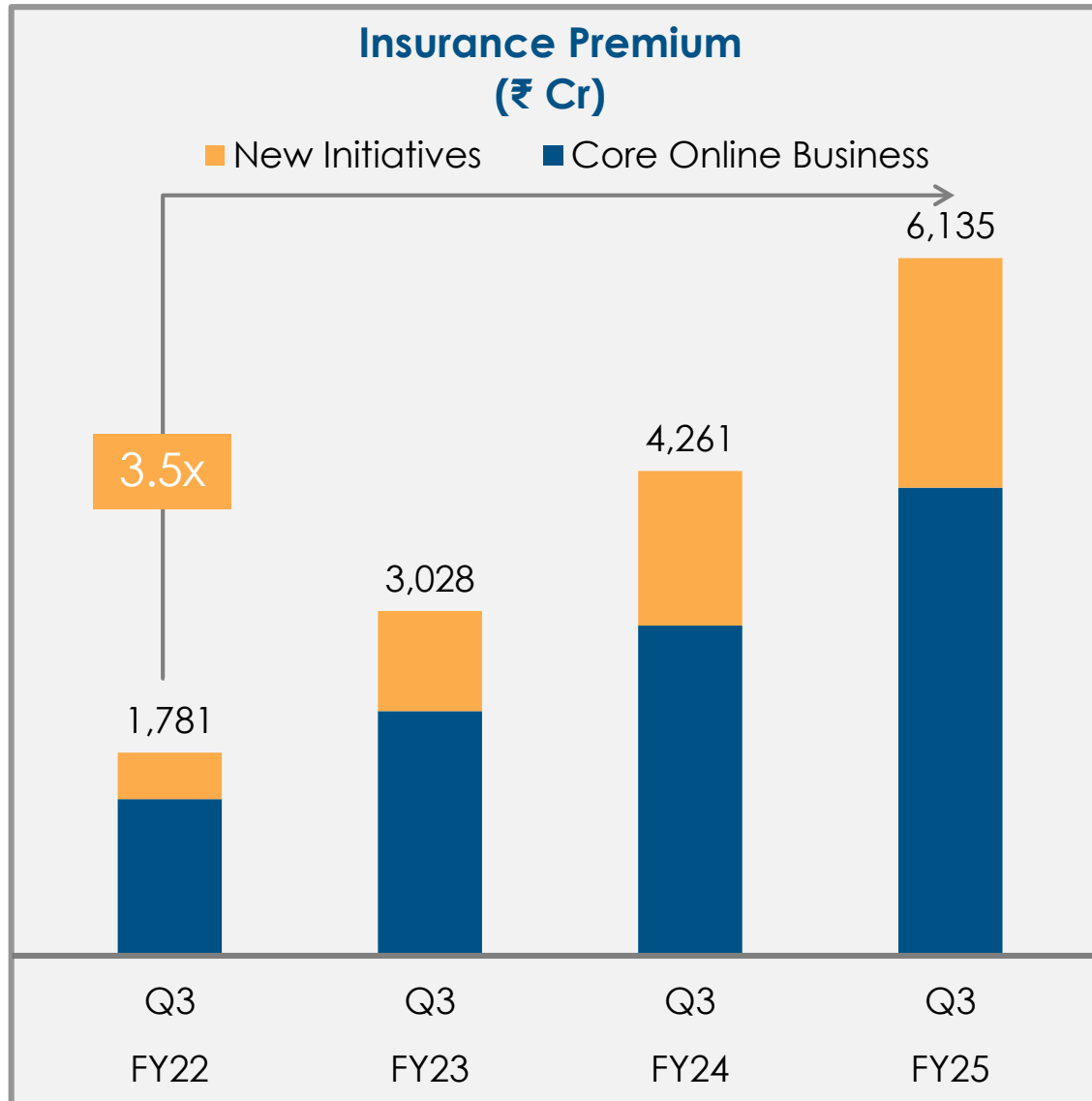
12 months ending (₹ Crores)	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24	Jun-24	Sep-24	Dec-24
Revenue	1,425	1,692	1,986	2,229	2,558	2,718	2,956	3,217	3,438	3,783	4,138	4,559
Contribution (non-GAAP) <sup>#</sup>	323	359	419	497	623	737	844	942	1,028	1,092	1,164	1,235
Contribution %	23%	21%	21%	22%	24%	27%	29%	29%	30%	29%	28%	27%
Adjusted EBITDA (non-GAAP)	(282)	(306)	(290)	(227)	(119)	(30)	36	103	144	171	213	253
Adj EBITDA %	(20%)	(18%)	(15%)	(10%)	(5%)	(1%)	1%	3%	4%	5%	5%	6%
PAT	(833)	(926)	(909)	(698)	(488)	(295)	(130)	(5)	64	136	208	243
PAT%	(58%)	(55%)	(46%)	(31%)	(19%)	(11%)	(4%)	0%	2%	4%	5%	5%

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

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

# Insurance Premium grew 3.5x in 3 years

Slowdown in unsecured credit continues, secured credit grows rapidly



# Core Online Business: Rolling 12 months

Steady Revenue growth with margin improvement

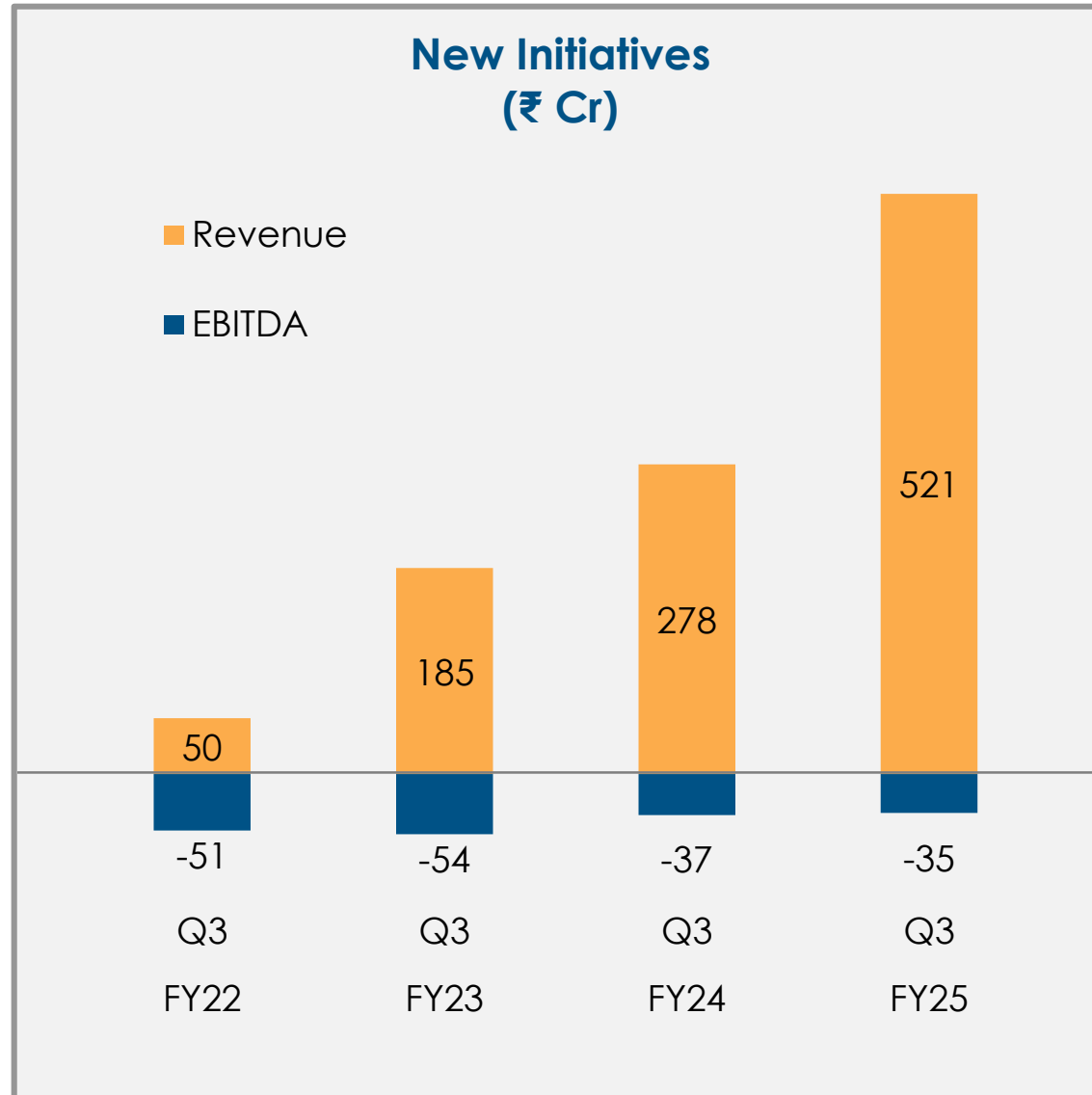
12 months ending (₹ Crores)	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24	Jun-24	Sep-24	Dec-24
Revenue	1,200	1,337	1,484	1,591	1,710	1,855	2,043	2,211	2,375	2,524	2,694	2,872
Contribution (non-GAAP) <sup>#</sup>	459	542	629	690	741	818	905	980	1,061	1,113	1,164	1,219
Contribution %	38%	41%	42%	43%	43%	44%	44%	44%	45%	44%	43%	42%
Adjusted EBITDA (non-GAAP)	(111)	(75)	(14)	53	107	171	227	277	324	348	382	420
Adj EBITDA %	(9%)	(6%)	(1%)	3%	6%	9%	11%	13%	14%	14%	14%	15%

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

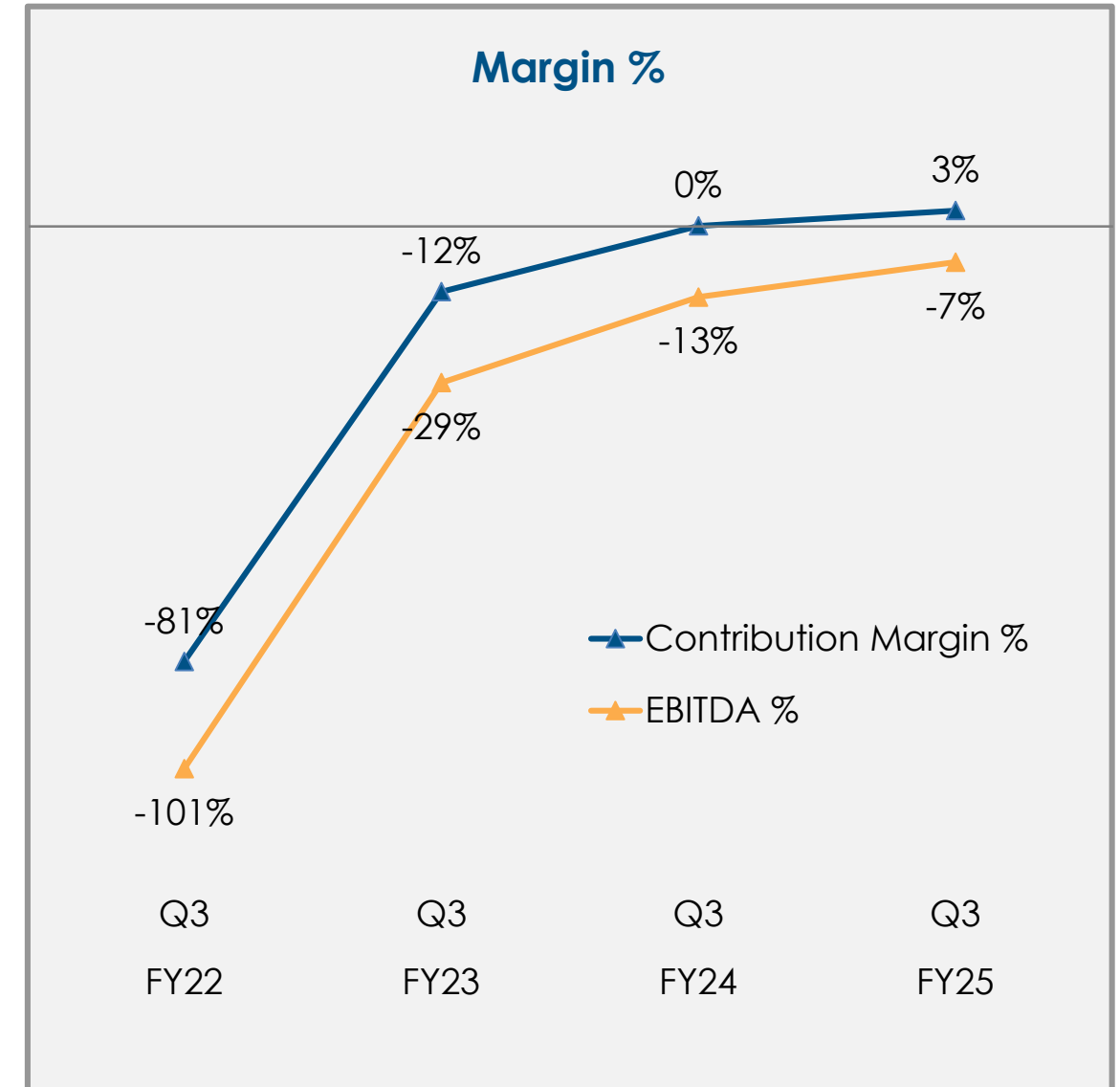
Online brand acquisition spend is included as a part of fixed costs

# New Initiatives

Market leaders with improving efficiency



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

# New initiatives: Rolling 12 months

Revenue 2.6x in 2 years, margins improved significantly

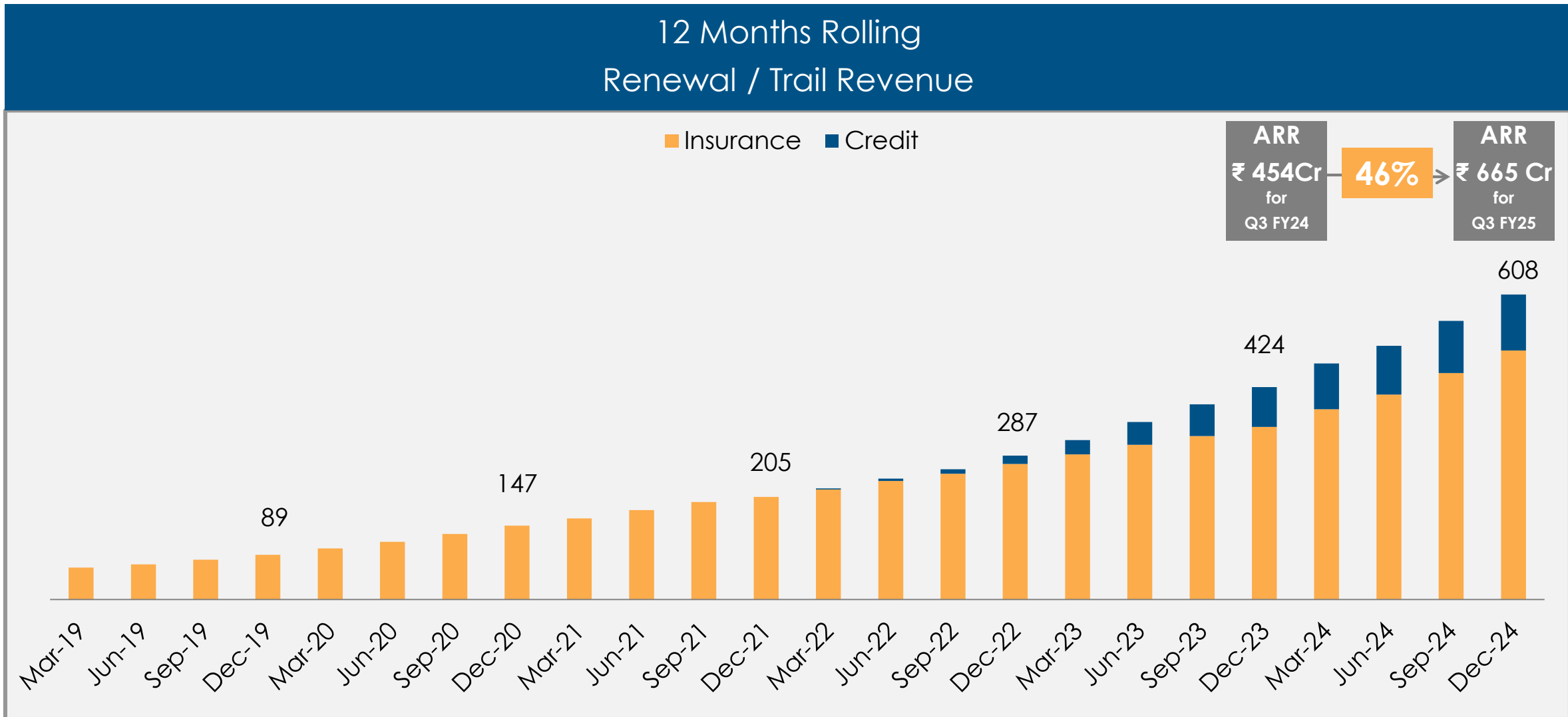
12 months ending (₹ Crores)	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24	Jun-24	Sep-24	Dec-24
Revenue	225	355	503	638	848	863	914	1,007	1,062	1,259	1,444	1,687
Contribution (non-GAAP) <sup>#</sup>	(136)	(183)	(211)	(193)	(118)	(81)	(61)	(38)	(34)	(21)	0	15
Contribution %	(60%)	(52%)	(42%)	(30%)	(14%)	(9%)	(7%)	(4%)	(3%)	(2%)	0%	1%
Adjusted EBITDA (non-GAAP)	(171)	(232)	(277)	(280)	(226)	(201)	(191)	(174)	(180)	(177)	(169)	(168)
Adj EBITDA %	(76%)	(65%)	(55%)	(44%)	(27%)	(23%)	(21%)	(17%)	(17%)	(14%)	(12)%	(10)%

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

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

# Renewal / Trail revenue

At an annualized run rate of ₹665 Cr, up 46% from ₹454 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 200+ cities in 18 languages.
- Scale is key for a marketplace: we sourced ₹ 6,135 Cr insurance premium in Q3 FY25 marking a 44% growth YoY. Health & Life Insurance New Premium grew 63% YoY YTD.
- ₹ c.538# 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 messages and continues to be reflected by a CSAT\* of 90.2% for Q3 FY25
- 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 200+ 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



# Continue to focus on serving credit needs of varied segments

- Paisabazaar enables access to credit for India's diverse consumer segments, through transparency, wide choice, independent (unbiased) & right advice
- We are currently at a loan disbursement ARR<sup>^</sup> of ₹ 21.7k Cr and card issuance ARR<sup>^</sup> of about 5 Lacs
- A key focus area is to scale our secured credit business, by building strong distribution and fulfilment capabilities along with wider and deeper partnerships.
- About 4.9 Cr consumers across India have accessed their free credit score on our platform till date, representing over 16% <sup>#</sup> of India's active credit score consumers
- 70%+ disbursements from the Paisabazaar platform are to existing customers <sup>\$</sup>, demonstrating strong customer trust, leading to repeat behavior
- Our trail revenue is now more than 16% of total revenue, primarily driven by our co-created strategy, helping strengthen the robustness of the business
- Beta launch of PBmoney done in Q3, a Personal Finance Management tool built on AA ecosystem
- Collaborating with partners to drive fraud-avoidance & sustainable risk and help build an ecosystem of 'Responsible Lending'

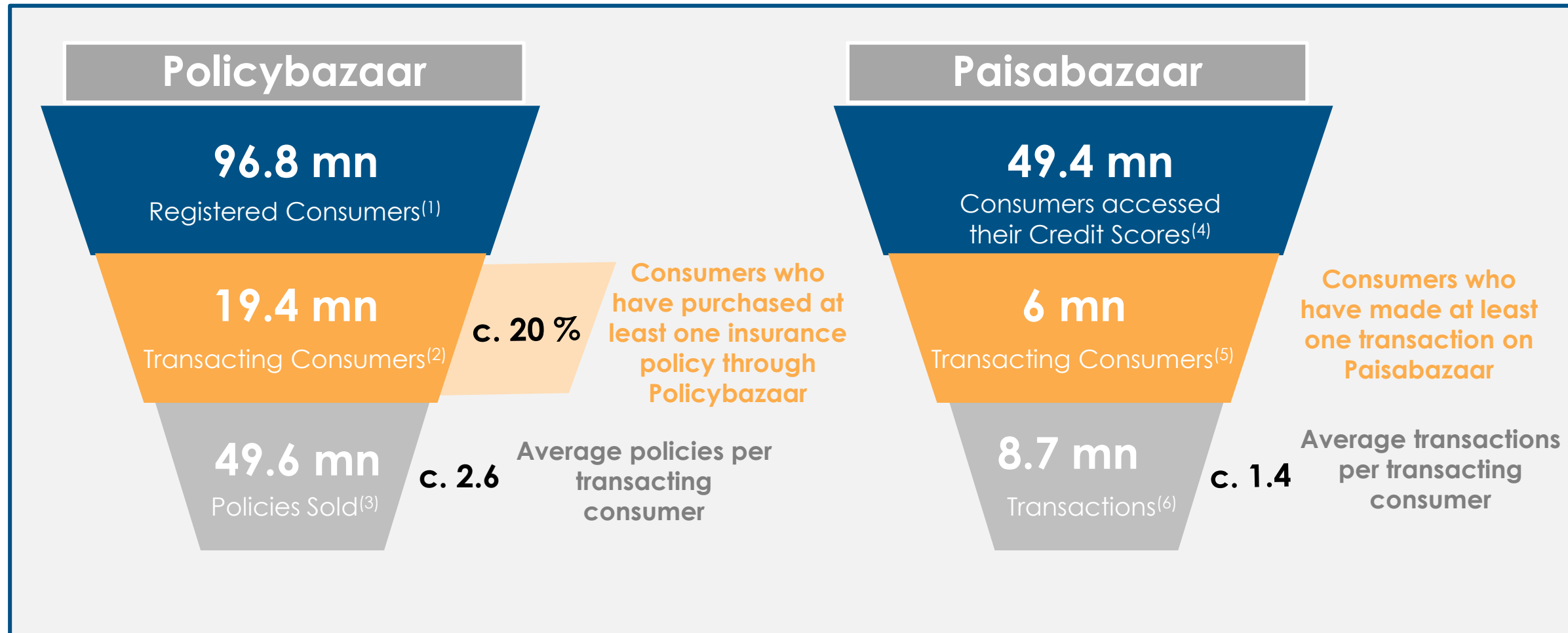
• Management estimates

<sup>^</sup> ARR of Q3FY25

<sup>#</sup> Consumers having at least 1 active trade line; 12-month average

<sup>\$</sup> Customers who ever accessed credit score from Paisabazaar (excl.PB Connect), Management estimates

# Two leading consumer destinations



1. Consumers registered on Policybazaar platform as of Dec 31, 2024
2. Cumulative number of unique Consumers who bought at least one product on Policybazaar since its inception till Dec 31, 2024
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, 2024
4. Consumers who accessed their credit scores through Paisabazaar till Dec 31, 2024
5. Cumulative number of unique Consumers who made at least one transaction on Paisabazaar since its inception till Dec 31, 2024
6. Cumulative number of transactions made on Paisabazaar since its inception till Dec 31, 2024

policybazaar.com

# INDIA'S LARGEST MARKETPLACE FOR INSURANCE



**93%**

Market share  
(online aggregators)^



**49.6mn**

Insurance Policies sold  
(till date)



**63%**

Health & Life new premium  
growth YoY  
(YTD FY25)



**₹ 6,135 Cr**

Insurance premium  
(Q3 FY25)



**90.2%**

CSAT

**19.4mn**

Transacting Consumers  
till date



**50**

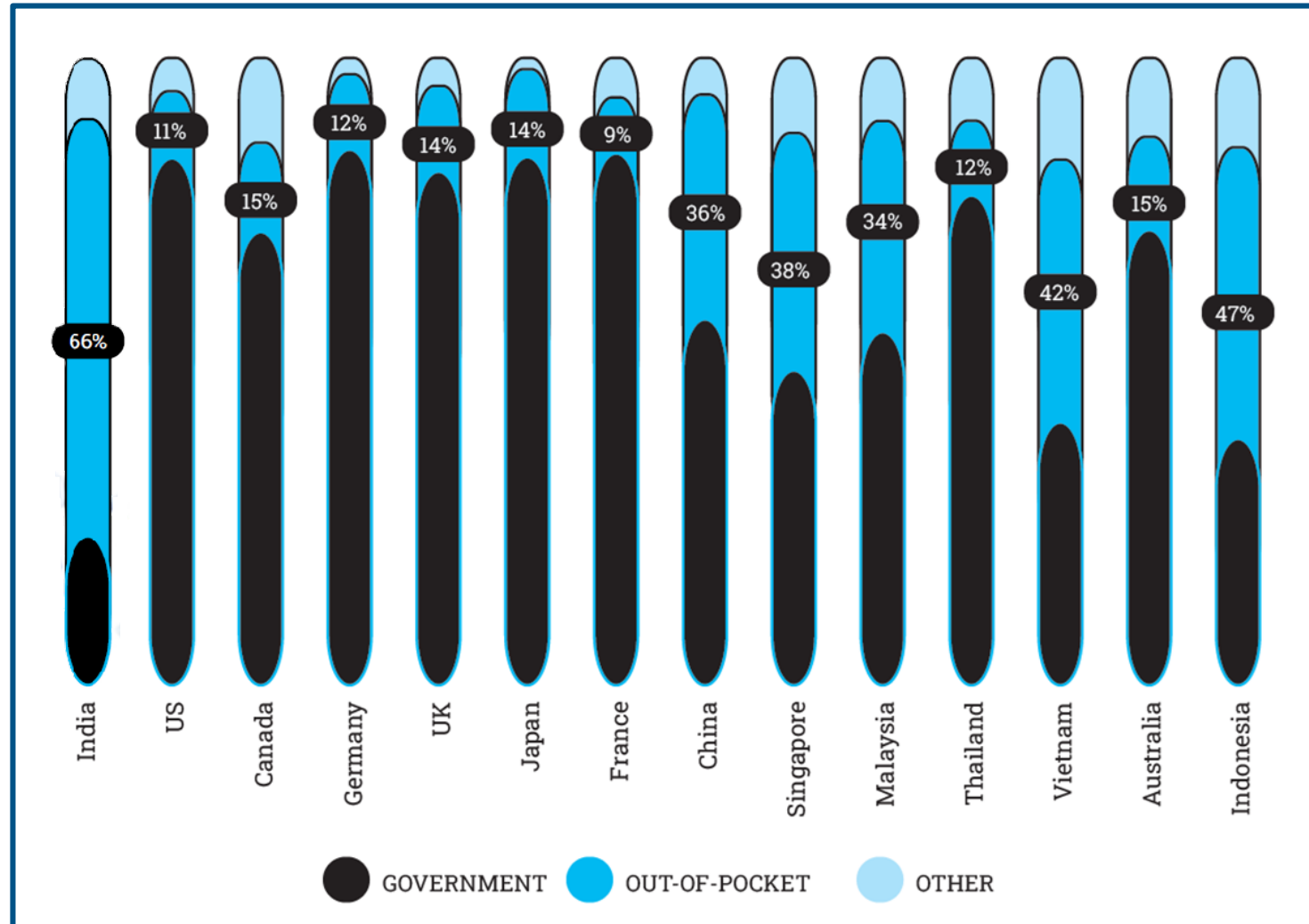
Insurance  
Partners



# India continues to have one of the widest protection gaps

66% of Health expenditure is Out-of-Pocket: Health insurance is needed

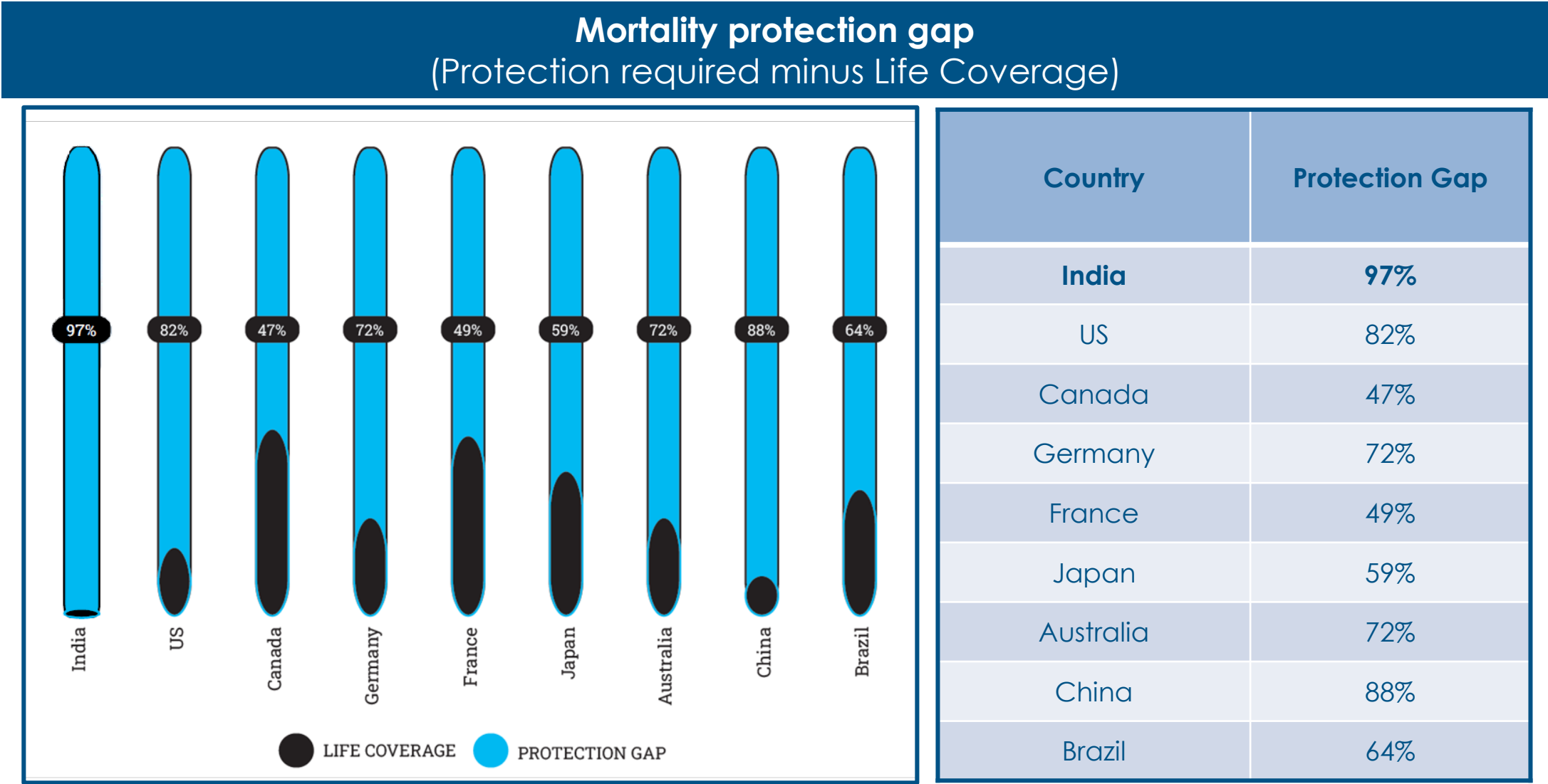
## Health Expenditure by Source of Financing



Country	Out-of-Pocket as % Healthcare Expense
India	66%
Australia	15%
Canada	15%
China	36%
France	9%
Germany	12%
Indonesia	47%
Japan	14%
Malaysia	34%
Singapore	38%
Thailand	12%
UK	14%
US	11%
Vietnam	42%

# India continues to have one of the widest protection gaps

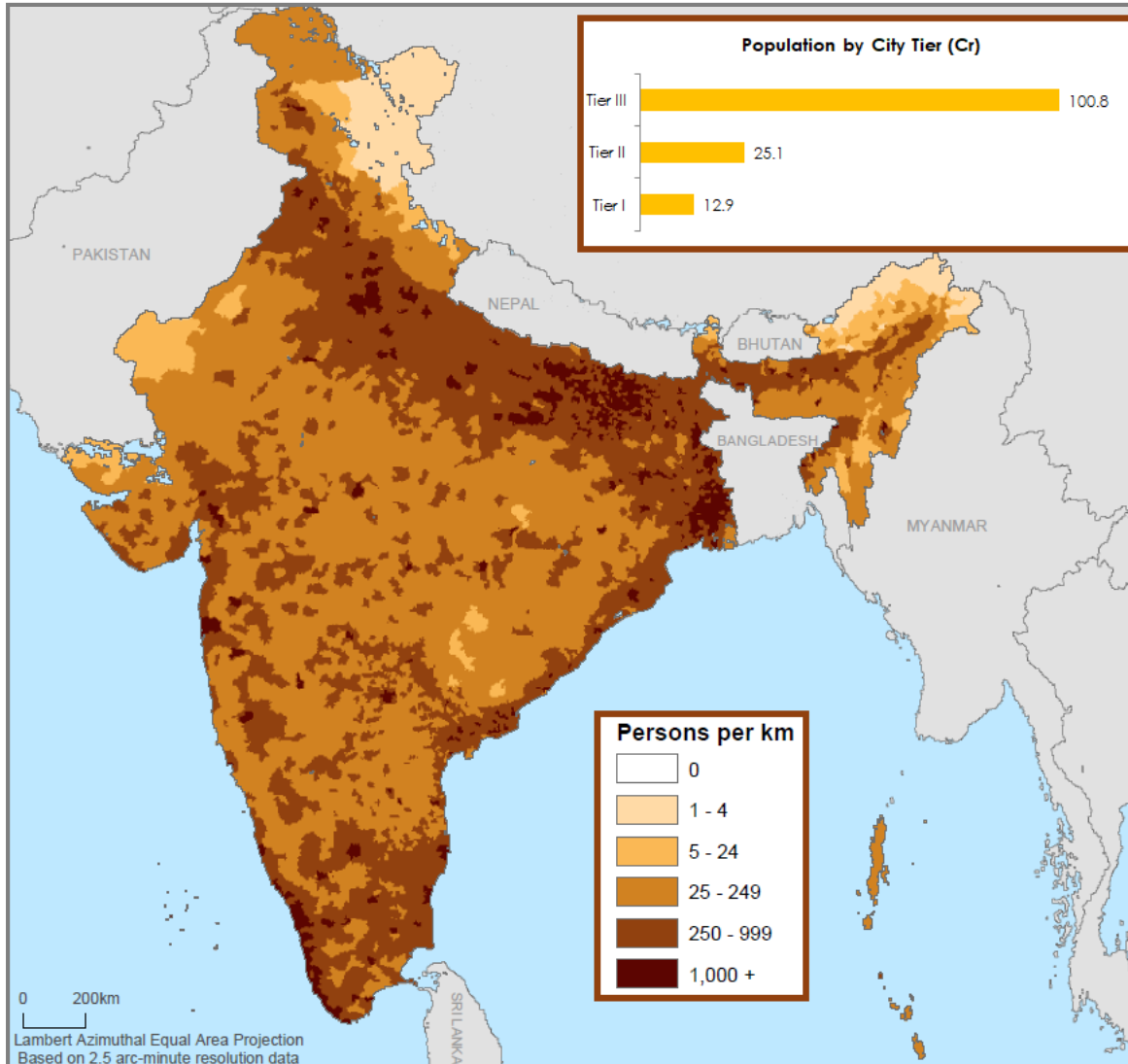
Only 3% Life Coverage: Term Insurance is needed



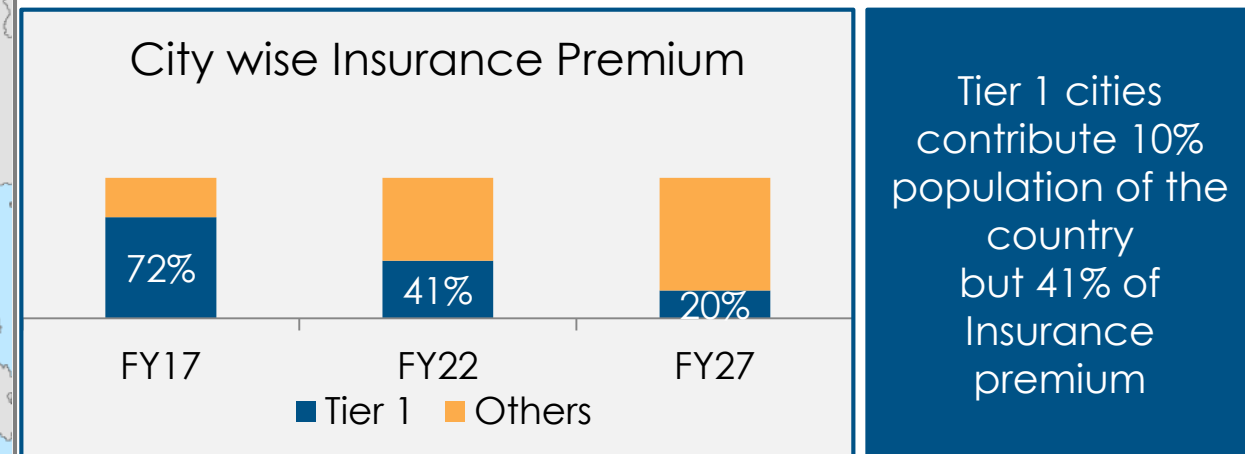
Note: Mortality protection gap figures are as of 2023 ; Source – Swiss Re Report on Sigma Restoring Resilience

# India is vast and growing

## The future is in Tier 2 & 3 cities



Geography	Penetration (%)			Density (USD)		
	Life	Non-Life	Total	Life	Non-Life	Total
USA & Canada	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
<b>India</b>	<b>3.0</b>	<b>1.0</b>	<b>4.0</b>	<b>70</b>	<b>22</b>	<b>92</b>

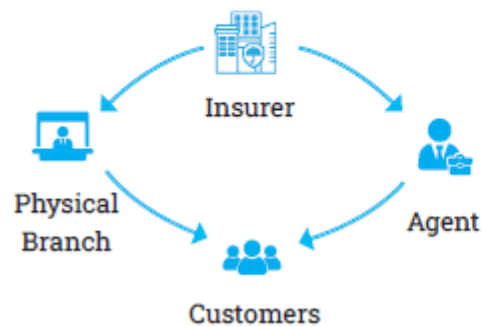




# Evolution of Insurance Distribution Channels

Early 2000s

Offline Direct/Agent Channel

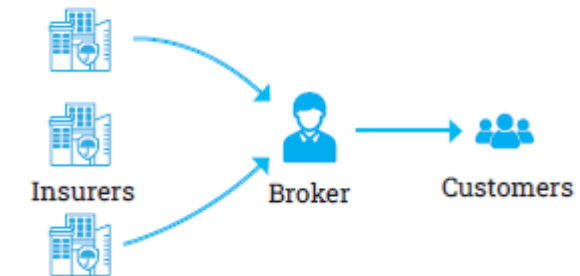


Bancassurance



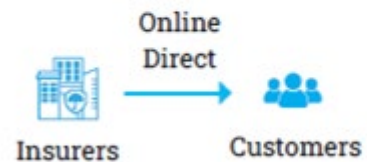
2010

Offline Brokers

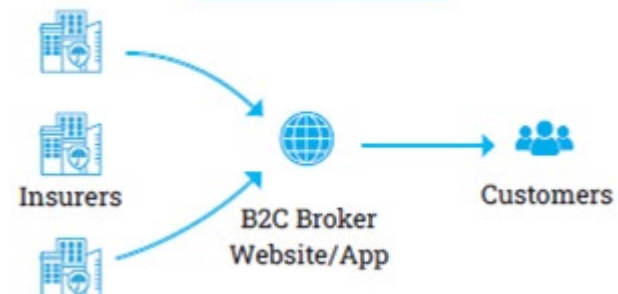


2015

Online Direct Channel

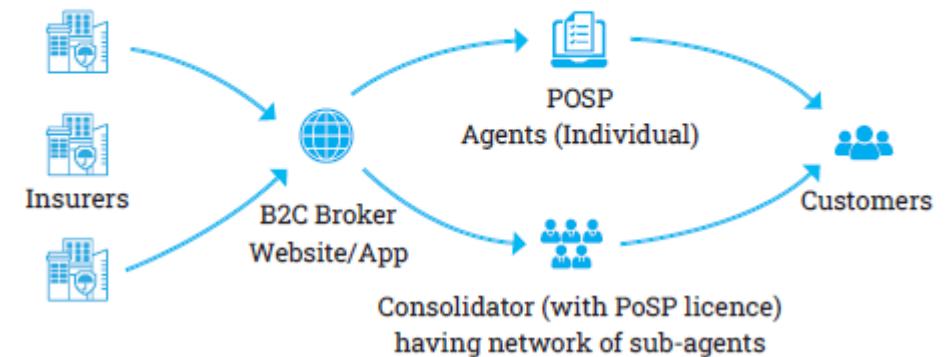


Online B2C Brokers






2022

Online B2B2C Brokers





# India's Insurtech Ecosystem

Categories	B2C	B2B2C		B2B
Sub-category	B2C Broker	PoSP agents & consolidators	Embedded Insurance	Group Insurance
Description	Platform aggregating & selling insurance from multiple insurers directly online to customers	Insurtech selling insurance through partner PoS agents or agencies	Insurtech selling insurance embedded with a purchased good or service	Insurtech selling group insurance products to businesses
Lead Generation	Retain customer leads on own platform	Leads managed by partner agents	Leads generated by seller partners	Not Applicable
End-to-end Insurance journey	Proactive conversion using call center / physical support	Conversion using agents /agencies	Conversion through seller partners	Proactive conversion using salesforce
Policy support (servicing & claims)	App based claims assistance & VAS, special support teams	Call centers for limited claims assistance	App based claims assistance & VAS	App based claims assistance & VAS
PB Fintech Brands				

## What are we solving ?



Human Intensive Operations



Dependence On High Cost  
Physical Distribution



Information Asymmetry



Blanket Portfolio Underwriting

## How do we do it ?



Tech-Enabled Processes



Data-Backed Innovation



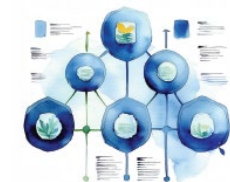
Digital Distribution



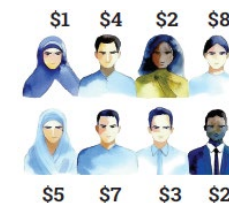
Sharp Risk Assessment



Product & Process  
Transparency For Consumers



Risk Transparency For  
Insurer Partners



Data-Based Customised  
Underwriting



Digitised & Personalised  
Claims Experience

# Benefits to Consumers & Insurers

## Benefits to the Consumer



Consumer-Centric Design  
for  
Easy & Convenient journeys



One-Stop Insurance Shop  
with  
Tailored Solutions



Service & Support  
throughout  
the Lifecycle



Trusted & Unbiased  
Advisory



Surrogate Underwriting  
&  
Risk-based Pricing

## Benefits to the Insurer



Tech-Based  
Process innovation



Product & Price  
Simulation Support



High-Quality  
Consumer Disclosures



Untapped  
Consumer Markets



Customer Delight

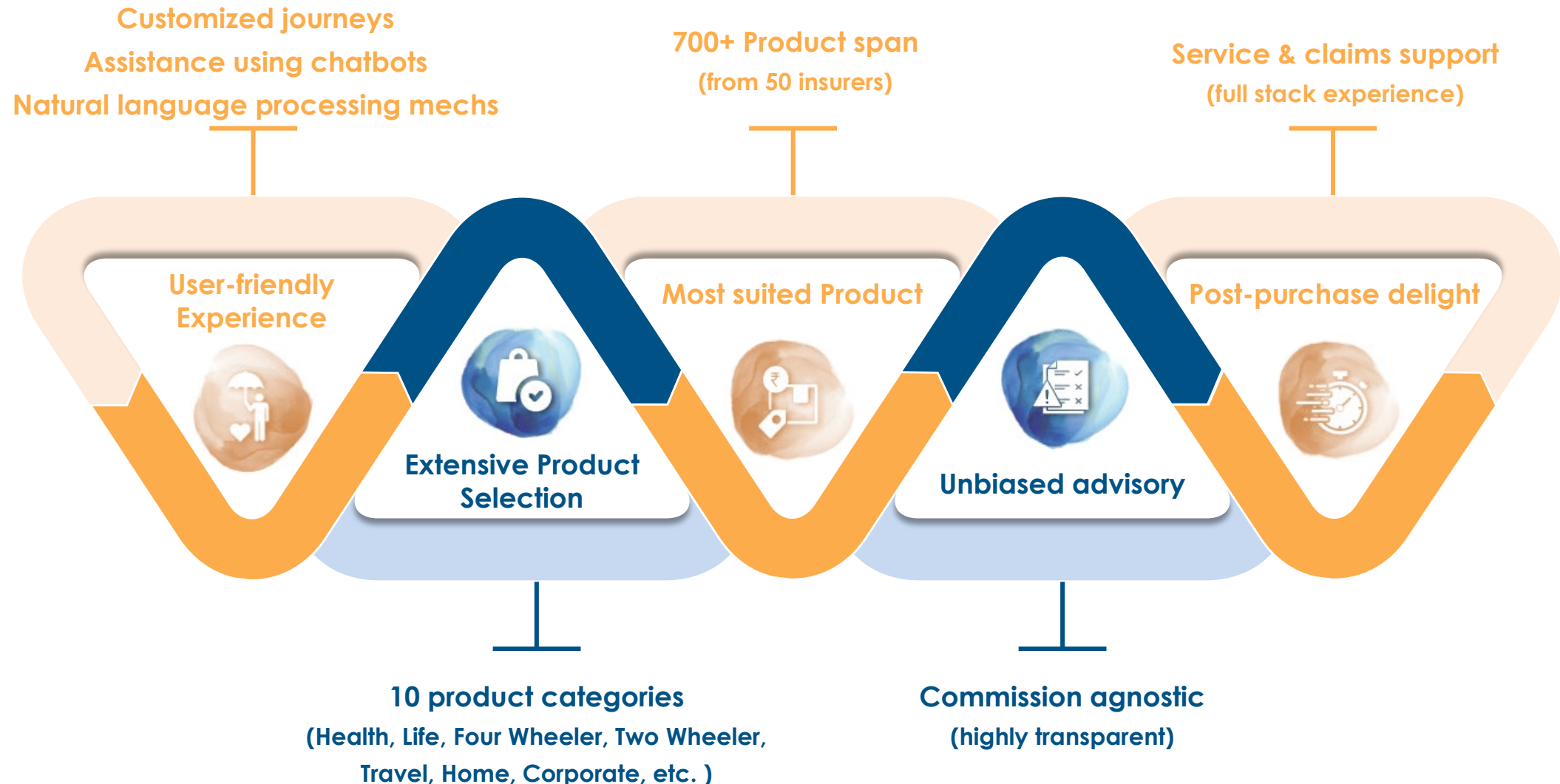


Operating Cost  
Efficiency

# 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



## 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

- **16 years digital vintage**: Rich data on customers & claims variables
- **19.4mn 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

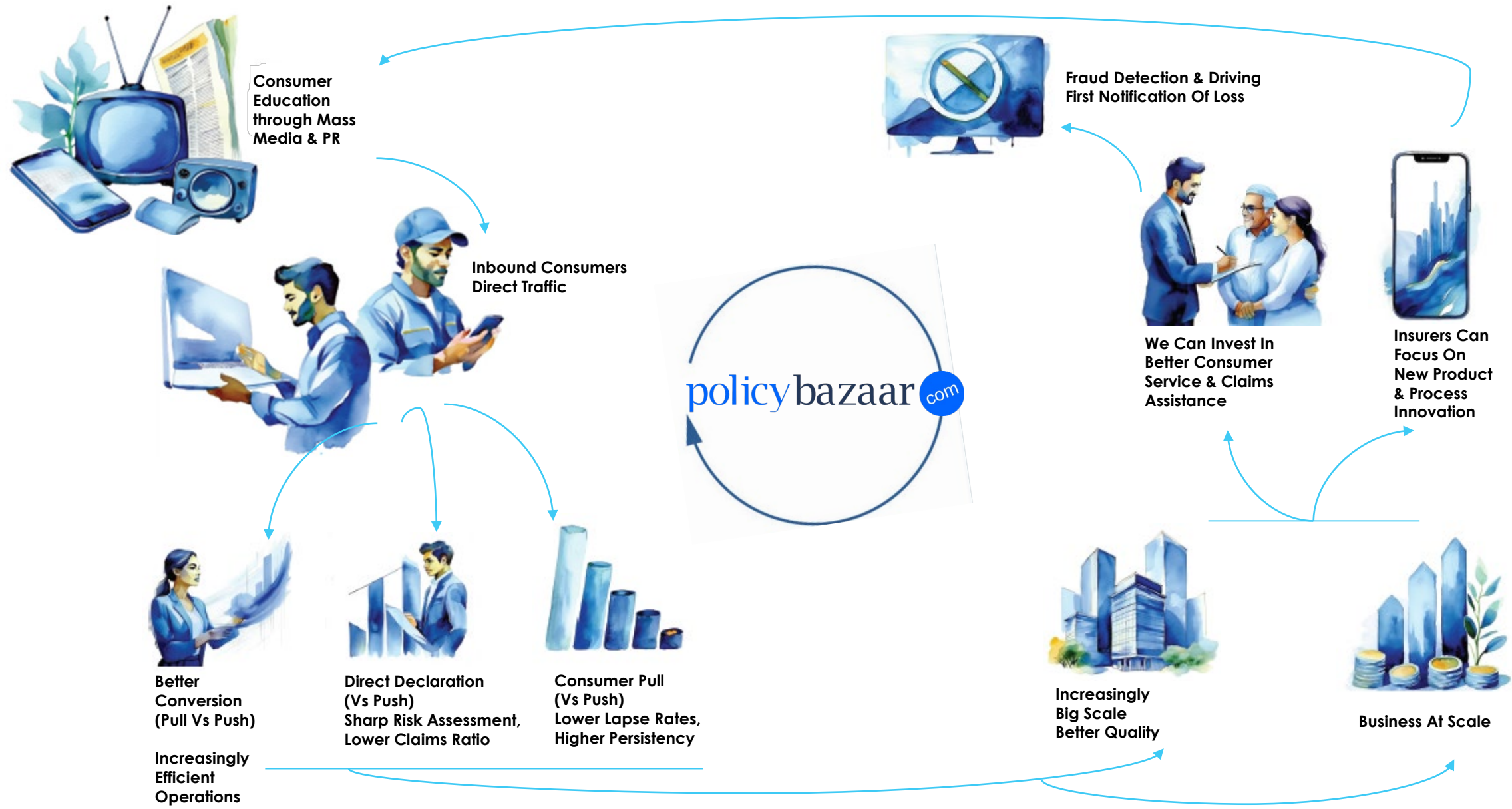


## Rich insights from voice analytics

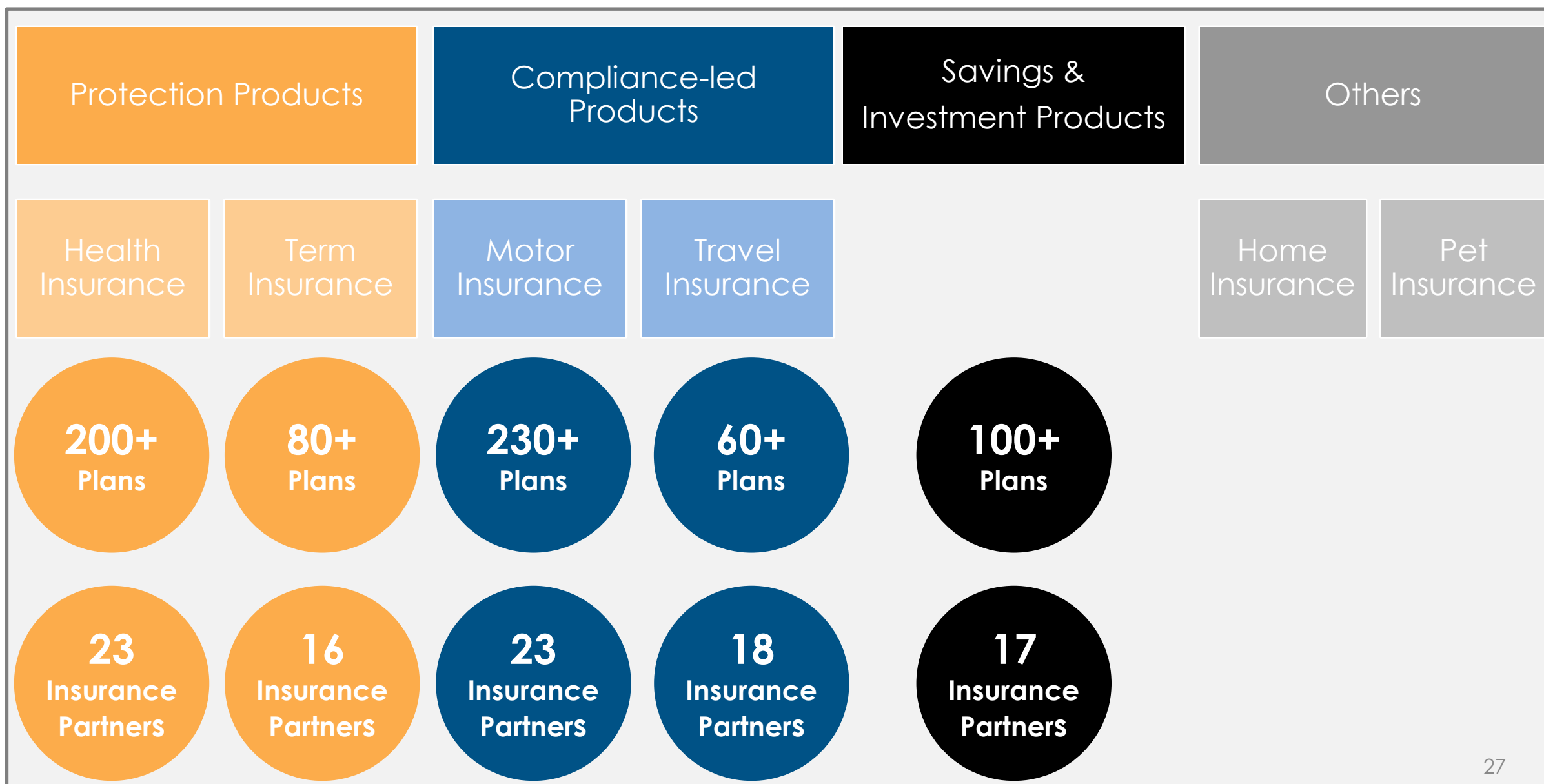
- **100% of calls converted** to text & analysed for behavioural insights, thus sharp risk assessment for insurers
- **Reducing false positives** through customer conversation tone analytics



# Our Business model



## Our offerings from 50 partners



## Catering to all insurance needs: Special products

### Healthy Individuals & Families

Plans to suit evolving needs: Yearly cover increase



### Senior Citizen Plans

- 30 minutes claim support (In 200+ cities)
- Relationship manager For every customer
- 24\*7 claims assistance In 30 mins. guaranteed
- Instant policy issuance No medical tests



### Riders

Room Rent Waiver

Hospital Cash Benefit

Critical Illness Cover

Personal Accident Cover

OPD Care

NCB protection

Inflation protection

Domiciliary hospitalization

### Special Maternity Plans

- Covers pre & post-natal expenses
- Normal and C-section deliveries
- New born cover from day 1
- Covers gynaecologist consultation
- Plans with low waiting period (as low as 3 months)



### Pre-existing Diseases

- Plans with Zero-waiting period
- A 3-way call amongst the doctor, PB advisor & the customer to guide the customer with Pre-existing conditions find the best suited health insurance plan for them
- PED BuyBack rider to reduce existing illness coverage waiting period



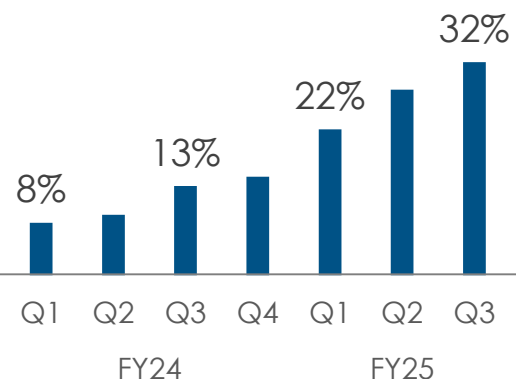


# Health Insurance

Catering to all insurance needs: Affordability centric to Unlimited coverage plans; NRI-focused plans

## Affordable Plans

Monthly Payment Mode  
as % business



Cost effective plans with Limited 'Room Category'

- Coverage for shared rooms (4 beds / general wards only)
- 40-50% lower pricing than standard plans

## High Coverage Plans

- High Sum Insured up to ₹6Cr cover with unlimited automatic recharge
- Plans covering Advance Technology Methods – robotic surgeries, deep brain stimulation, stem cell therapy, oral chemotherapy

## Premium Plans

### Multi-year plans

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

- |   |   |
|---|---|
| <input checked="" type="radio"/> 1 year         | <input type="radio"/> 2 years<br>Save up to 10% |
| <input type="radio"/> 3 years<br>Save up to 15% | <input type="radio"/> 4 years<br>Save up to 16% |
| <input type="radio"/> 5 years<br>Save up to 16% |   |

Plans tailored for NRIs



Concierge Service

Emergency Assistance

Non-Stop Dedicated Support

## Introducing NRI Care Programme

Providing end-to-end healthcare support to your family in India



### Pre Hospitalisation

- ✓ Selection of doctors & hospitals
- ✓ Hassle free ambulance services
- ✓ Expert support during hospital admission



### During Hospitalisation

- ✓ Access to 2nd medical opinion
- ✓ Easy In-hospital claims
- ✓ Dedicated support in discharge formalities



### Post Hospitalisation

Assistance with post-discharge queries & doctor's appointments

## Catering to all insurance needs: Unbundled offers &amp; personalized options

Unbundled offers: Choose the features you want !



## Policy benefits

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

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

Apply filters

## Existing disease waiting period

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

☒ No preference

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

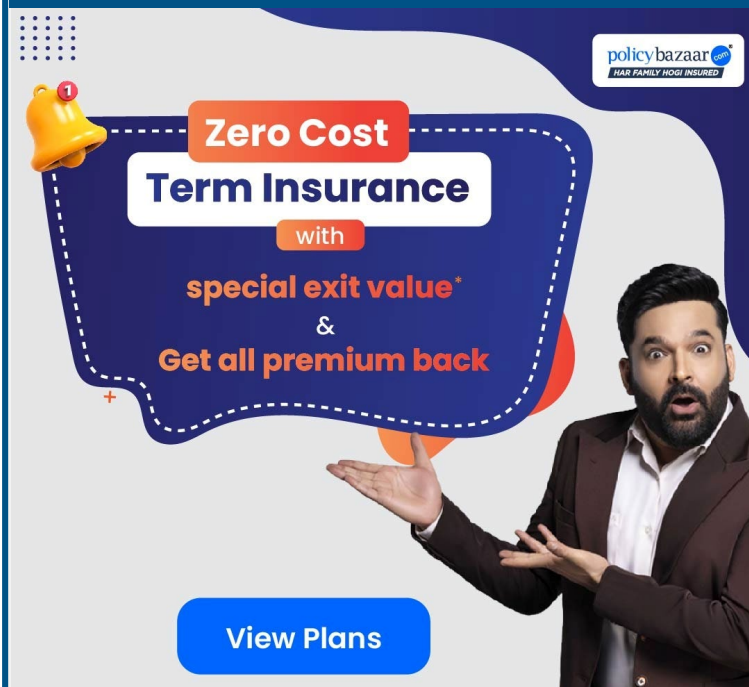
☒ 1 year☐ 2 years  
Save up to 10% on premium

Recommended

☐ 3 years  
Save up to 15% on premium

## New-age products for all consumers: Salaried customers

Zero cost plans  
with Special exit value

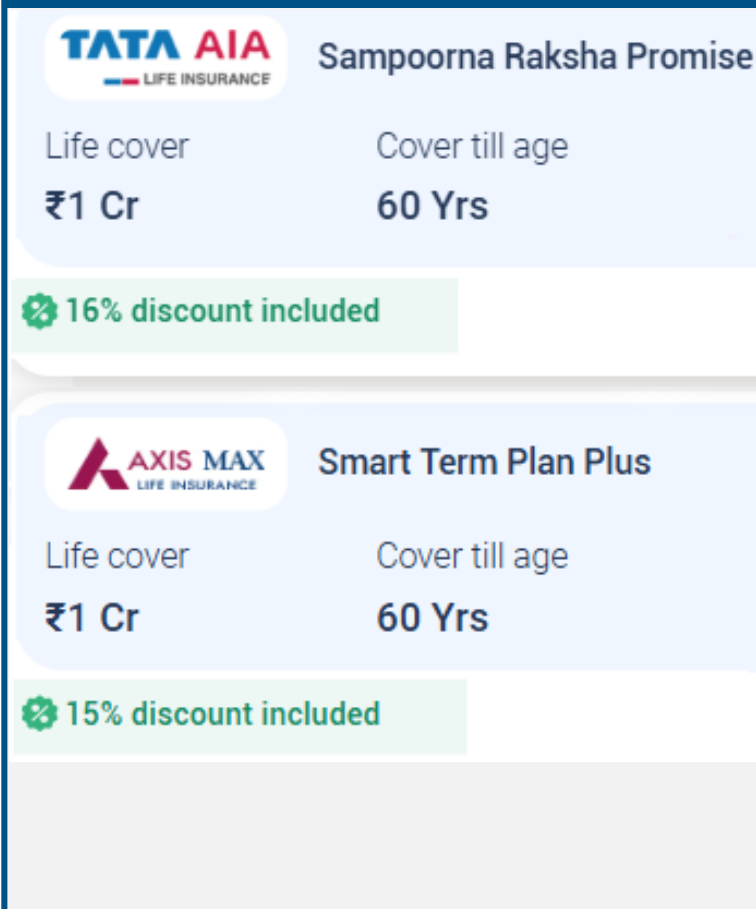


policybazaar.com  
HAB FAMILY HOGI INSURED

**Zero Cost**  
**Term Insurance**  
with  
**special exit value\***  
&  
**Get all premium back**

[View Plans](#)

Lifetime discounts  
upto 16%



**TATA AIA** LIFE INSURANCE **Sampoorna Raksha Promise**

Life cover ₹1 Cr Cover till age 60 Yrs

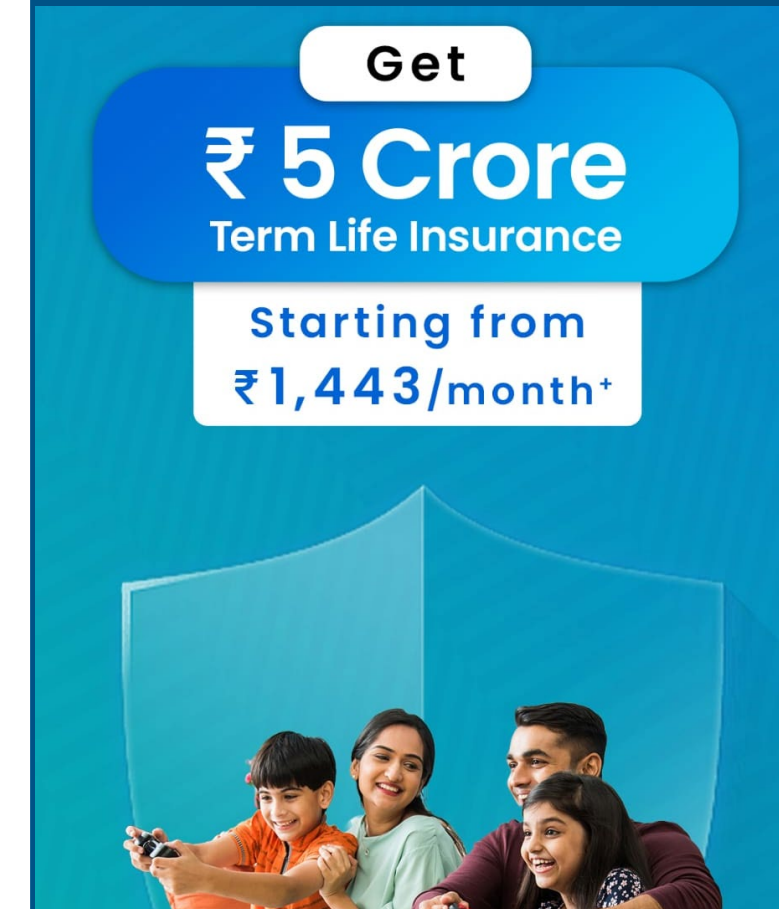
16% discount included

**AXIS MAX** LIFE INSURANCE **Smart Term Plan Plus**

Life cover ₹1 Cr Cover till age 60 Yrs

15% discount included

HNI Plans with  
High Sum Assured upto ₹20 Cr



**Get**  
**₹ 5 Crore**  
Term Life Insurance

**Starting from**  
**₹1,443/month\***

## New-age products for all consumers: Women

Term insurance plans for **housewives**  
with ₹1 Cr Sum Assured

policybazaar.com  
HAR FAMILY HOGI INSURED

Pre-approved<sup>1</sup>

**Term Life Insurance**

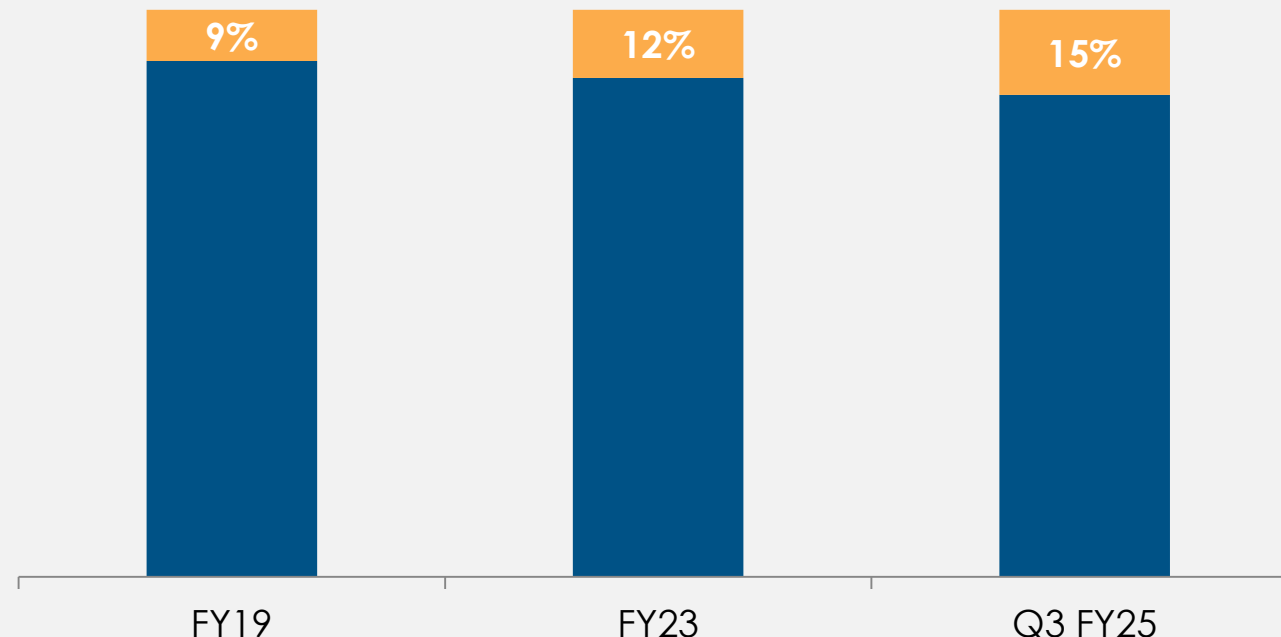
for your wife

- ✓ Free Health Management Services worth ₹36,500\* every year
- ✓ Upto 12%\*\* online discount

**Women-centric plans** including Critical Illness Covers like  
Cervical Cancer, Breast Cancer

### Term Insurance Buyers

Women Men





## New-age products for all consumers: Self-employed & NRIs

### Plans for self-employed customers

Income proof not required



iProtect Super

Life cover

₹1 Cr

Cover till age

70 Yrs

2 Free Add-ons ▾

Full refund of premium ▾

Zero Cost

5% discount included

[See how](#)

Income proof not required



Click 2 Protect Super

Life cover

₹1 Cr

Cover till age

70 Yrs

1 Free Add-on ▾

Full refund of premium ▾

Zero Cost

5% discount included

[See how](#)

Income documents Waiver

Surrogate Underwriting

### NRI-focused plans



Special Term Plans for NRI



Get

₹ 3 Crore

Term Life Insurance

Starting from

₹1,103/month\*

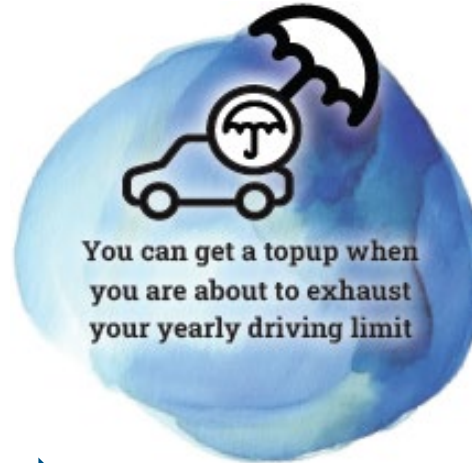


[View Plans](#)

\*Standard T&C Applied

Video Medical Tests

Worldwide Coverage



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

\*Savings calculated on Honda New City V/X, 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

IDV Cover ₹16,63,066

**₹ 6,304 →**

Car video inspection required

**Pay As You Drive!** Choose the driving plan that suits your car needs and pay less.  
**Recharge plan with kilometers** at any time. [know more](#)

☒ 2,500 km/yr
 ☐ 5,000 km/yr
 ☐ 7,500 km/yr
 ☐ 10,000 km/yr
 ☐ Unlimited km/yr

### 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

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

Current insurer	IDV	Premium
	₹4,81,602	₹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

Current insurer	IDV	Premium
	₹4,81,602	₹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

Current insurer	IDV	Premium
	₹4,81,602	₹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

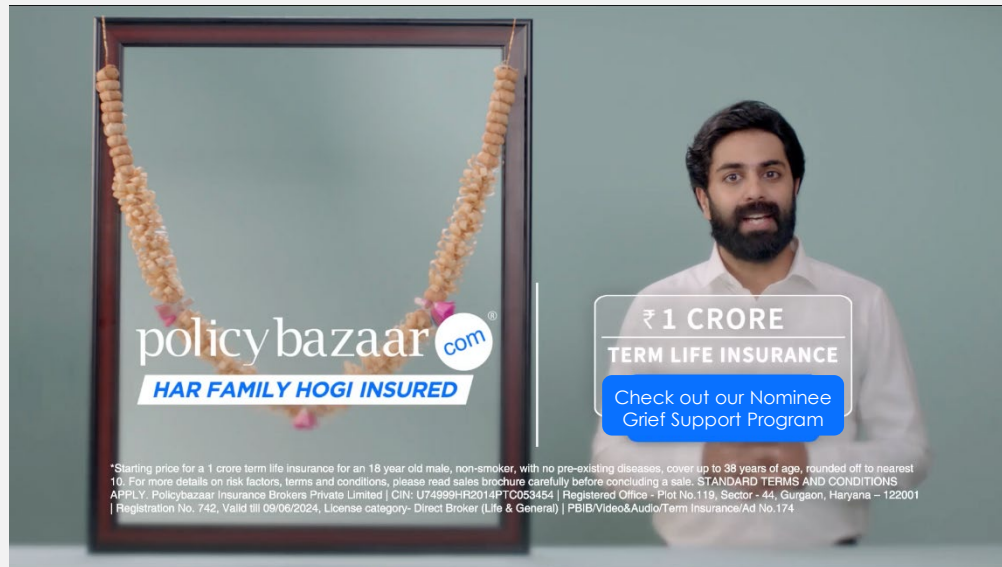
Current insurer Incl. 25% NCB discount No inspection required

Current insurer	IDV	Premium
	₹4,81,602	₹5,155

Your policy expired on 28 Dec, 2022

Renew now





Tamil

Telugu

Marathi

Hindi

Malyalam



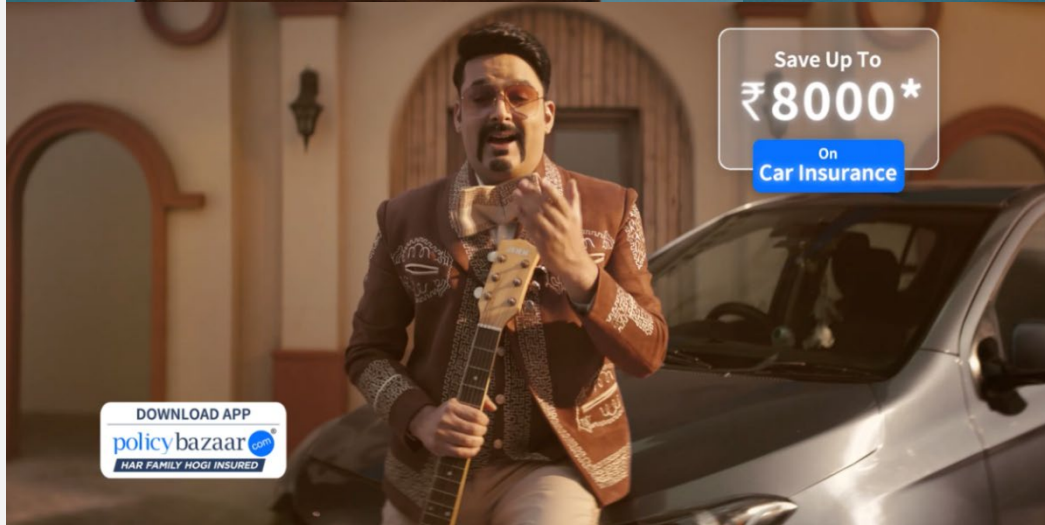
# Continuing to use humor as a tool

## Awareness brand campaigns with Kapil Sharma



Engaging popular comedians like Kapil Sharma to create consumer awareness about serious subjects like

- The critical need of protection products (Health & Term insurance) for middle class families
- Benefits of comparing to find the best suited insurance product solutions





# Using multiple formats of mass-media for improving brand recall

## Boosting presence in relevant events & through TV show integrations

Leveraging Sports events  
to raise awareness about health insurance






Going beyond mainstream TV advertisement by integrating  
with popular shows in Hindi as well as regional languages



"Policybazaar team helps you choose  
insurance basis your needs"



# 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"> <li>• Tele-assistance during purchase</li> <li>• Choices of products &amp; pricing</li> <li>• Tech &amp; customer-center based service / claims assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Tele-assistance + Human touch</li> <li>• Choices of products &amp; pricing</li> <li>• Tech &amp; customer-center based service / claims assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Human touch</li> <li>• Low choices of products &amp; pricing</li> <li>• Limited service / claims assistance</li> </ul>
Insurers	Insurers	Insurers
<ul style="list-style-type: none"> <li>• Distribution Commission only</li> <li>• Sharp risk assessment + real-time control on claims / frauds / mis-selling</li> </ul>	<ul style="list-style-type: none"> <li>• Distribution Commission only</li> <li>• Sharp risk assessment + real-time control on claims / frauds / mis-selling</li> </ul>	<ul style="list-style-type: none"> <li>• Cost of maintaining the agency channel / B2B2C partners commission</li> <li>• Cannot control high claims / frauds / mis-selling</li> </ul>

# 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.



### Video Call / Video Uploads

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



### Telephone

- Assistance during purchase
- Service coordination – medicals + documentation



### Retail Store

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



### Chat

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

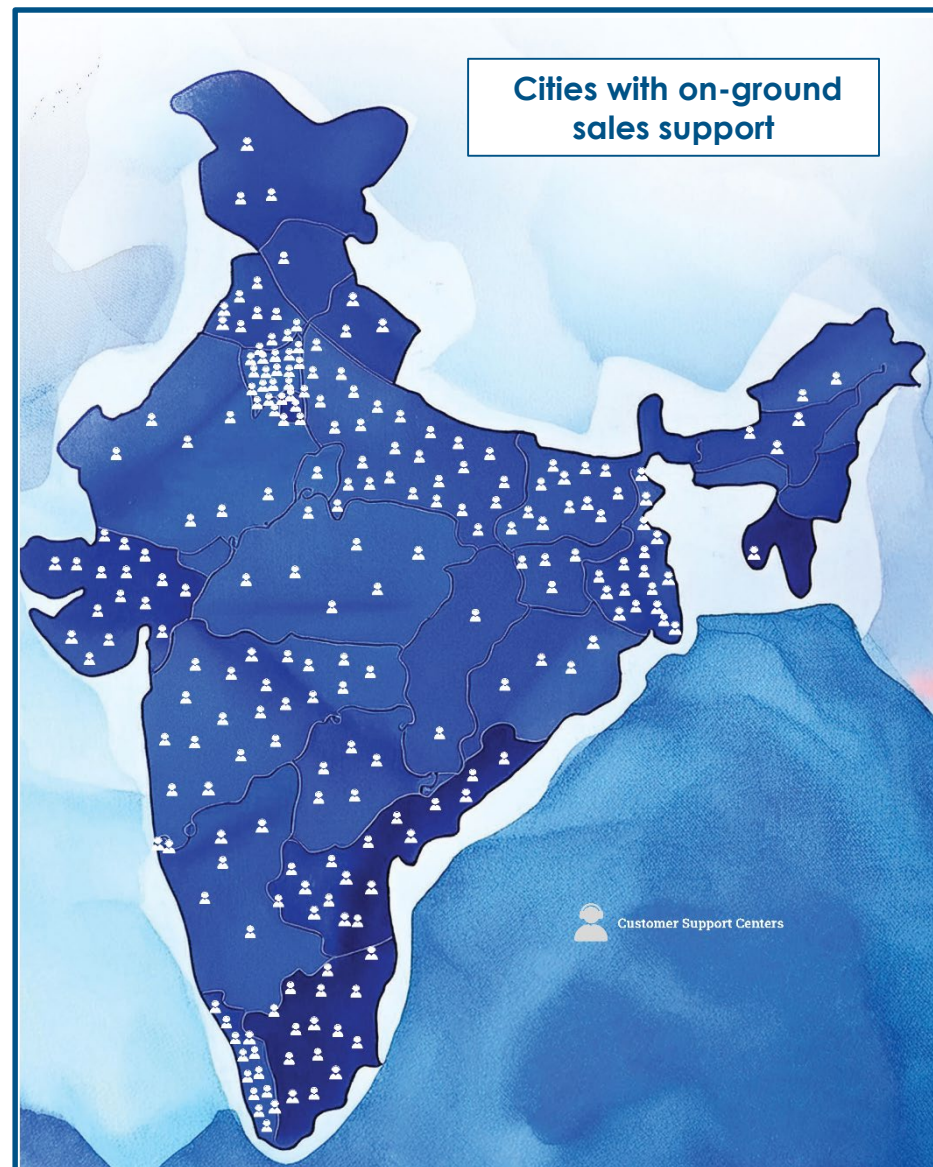


### In person

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



## On-ground sales support in 200+ cities, helping convert better



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

### Benefits to consumer



Flexible & convenient in-person engagement



Human touch



Trust of the brand  
Policybazaar



Post-sales independent verification to check mis-selling

### Benefits to PB



Increased conversion



Higher ticket size



Improved market share

### Book home visit



Fill your details to book a **FREE** home visit with our expert advisors

Full Name

+91 | Mobile Number

Book your home visit now >

### Get Personalized Health Insurance Advise at Your Home!



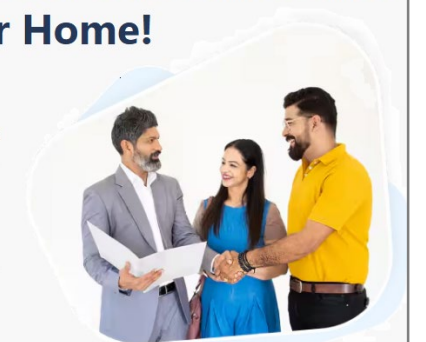
Expert Advice  
From Certified Advisors



30-60 Minutes  
Personalized Advice

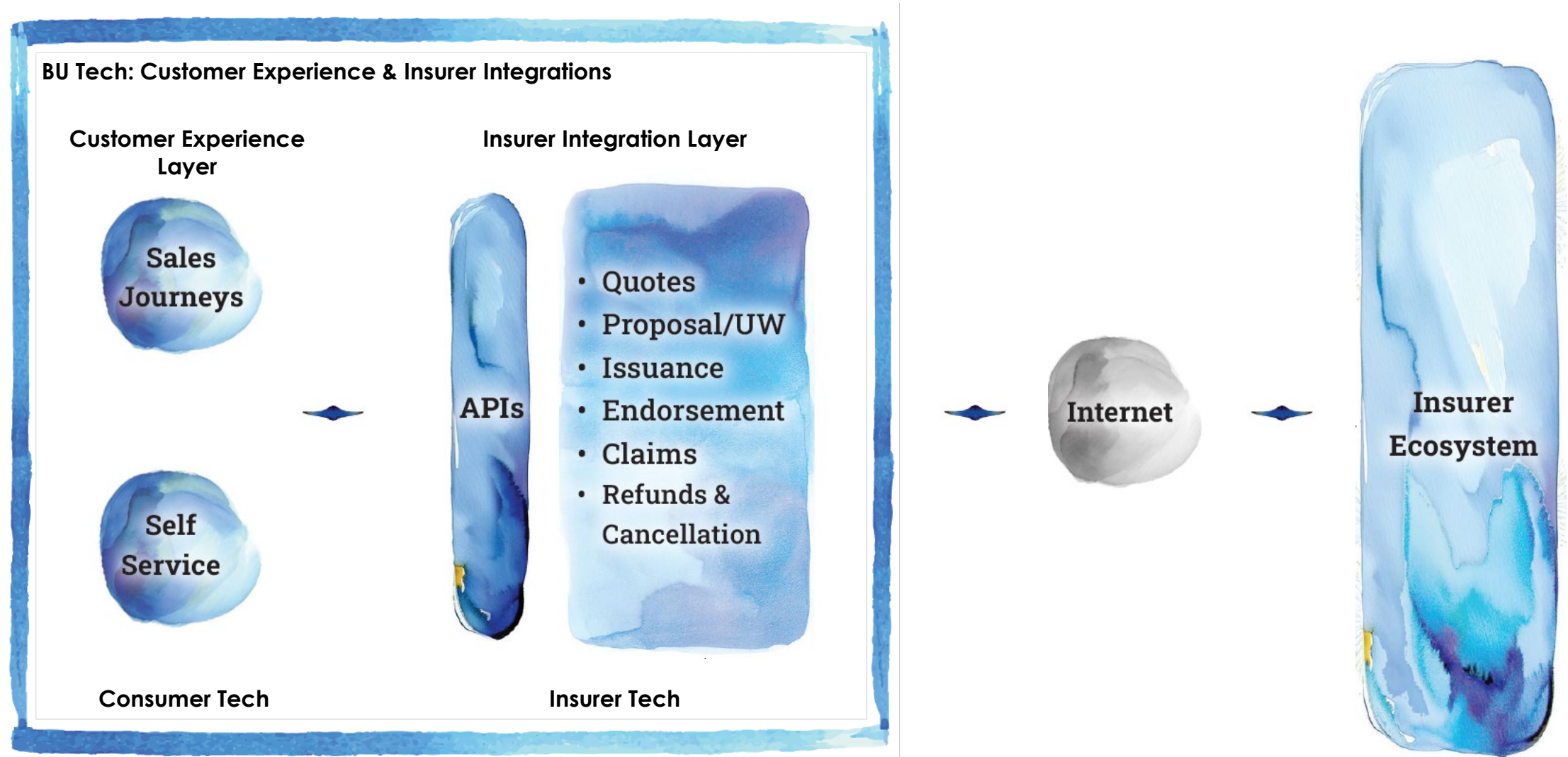


24\*7  
Claims Support



# Technology for Consumers & Insurance Partners

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



# Technology solutions for Consumers



Customized solutions

Personalized quotations & plan recommendations



Self-aided consumer journeys

Easy Documentation using OCR & Computer Vision Technology

Real-time Endorsements

Calendar Management for medical tests

Motor Vehicle Inspection



Seamless transactions

Payment Gateways for single payment for combo purchases

1-click refunds



Lifecycle Management

360 degree consumer view

1-click renewals



Claims Assistance

First Loss notification using mobile app

Easy access to Garage & Hospital network information

Smooth coordination with insurance partners, surveyors, TPAs, garages & hospitals



# 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
<b>ICICI PRUDENTIAL</b> iProtect Smart	1Cr	60 yrs Max Limit: 85 yrs	98.6% No Medicals	₹1,298 5% Off ₹1,174 monthly ₹13,745 annually <a href="#">Change</a>
<b>HDFC Life</b> 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 <a href="#">Change</a>
<b>MAX LIFE</b> Online Term Plus	1Cr	60 yrs Max Limit: 85 yrs	98.7% Tele Medicals	₹1,059 monthly ₹12,036 annually <a href="#">Change</a>
<b>EGON Life</b> iTerm	1Cr	60 yrs Max Limit: 100 yrs	96.4% Tele Medicals	₹981 monthly ₹11,280 annually <a href="#">Change</a>

Payment and Plan Summary

SELECT PAYMENT MODE

Credit Card ☒ Debit Card ☐ Not Banking ☐

Pay using Credit Card

VISA MasterCard RuPay

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

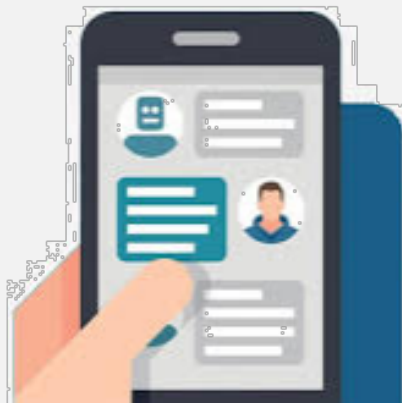
Please do not Press "Back" or "Refresh" the Page

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

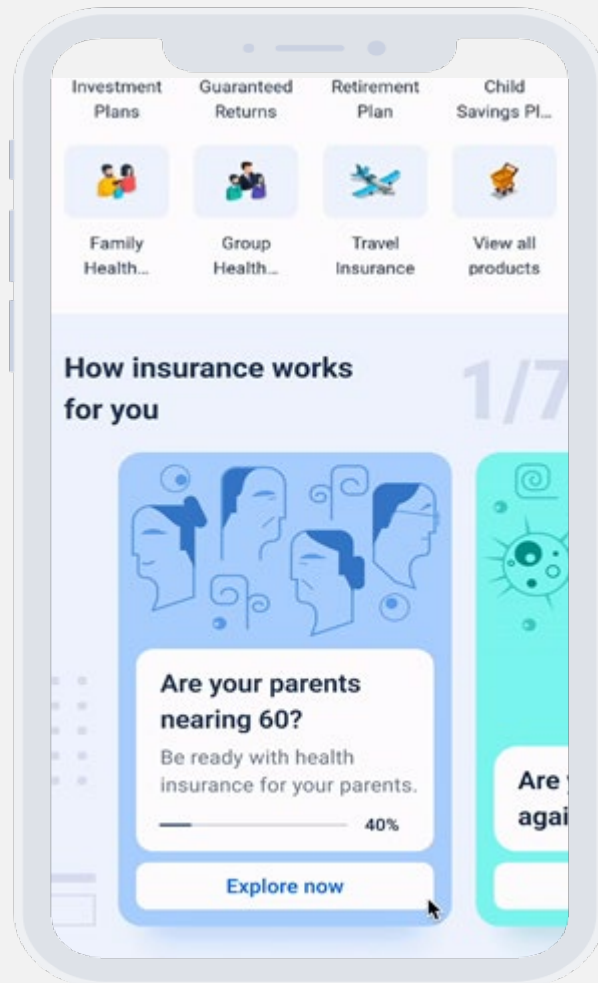
- ✓ Handles customer queries resulting in faster fulfilment
- ✓ Response within a minute
- ✓ Increased Unassisted Share of Business



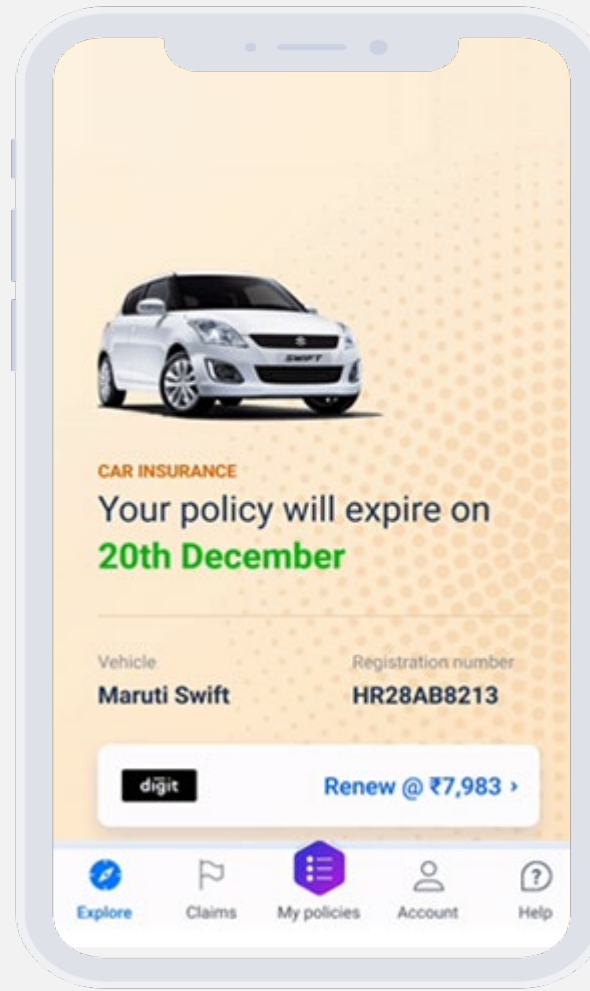
# Technology solutions for Consumers

## A wholesome experience in the App

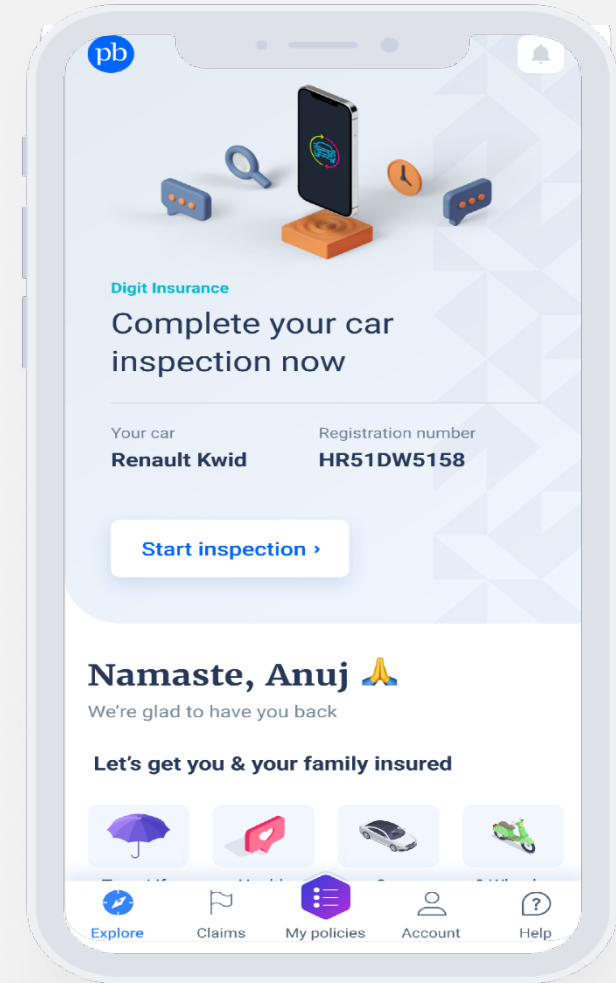
### Consumer Education / Awareness

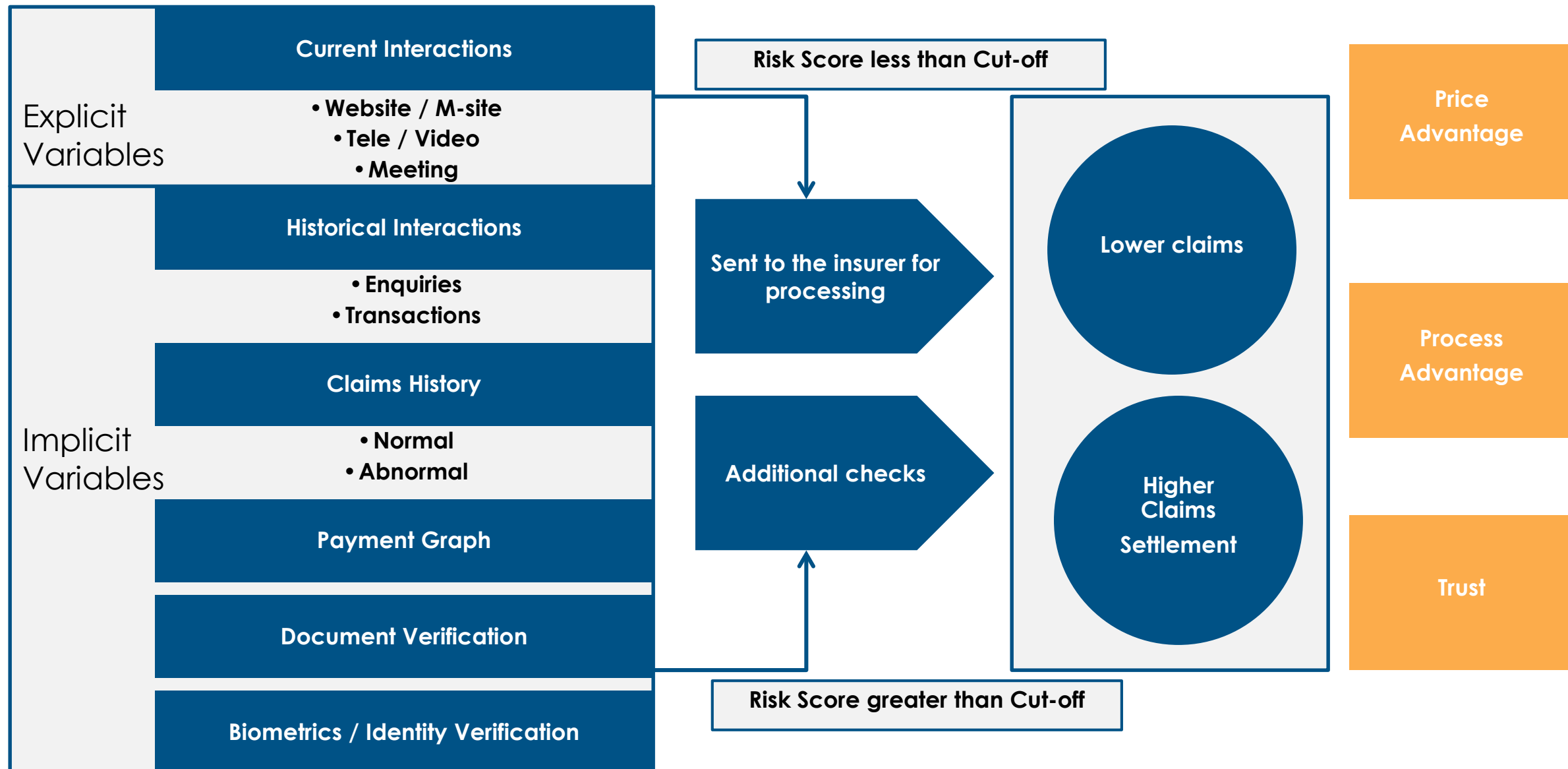


### Renewals

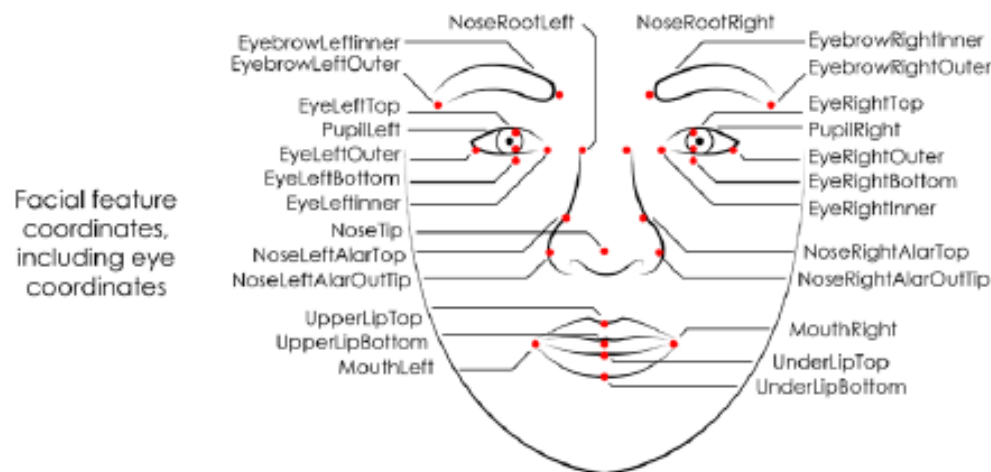


### Policy Management





### Liveliness checks Models- Deep fakes detection

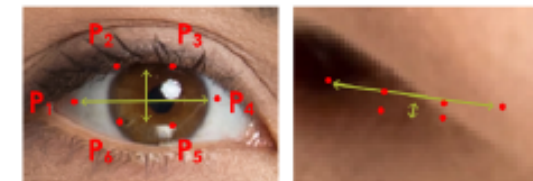


Face detection using Caffe (Deep learning based Face detector)



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]



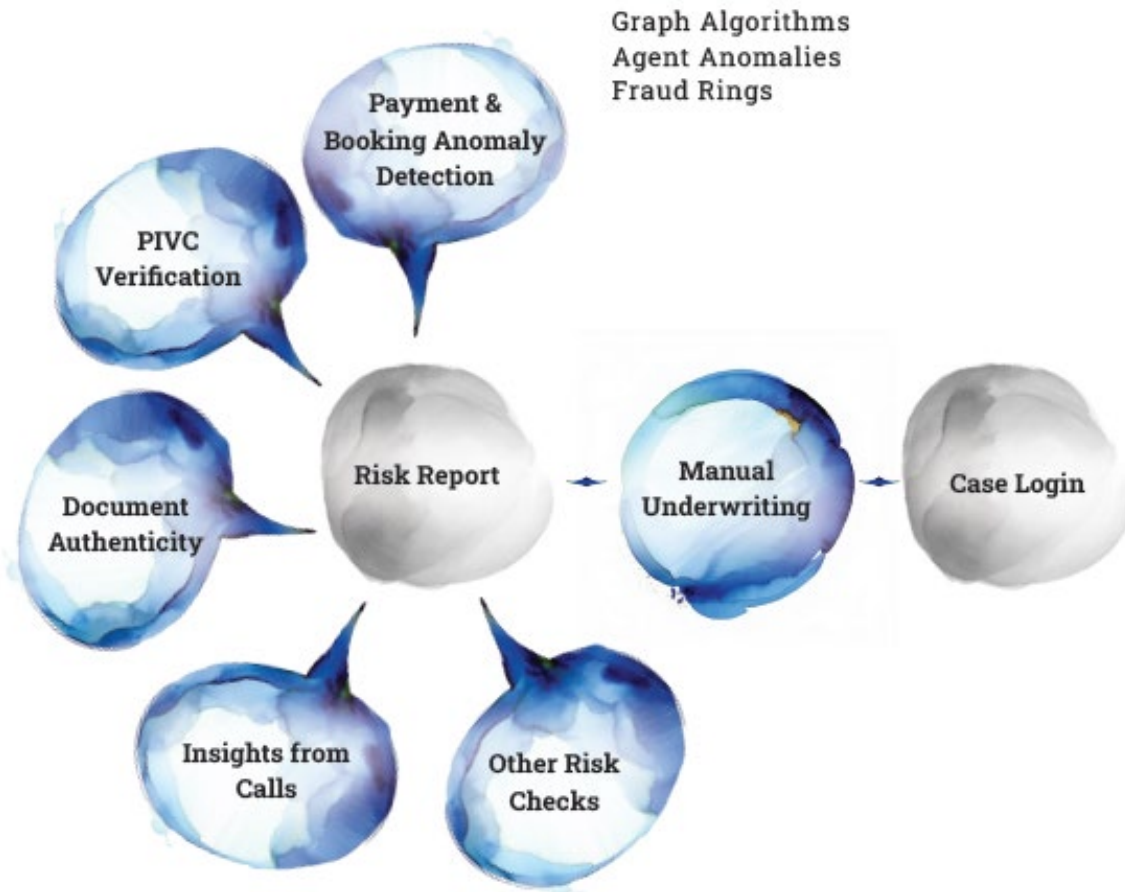
Hand Raise detection across all frames Optional check [As pb suggests for hand raise too while video capture]



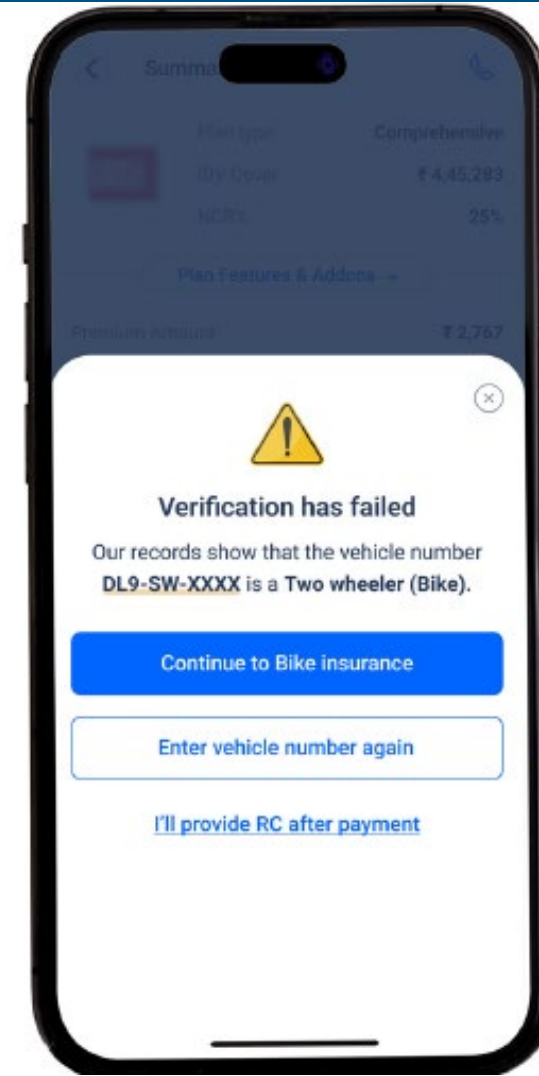
# Technology solutions for Insurance Partners: Risk Assessment

## AI based risk framework used to detect fraud

### Face Matching, Voice Matching and Liveness Scores



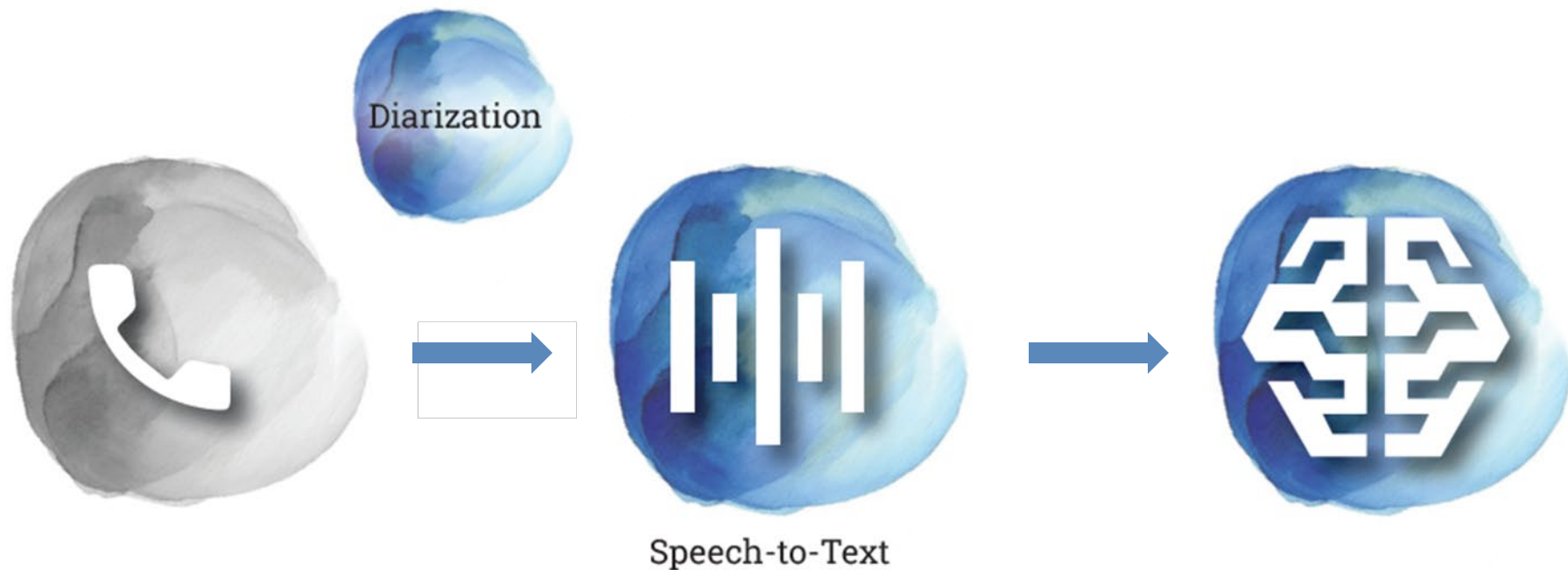
### Verification with Public Databases



Face biometrics & Voice identification employed for fraud detection. Liveness Detection is done to check for deepfakes, if any.

## AI-based call compliance and quality assessment

Proactive detection and flagging of compliance breaches





## CRM systems

### Proprietary systems for lead management & booking management

The screenshot displays a CRM interface for a lead named Vansh Negi. The interface is divided into several sections:

- Lead Profile:** Shows personal details such as Sum Assured, Investment, DOB, Gender, Pay Term, City, Customer ID, Annual Income, Country, Lead Id, and Parent ID.
- Comments:** A section for adding and viewing comments, with a 'Save' button.
- Customer History:** A table showing previous visits and policy details, including Issued, In Progress, Cancelled?, Rejected, Previous Lead, Previous Visit, and Visit count.
- Call Details:** A table showing call attempts, connected calls, total call duration, total I/B call duration, and total CTC call duration.
- RM Details:** A section for Review Manager details, including a 'No Scheduled Appointment' status and a 'Create New Appointment' button.
- Tickets:** A section for managing tickets, with a 'Find other centers' button.
- FOS Cities and Offline Stores:** A map showing the location of the lead and a 'Find other centers' button.
- Additional Info:** A section for other additional information related to the case.

The interface also includes a sidebar with navigation options like Dashboard, Leads, FOS, Stories, Performance, Notifications, Internal Email, and Logout.

System conducts  
“Intent Analysis”

Match  
Lead-score  
with  
Agent-score

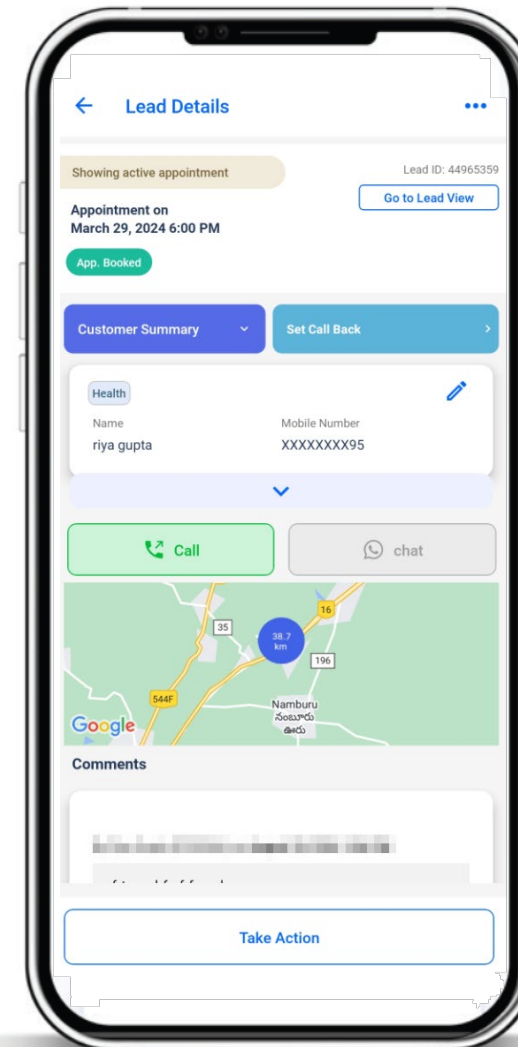
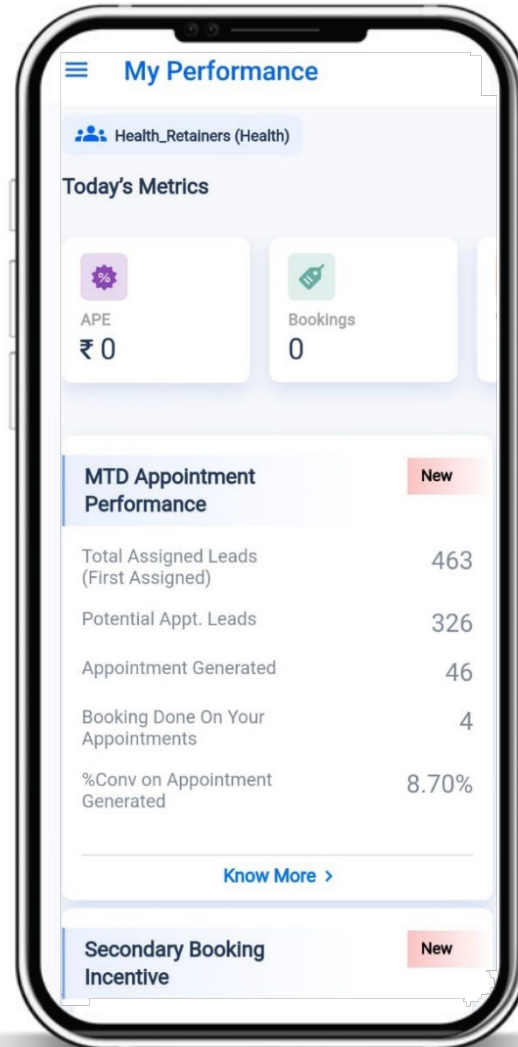
Auto-allocation  
of leads, system  
based DND  
mode, call  
reminders

ML based voice  
analytics for  
Pitch Quality  
Check

# Technology solutions to Empower employees

## CRM systems

CRM system with additional features : a mobile app format to provide assistance to our employees supporting consumers through in-person appointments





# Technology solutions to Empower employees



## Unified Communication

- Omni-channel experience for the customer
- Central Repository of all the communication sent out to the customer
- Includes our home-grown integrated telephony system(PBDialer)

## Quality Management System

- Maintains the quality of conversations; highlights any mis-selling/ high-performing advisor techniques
- Automated Speech Recognition (ASR) platform to determine insights (intents, sentiments, queries, et al)
- Developed dictionaries & vocabulary for contextual understanding of Hinglish
- The Named Entity Recognition (NER) model identifies key phrases and interest indicators from conversations



## Reporting & Business Intelligence System

- Optimus, a single storage entity for multiple databases to support downstream reporting & analysis
- The Data lake handles both structured & unstructured data from various sources in various formats
- Generates more than 1,500 kinds of reports on a daily basis

## Claims Assistance: popularized through media campaigns

Our consumers should only worry about healing & getting fitter  
All insurance related processes will be managed by us (support within 30 mins)



Our consumers enjoy cashless claims at 15,000+ hospitals for Health Insurance

Our dedicated team ensures a hassle-free experience in the hospital and for pre & post hospitalization engagement

# Claims Assistance: Assured Delivery Program

## On-ground assistance at the time of claims (Motor Insurance)

### Motor Assured Delivery Program



Customer calls for claim assistance



PB Claims Advisor pitches ADP garage



RM meets customer & provides end-to-end assistance



Car repaired in record time



Satisfied customer



24\*7 claims support, even on public holidays



Coordination for faster repair TAT (within 5 days) for small damages



Notification updates at every step of the claim process



Dedicated claim manager



Repair Warranty\* on electrical & mechanical parts, & painting



This network reaches over 100 garages throughout India.



# Claims Assistance: Assured Delivery Program

## On-ground assistance at the time of claims (Motor Insurance)



**100+**

Garages launched throughout India



**₹112+ Cr**

Approved claims with PB support (YTD)



**30%**

Turn around time (TAT) reduction



**92%**

CSAT



**24\*7 Support**

by dedicated PB Team

**Customer Satisfaction Score (CSAT) of 92%** reflected in testimonials received on email/social media

Customers endorse Assured Delivery Program through **word-of-mouth**

"Hi Policybazaar team,

I wanted to take a moment to provide feedback on my recent car claim experience with your company under the Assured Delivery Program launched by Policybazaar. Firstly, I would like to express my appreciation to RM - Santhosh K C (PWXXXXX) for the prompt and efficient handling of my recent car claim. The process was smooth and I received the necessary support and guidance throughout. The professionalism and responsiveness were commendable. Thank you once again for your excellent service and support.

Regards,  
SA. Muneer"

"Dear Team,

I would like to express my gratitude for the excellent service received under the Assured Delivery Program. Both Policybazaar and XXXXX provided outstanding assistance throughout the process. I am extremely satisfied with the support and professionalism demonstrated, and I will gladly recommend Policybazaar to others. Thank you for delivering such a great service!

Thanks,  
Anil Kumar"

## Tech-enabled assistance at the time of claims (Motor Insurance)





# Claims Assistance

## On-ground assistance at the time of claims (Health & Term Insurance)

### Health On-Ground Claims support in 200+ cities



Customer calls for claim assistance



PB Claims Advisor pitches the network hospital



RM meets customer & provides end-to-end assistance at the hospital within 30 mins



Hassle-free in-hospital experience



Satisfied customer

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



**Claim Beneficiary:**  
Mr. Abhishek Kumar

**Claim Amount:** ₹1 Cr

Mr. Kumar was a Qatar-based NRI, who bought a term life insurance policy through Policybazaar in Sep-23

### Grief support program for nominees has a bi-fold impact

- Consumer:
  - Stress-free claims process, thus customer loyalty
- Policybazaar:
  - Word-of-mouth marketing by satisfied customers
  - Motivation for sales advisor as he/she witnesses the real-life impact of his/her assistance in the sale of the insurance policy

# Claims Assistance Testimonials

## Health claims experience endorsed by customers

These stories are testament to the power of Health insurance in providing  
**Financial security** and **Peace of mind**

"I would like to take a moment to express my heartfelt thanks to Sanjeet Kumar from Policybazaar for going above and beyond to help me during a difficult time. Recently, my wife was hospitalized, and unfortunately, my cashless claim was initially rejected by the TPA without any valid reason. Feeling helpless, I reached out to the Policybazaar helpline, where I was fortunate to connect with Sanjeet Kumar. His empathy, dedication, and constant follow-up with the TPA ensured that my claim was approved swiftly and without further hurdles. Such exemplary customer service deserves recognition. A huge shout out to him for his professionalism and kindness, which truly made a difference during a stressful period for me and my family. I would also like to acknowledge and thank the leadership team at Policybazaar for nurturing a customer-focused culture and having such committed individuals on their team. Thank you once again Sanjeet, for being a beacon of support!

Regards,  
Manoj Naik"

"I recently had to file a claim through Policybazaar, and I must say the entire process was seamless due to help from Sambodh who understood my case and all its nitty gritty related to my re-claim. He was always available to answer my queries and take necessary steps with the insurer. The transparency in the documentation process and resolution exceeded my expectation. I must say I was impressed with the commitment and help shown by Sambodh in following up with the insurer and keeping me updated throughout. I was so impressed with the excellent service and efficiency in handling claims, which caused me to have so much trust in the entire Policybazaar services that I purchased my term insurance from Policybazaar only few days ago (sic).

Thanks & Best Regards,  
Syed"

"Amazed by the service and support provided by Policybazaar during the illness of my Daughter. They exactly do the same what they show in their TV ads. The support you get particularly when your loved ones are in Hospital seems like divine support. The person namely Mr. Kamlesh Yadav was so responsible and responsive that can touch any attendant's heart. Heartfelt thanks to him.

Regards,  
Manoj Kumar Singh"



My experience with  
**Policybazaar**  
has been top-notch

**Jayvijay Sachan**

Stand-up comedian  
and mimicry artist

Stand-up comedian and mimicry artist, Jayvijay Sachan also shared the story of his father's cataract surgery while he was in Turkey for a show, highlighting how health insurance from Policybazaar ensured a smooth experience despite his absence.



policybazaar.com  
HAR FAMILY HOGI INSURED

### Welcome to the PB family

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

Policy Number  
**PB1235345**

Sum Insured  
**₹2 Crore**



You are important to us.

Our team is here to provide you best-in-class insurance services including:



#### 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 to deal with the personal loss.

To learn more about our services, download the new **Policybazaar app** or log into **My Account** on our website.



Thank you for choosing Policybazaar.

We look forward to partnering with you for all your insurance needs.

Thank You,  
Policybazaar.com

For service related queries, reach out to us at **1800-258-5970** using your registered mobile number.  
For claims related queries, reach out to us at **0124-6384120**

**Claim Assistance Card** for the nominee to ensure they have handy policy details as well as direct claims assistance number always with them

### Claim Assistance Card

Guaranteed claim support for your family

Life Insurance: **2 Crore**  
Life Assured: **Rishabh Mehrotra**  
Policy No: **PB1235345**  
Issued Date: **01/04/23**  
Cover Upto: **70 Years**

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Download Policy

policybazaar.com  
HAR FAMILY HOGI INSURED

#### Policybazaar Insurance Brokers Private Limited

CIN: U74999HR2014PTC053454 | Registered Office - Plot No.119,  
Sector - 44, Gurgaon, Haryana - 122001 Tel no : 0124-4218302



**1800-258-5881**



**care@policybazaar.com**



**+91-85060 13131**



Pay Renewal Premium

# Claims Grievance Redressal Day

## Claims Samadhan Diwas

### CLAIM SAMADHAAN DIWAS



Claim settlement amount ₹ 3,21,889

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  
Continue to receive thousands of appreciation / gratitude emails from consumers every month

# Awards & Recognition



**FICCI PICUP Awards**

**Best Insurtech**



**BW Festival of Fintech**

**Best Insurtech**



**E4M Health & Wellness Awards**

**Best Use of Brand Awareness**



**PB Meet at ETBFSI Awards**

**Best Use of Consumer Tech**



**Insurance Asia Awards**

**Best Domestic Broker**



**India Insurance Summit**

**Best Insurance Brokers**



**Berkshire Media**

**India's Leading Online Insurance Platform**



**FUTECH Awards 2024**

**Best Fintech Provider (Silver)**



**Claim Samadhan  
at ET Entrepreneur Awards**

**Best Customer Service**

paisabazaar.com

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



**57 Lacs**  
Quarterly Enquiries  
(credit products) ^



**17 Lacs**  
Transactions ARR\*



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

India's largest  
credit score awareness initiative

**4.9 Cr**  
Credit Score Consumers  
till date



**16 Lacs**  
New credit score consumers  
added^ (Q3 FY25)



**₹21.7 k Cr**  
Loan disbursements ARR\*



**5 Lacs**  
Credit Cards issued ARR\*



Acquiring a  
consumer every  
**4.5 seconds**



# 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 70+ partners



**Relevant Offers Rank-ordered**

Powered by SmartMatch



**End-to-end assistance**

With 'right', personalized advice

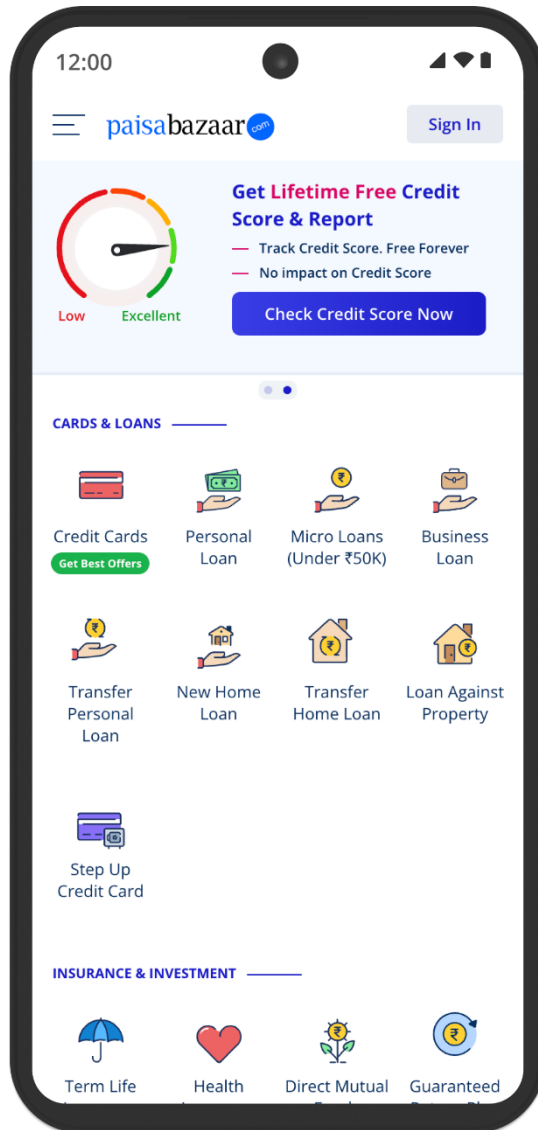


**Seamless onboarding**

E2E digital processes, instant approval



# Evolved as India's Platform of Choice for 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

>16%\* of India's active credit score<sup>^</sup> consumers on Paisabazaar

7-8%\* of Credit enquiries in India happen on the platform

\* Management Estimates;

<sup>^</sup> Consumers having at least 1 active trade line

# Current external environment tough, **moderation** in unsecured credit & Cards

**For sustainable, long-term growth, industry encouraged to review supernormal growth in unsecured**

**Guidance led to policy & process changes for a stronger ecosystem**

Rapid growth in unsecured credit post COVID, led by new categories like BNPL, STPL & influx of capital

Stress observed in certain segments across unsecured lending, leading to tightening

Industry advised to review & moderate super-normal growth in unsecured loans

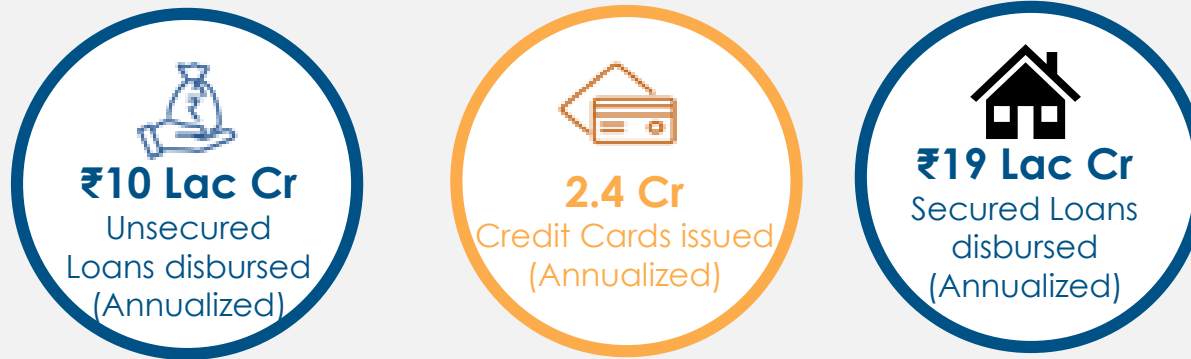
On-boarding restricted for some Banks, NBFCs across categories over the last few quarters

Risk-weight increase for unsecured credit  
Increase in cost of funds /supply crunch for downstream NBFCs

Guidance around co-brand regulations and V-KYC led to policy and process changes

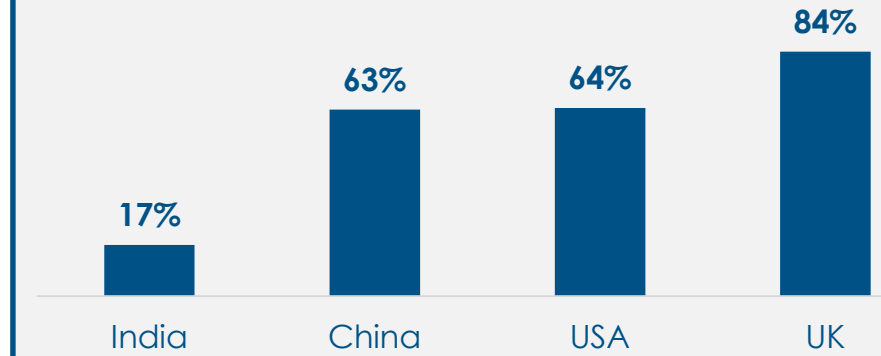
# However, long-term **opportunity** remains **robust**, driven by strong macro

## Large Consumer Credit Market#..



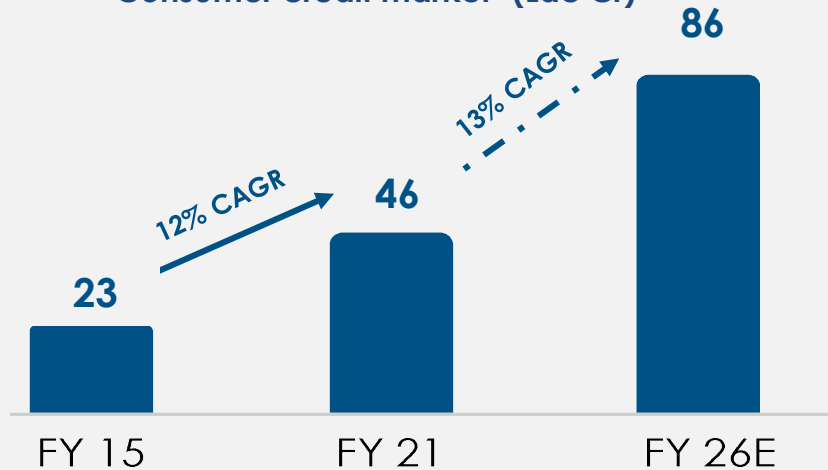
## ..is underpenetrated

Household debt to GDP ratio<sup>^</sup>

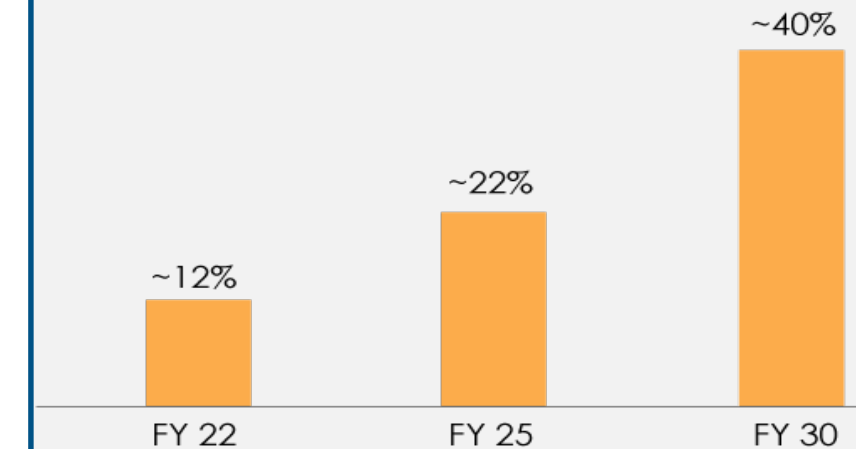


## Growing at a healthy rate..

Consumer credit market# (Lac Cr)



## ..with an increasing share of digital\*



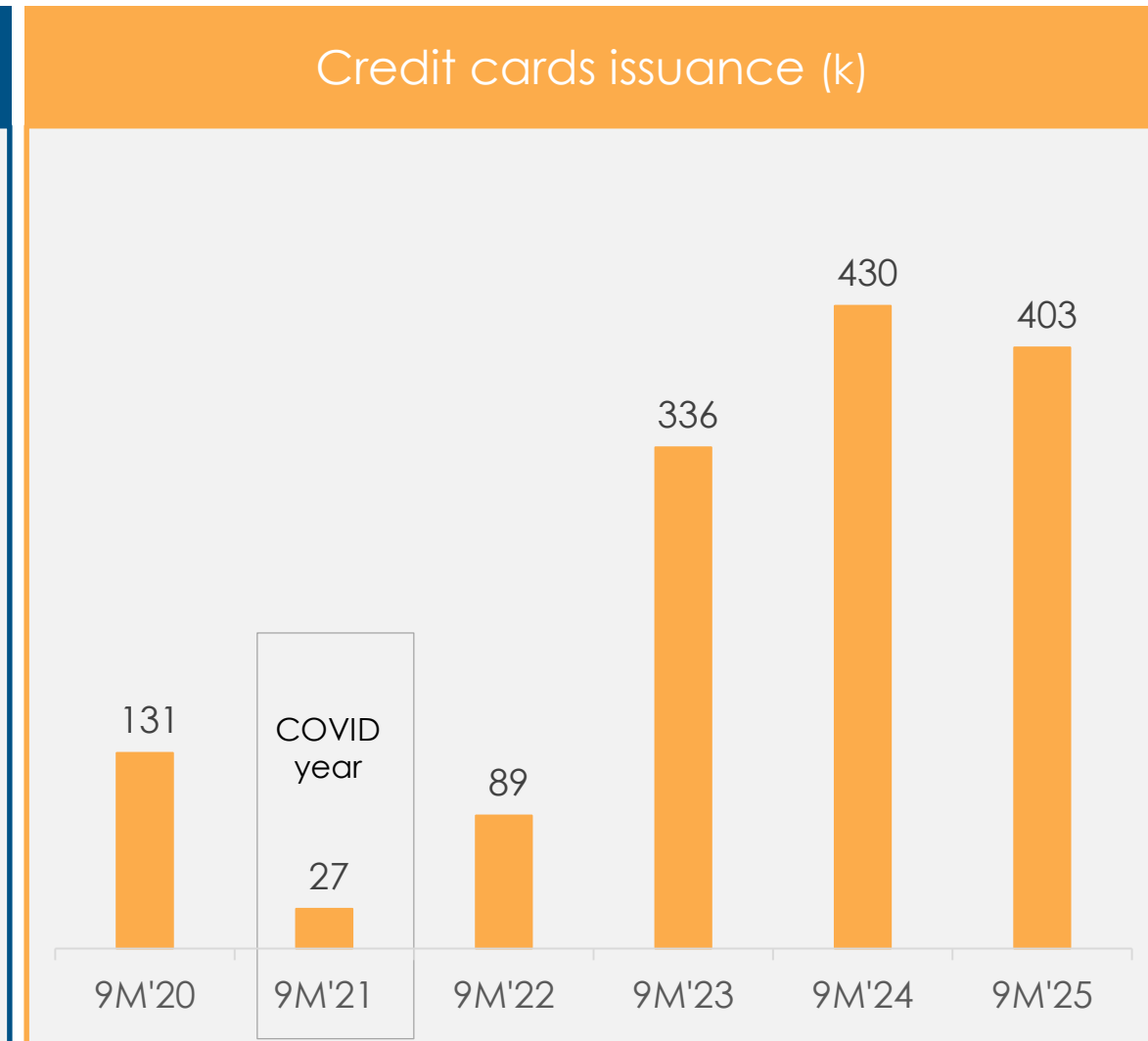
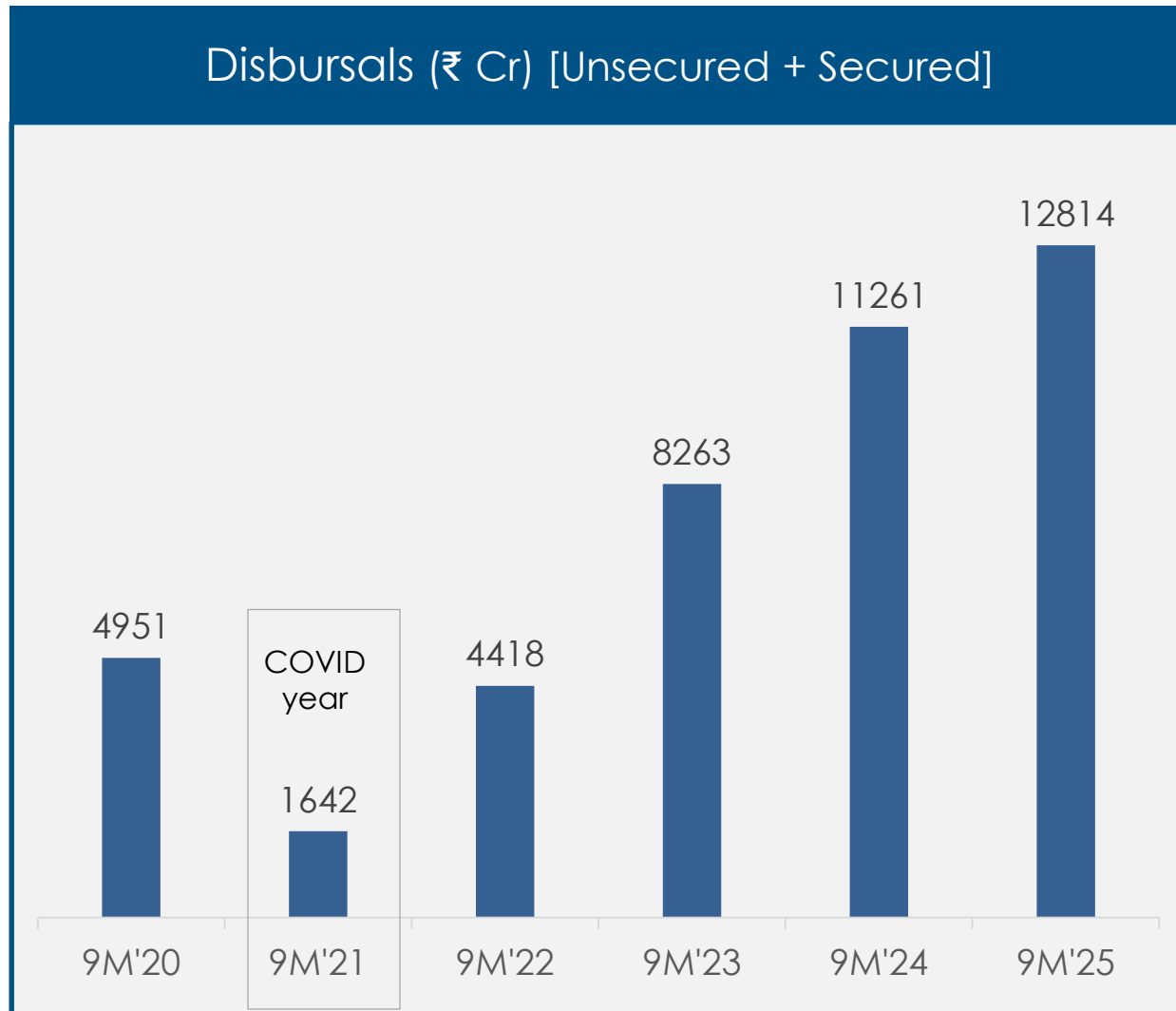
#Management estimates

<sup>^</sup>CEIC data

\*Google Temasek & Bain report 2023

# Secured lending driving disbursal growth; moderation in unsecured & cards

However, 3-year CAGR at 31% for unsecured credit and 65% for cards looks strong



# Pillars that would help us compete, differentiate & win

## Go deeper in Unsecured Credit



- Own digital process & fulfilment, driving CX
- AI/ML led Fraud & Risk Management
- Expand segments & improve margins via FLDG; Initiated with 1 partner

## Scale Secured Credit



- Strengthening D2C Play: Expanding products, building fulfilment capabilities
- PB Connect to bring in digitization, efficiency

## Credit Score continues to be the company backbone



- 4.9 Cr credit aware consumers to drive engagement
- Providing actionable insights, help manage & improve score

## Drive engagement via comprehensive financial advice



- PBmoney to enable 360-degree view of consumers' financial health
- Advisory to help consumers manage finances better

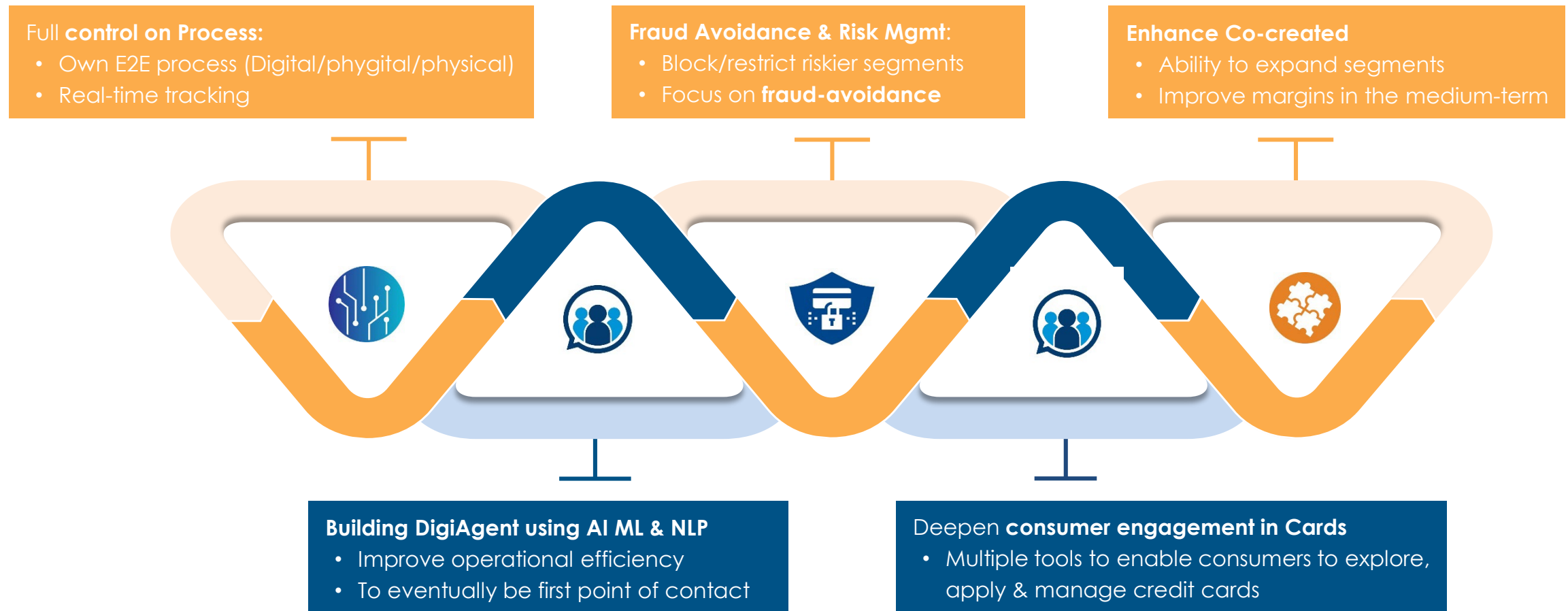
## Take Brand to every Indian household



- Go beyond ads & transactional messaging
- Going deep in Bharat via vernacular
- Multi-device & smart media mix



# Going deeper into each aspect of unsecured to offer **seamless CX**



# Full control of the process to enhance efficiency & experience

Omni-channel experience for highest process efficiency, E2E experience for consumers



Lender  
Selection



On demand tele-  
assistance  
(Human + Bot)



AI chat engine for  
real-time support



WhatsApp support  
with doc collection  
capabilities



Fulfilment  
Process



E2E digital  
process



Booking  
Team for phygital,  
non-PB processes



Physical  
fulfilment  
(as needed)



Real-time App  
tracking & alerts



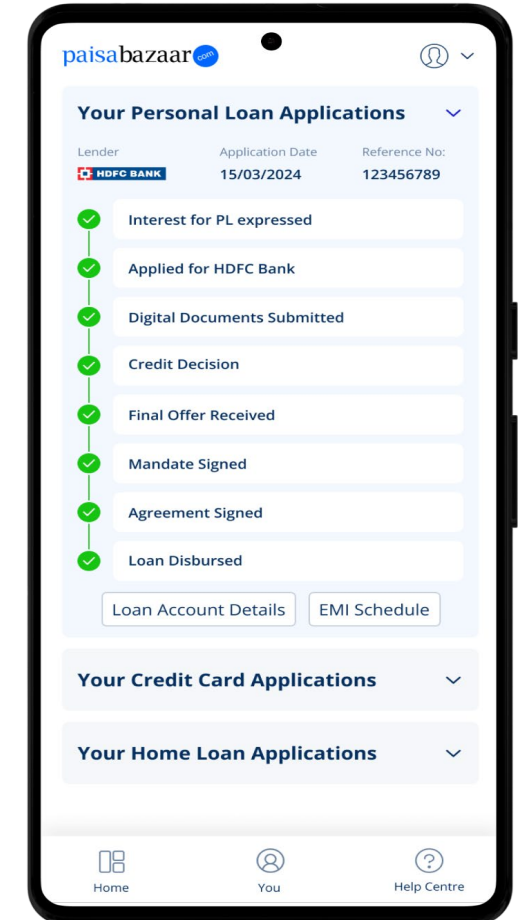
Post  
Acquisition



Post-disbursal services  
(EMI Reminders, a/c details)



Product  
enhancements & next  
best offers



# Co-created products covering gaps & scaling acquisition

## Early steps taken have helped in



### Product Innovation

Innovative products like secured card, credit line, card cum PL



### Market Expansion

Serving credit-starved segments



### Annuity Rev Stream

Currently >16% of total revenue.



### Brand building

Deeper engagement with consumer



### Seamless Consumer Experience

Acquisition and Post-buying experience

## We are at a vantage point, market also conducive

- Large Credit Aware consumer base across segments
- Understanding of risk, segments & lending economics  
AA framework - maturing & evolving
- FLDG – allowed by regulations – Initiated with 1 Partner to expand scale; may evaluate more with clear scale or margin objective

## Building blocks to create a robust Co-Created 2.0



### Leveraging DPI

Banking, GST, Investments, employment, etc



### Risk & other capabilities

Smart Credit Risk models + other capabilities



### Right Platform

App-led experience & more data insights



### Segment Coverage

Enhanced coverage (Across SE & Salaried)

# Building a suite of solutions to help manage credit cards better

## Pay wise

Know which card to use to maximize your earnings for all type of spends

The screenshot shows the 'Credit Card Reward Calculator' interface. It includes a 'Back' button, a title 'Credit Card Reward Calculator', and a sub-header 'It takes less than 15 seconds for you to calculate the Rewards for your card!'. Below this are four dropdown menus: 'Select Bank/issuer' (HDFC Bank), 'Select Credit Card Variant' (HDFC MoneyBack+ Credit Card), 'Select Transaction Category' (Travel), and 'Select Sub-Category' (Online). A 'Calculate' button is at the bottom. A note at the bottom states: 'Reward Calculator will soon support all credit cards!'. At the very bottom, there is a small text: 'CIN No. U74900HR2011PTC044581 © Copyright 2014-2024 Paisabazaar.com. All Rights Reserved.'

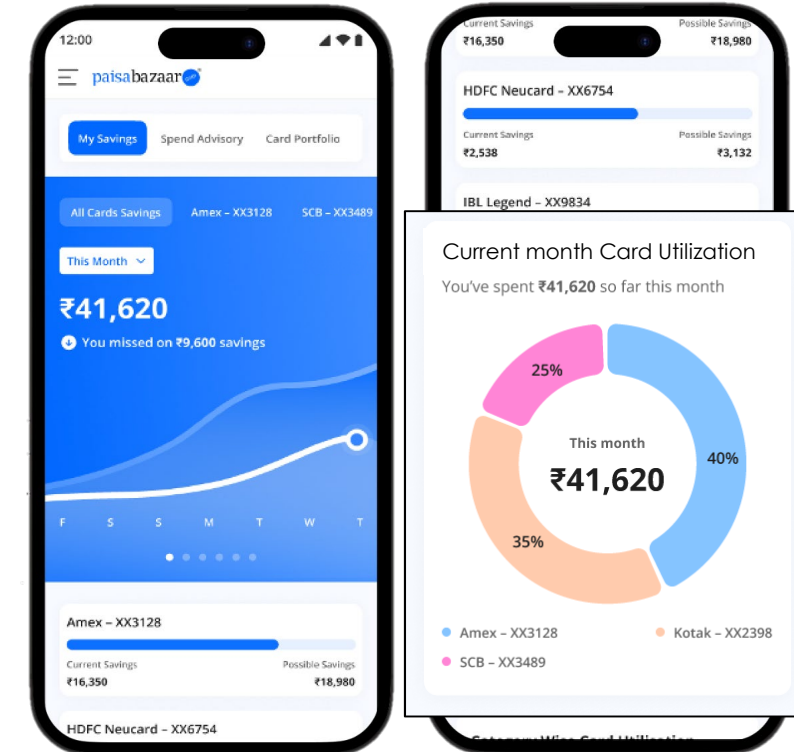
## Reedem wise

Know how to get maximum value from your credit card rewards points

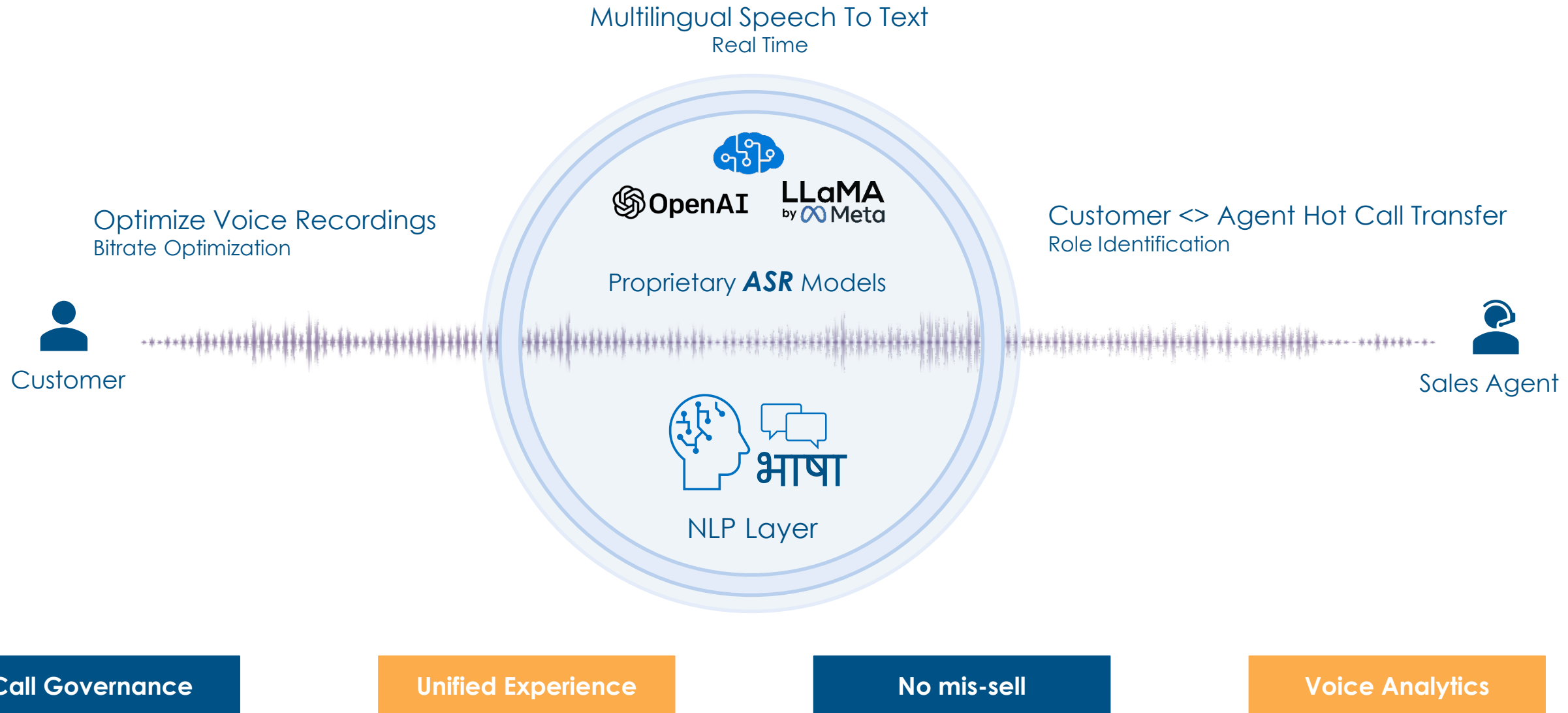
The screenshot shows the 'Redeemwise' section of the app. It features a header 'Redeemwise' and a sub-header 'Credit Card Reward Point Redemption'. Below this is a card for 'American Express® Membership Rewards® Credit Card' showing 'Reward Points (RP) 35,000' and an 'Edit Details' button. Underneath is a 'Top Redemption Categories' section with a list of categories: Airlines (Upto 7,500 Airmiles), Hotels (Upto 28,000 Hotel Points), Gift Vouchers (Upto 22,500 INR), and Product Store (Upto ₹27,500). A 'Note' at the bottom says 'Redeemable against flight and hotel bookings through...'. At the very bottom, there is a small text: 'CIN No. U74900HR2011PTC044581 © Copyright 2014-2024 Paisabazaar.com. All Rights Reserved.'

## Card Wise

Curate the right credit card portfolio to maximise earnings (WIP)



# Digi Agent: AI-driven model for first point of Contact





# Digi Agent's evolution and performance enhancement

	Jan 25	March 25	Sept 25	March 26
Performance v/s Human	50%	70%	85%	> 110%
	<p>POC Launch</p> <p>200 Effective Digi Agents (AI Agents) Deployed</p> <p>Hindi, English, Hinglish</p>	<p>Improve Performance</p> <p>Add 4 more Languages: Tamil, Telugu, Marathi and Kannada</p> <p>Omni Product Capability</p>	<p>API stack: real-time status to Bot</p> <p>Customer Information validation from the source</p> <p>Build AI Knowledge base for All products and features</p>	<p>Integrate Reasoning LLMs for Human Like conversation ability + V2V Model Implementation</p> <p>Reach Human Equivalent performance; Scale to All Agents: 1st point of contact for all PB Customers</p> <p>Minimize Agent Dependency: begin E2E Unassisted journey by Bot: Live Journey assistance</p>

# Digi Agent: AI-Powered Sales & Assistance @ Scale

Building state of art Multilingual Voice2Voice Model with In-house GPUs



March'26 with AI we aim to deliver

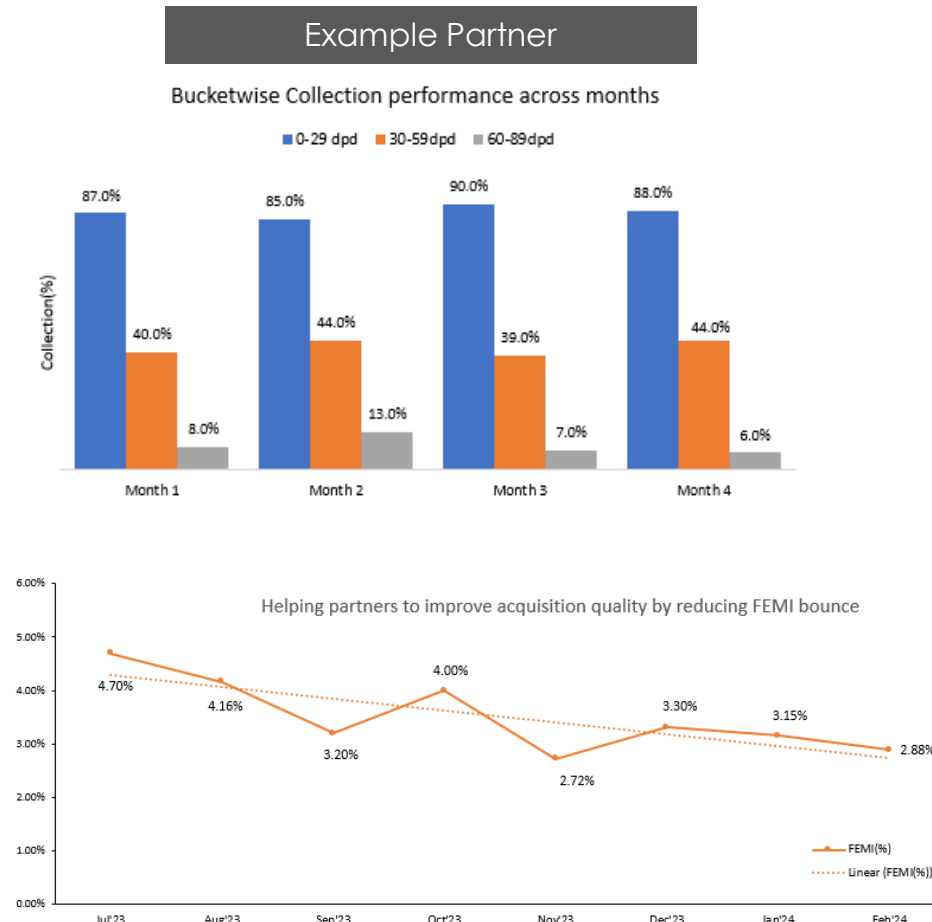
- 100% First point of Contact
- 10 Languages हिंदी, English, తెలుగు, தமிழ், বাংলা etc.
- 5 Lakhs+ calls / day

Performance v/s Human

250%	Productivity
100%	Governance
30%	Less Cost <small>per unit of rev.</small>
0%	Miss-Sell

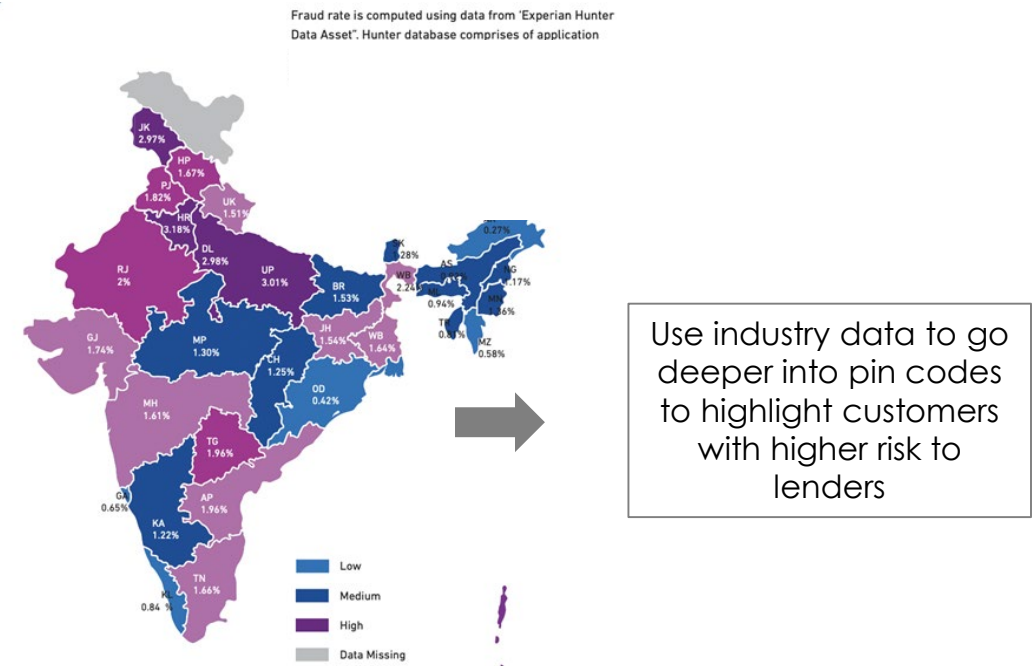
# Responsible lending: Collaborating with ecosystem to detect fraud early, manage risk

## 1. Review performance of various segments diligently with key partners



## 2. Building AI/ML based fraud detection models in collaboration with the partners

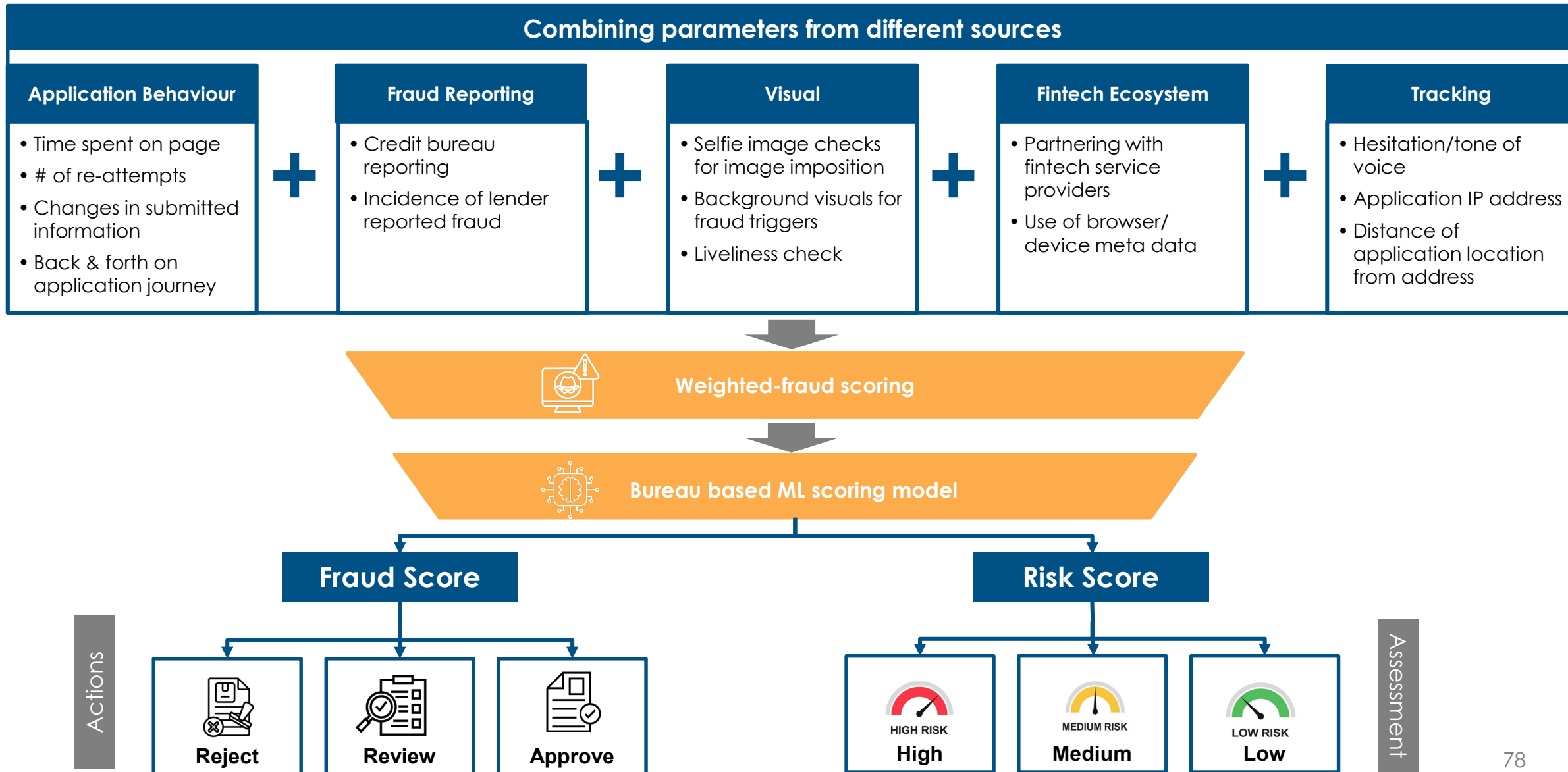
- Capturing & implementing best practices
- Partnering with ecosystem to build capabilities for fraud detection



There are locations with high propensity for application-level fraud and additional mitigation measures need to be factored in over and above credit risk mitigation.

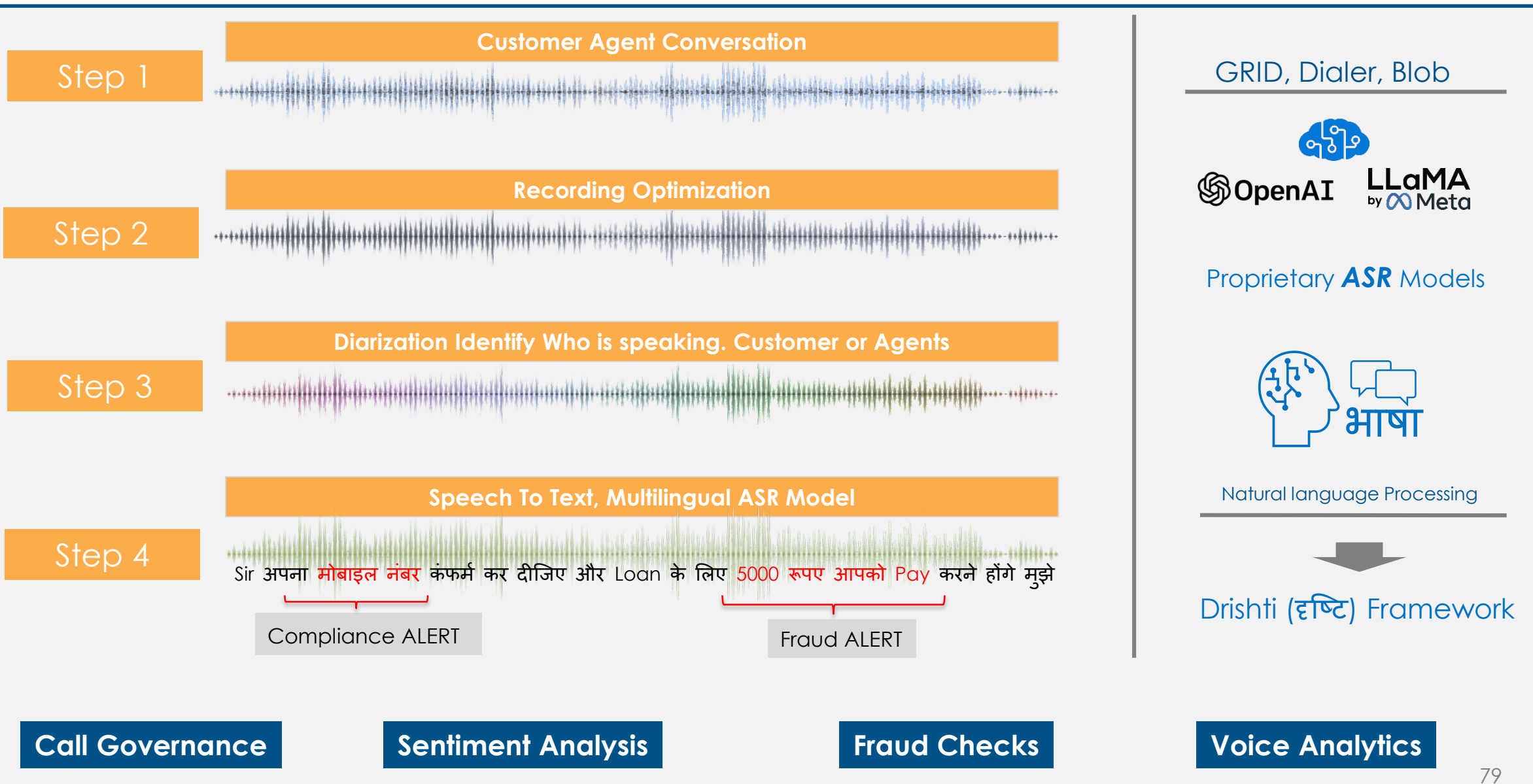
Source: Experian

# Responsible lending: Aim to be the platform for fraud-avoidance & sustainable risk





# Responsible lending: AI-driven model for compliance monitoring



# Strengthening focus on the large secured credit market...

Secured Loans is a large market...

Secured Loans: ~60%  
of TAM



... With > ₹19 Lac Cr\* market disbursal size



Home Loan

10 Lakh Cr



Loan Against  
Property

4 Lakh Cr



Gold Loan

5 Lakh Cr



Loan Against  
Securities

→ 2,000 Cr

Focus Categories

To be evaluated  
in Phase 2

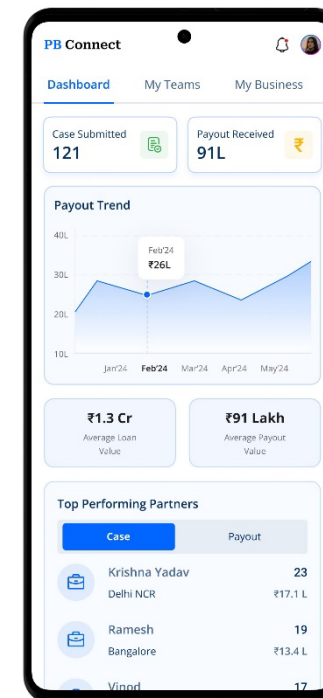
# Investing in fulfillment & digital capabilities to build scale in Secured Credit

## Scaling Secured Credit

### Strengthening D2C play through phygital

- **Wide & deep** partnerships across PSUs, Pvt Banks, HFCs etc.
- **Product expansion:** focus on Home loan, Loan against car & property
- Build **last mile fulfilment capabilities** for physical processes
- Create **presence in Top 3 cities** with >30%\* market share
- **Digitally disrupt** parts of offline process, like digital sanctioning

### PB Connect: A tech platform to bring in digitization, efficiency



- **Streamline processes** from application to disbursal
- **Real-time tracking** for consumers and connectors
- **Improved control** for all stakeholders
- Tailored **cross-selling opportunities** across products

# Credit Score platform continues to be the backbone of consumer engagement

## Enabled 4.9 Cr consumers to be credit aware

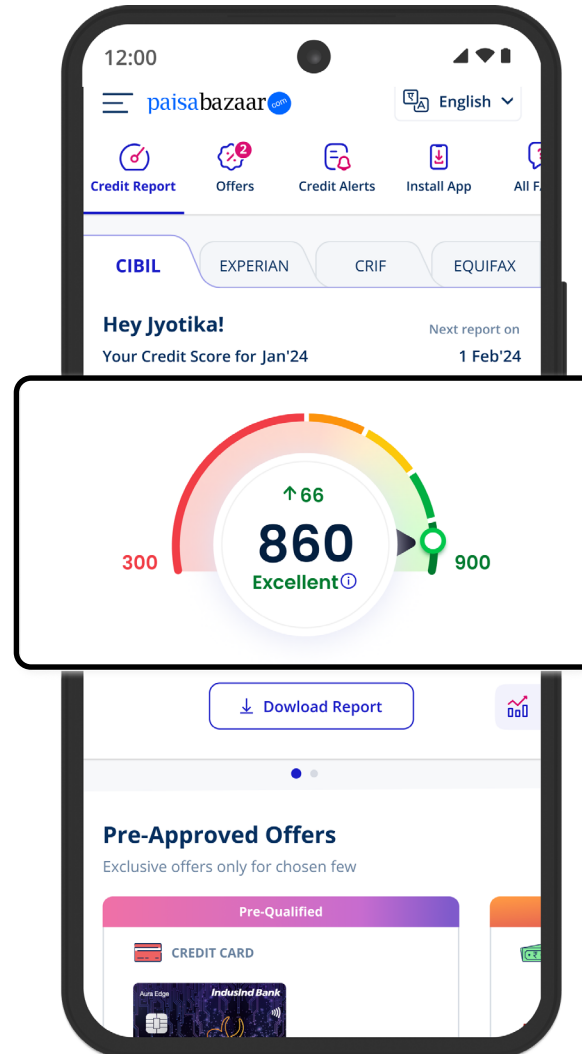
**FREE for Life**  
with monthly updates



Digital process enabling  
**ease of access**



Segmentation & offers basis  
**proprietary algo**



Access to credit score from all  
**4 Credit Bureaus**

**7 Languages**  
Vernacular focus

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

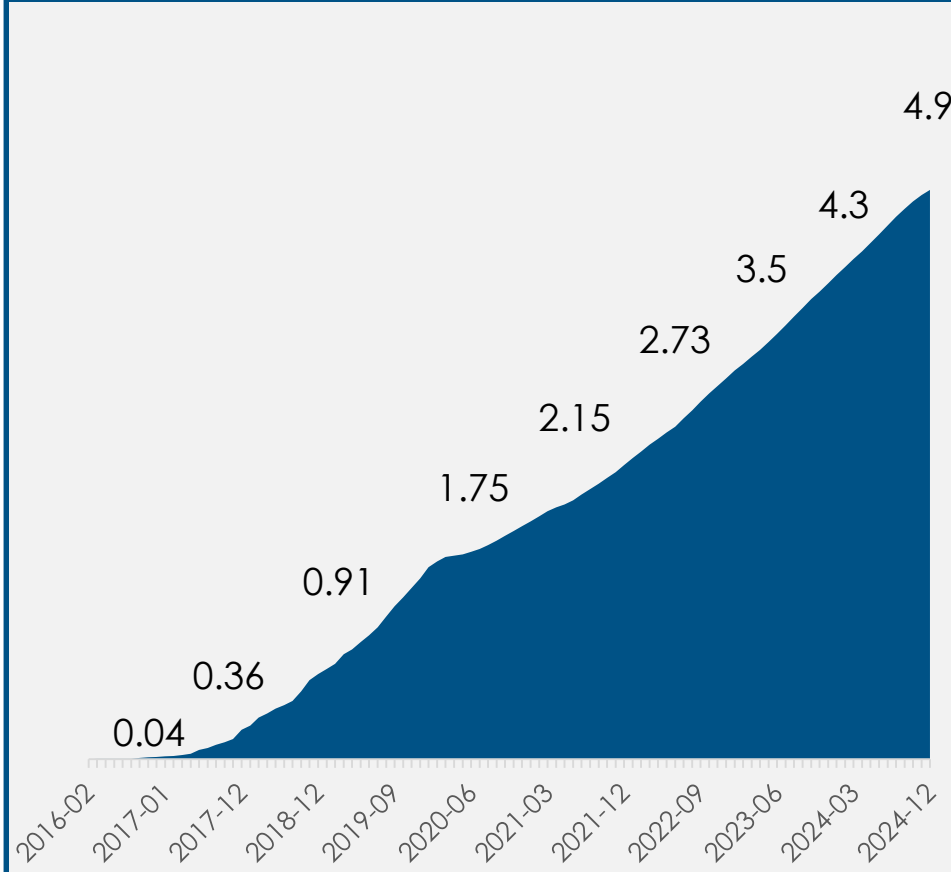
**Credit improvement**  
Deeper & enhanced credit health report



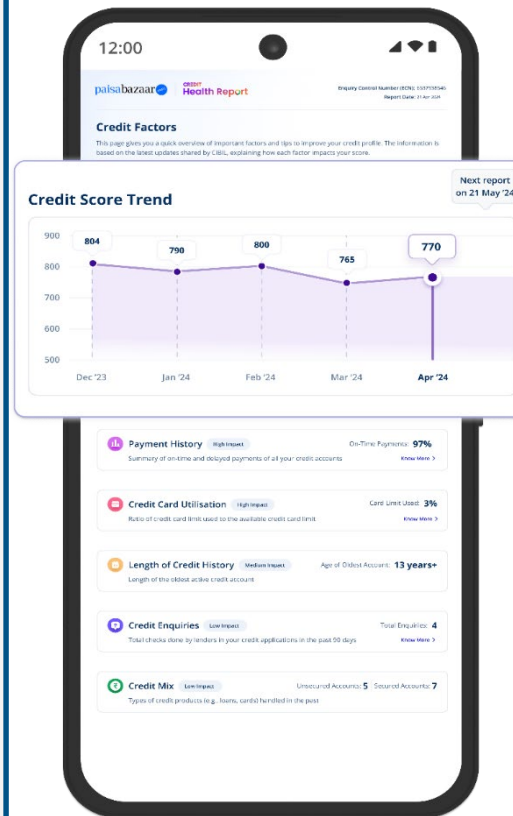
# Credit Score Platform

Helping consumers get actionable insights to manage & improve score

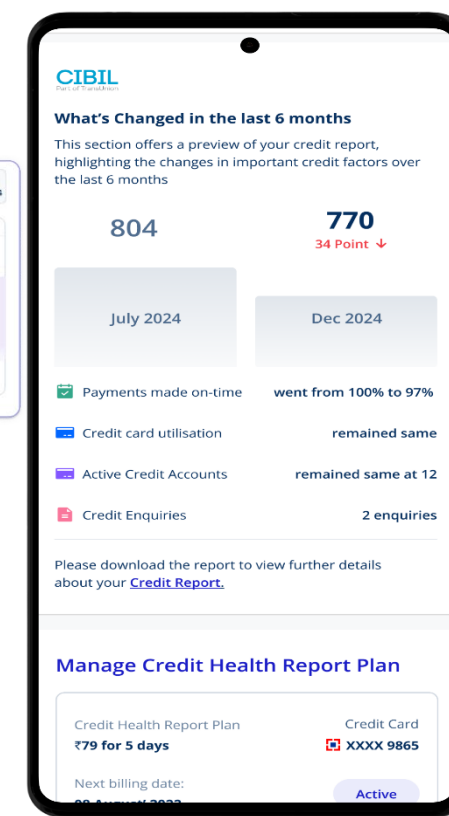
4.9 Cr consumers accessed credit score



Help track score changes



Insights on score change



Help raise dispute

**Select an Issue**

- ☐ My account is closed still showing active
- ☐ Recent payment not reflecting
- ☐ Need help in paying outstanding dues
- ☐ Account does not belong to me
- ☐ I have settled my account
- ☐ I'm a guarantor in this loan

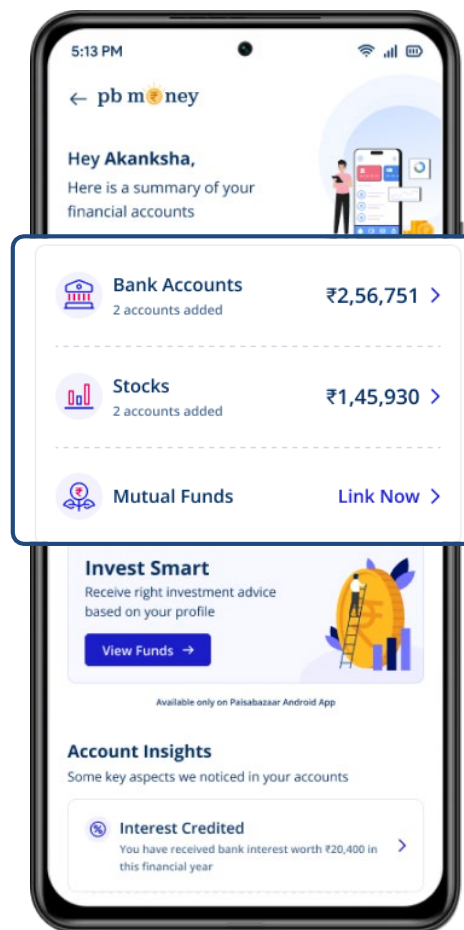
[Save](#)



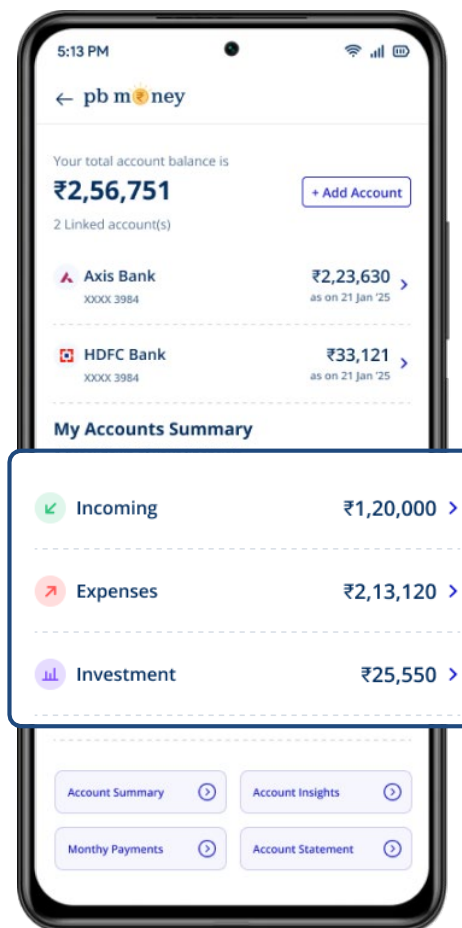
# Building PBmoney, a Personal Financial Management tool with high-engagement for existing consumers; beta launch done in Q3

## Strong Industry-first consumer proposition

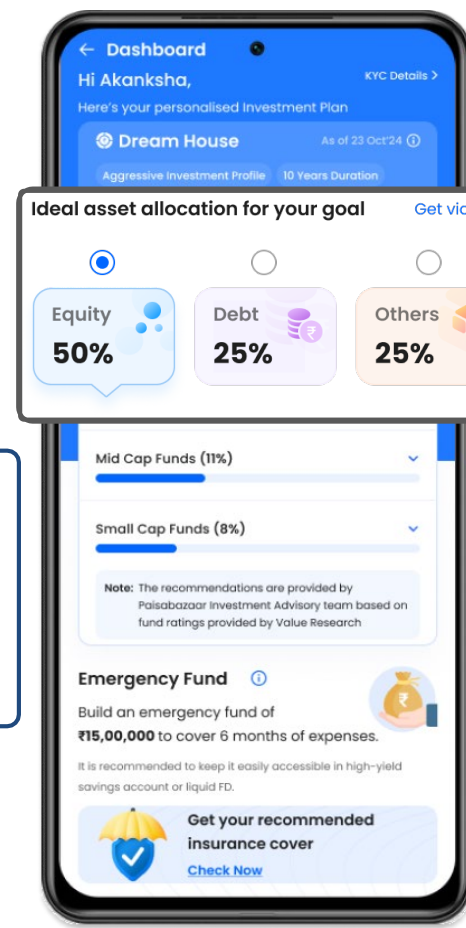
- **Connect** all accounts in one place
  - Bank accounts
  - Investments – MF & Stocks
  - GST
  - Insurance
- **Track & manage** income & expenses
- Take better financial **decisions**
  - Our RIA license to help give right advise
  - Advice across investments, insurance & banking



Unified view of bank accounts & investments



Insights on income, expenses & investments



Advisory for better investment decisions

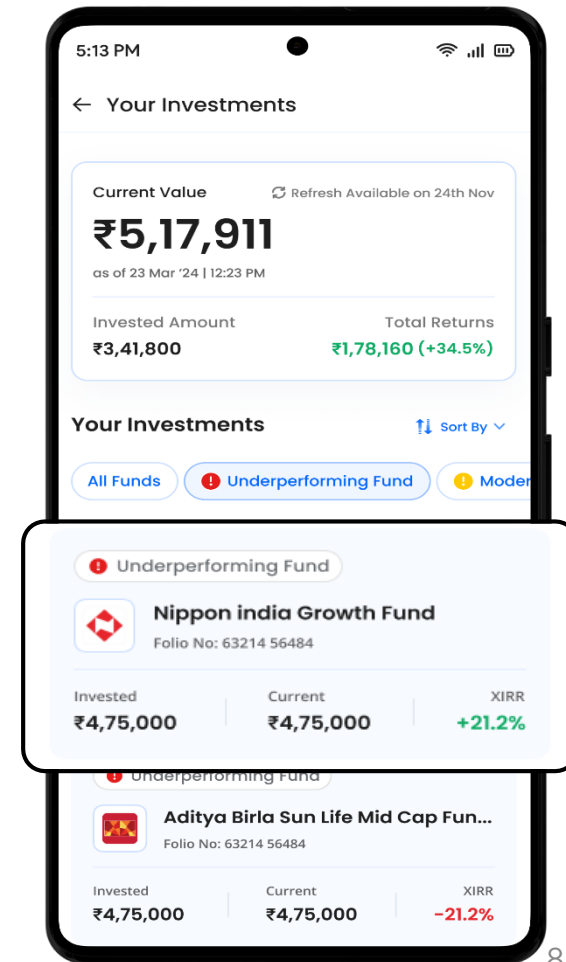
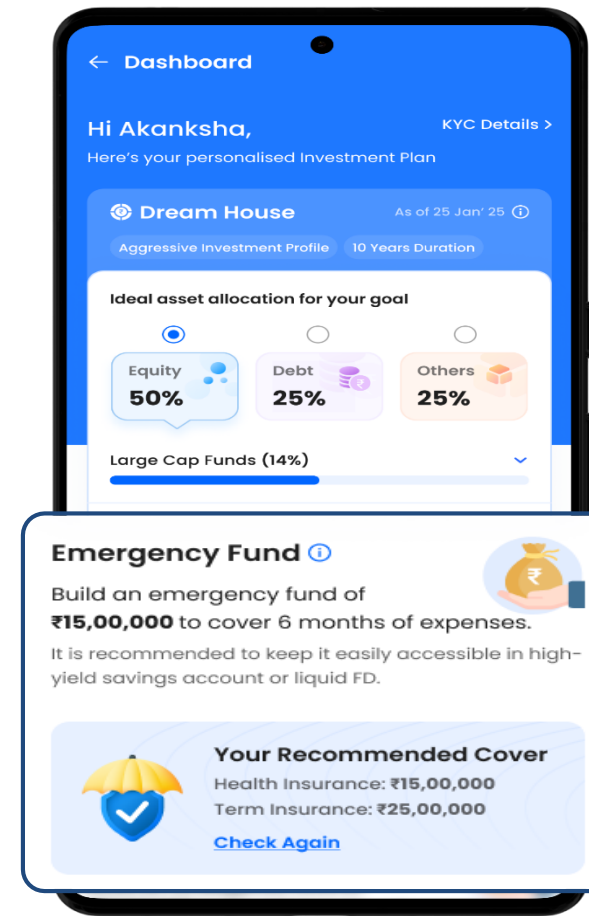
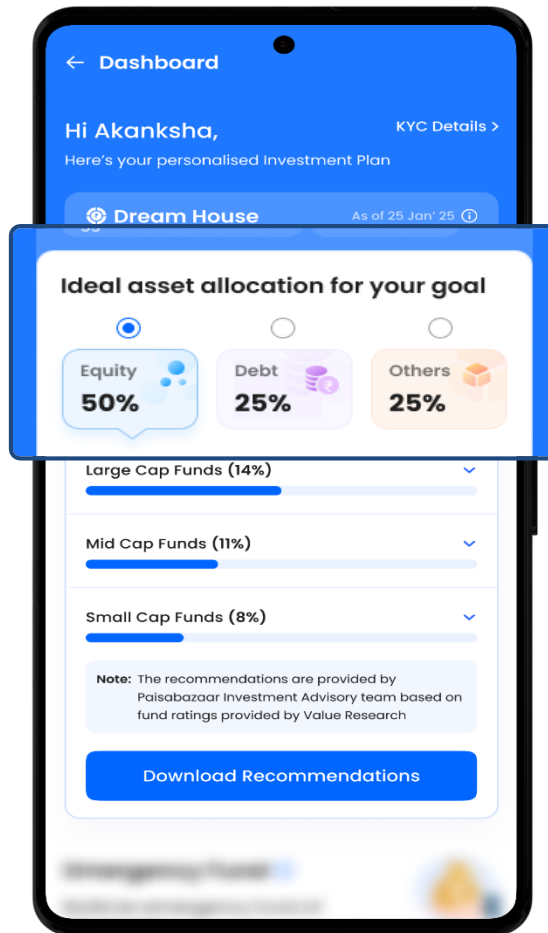
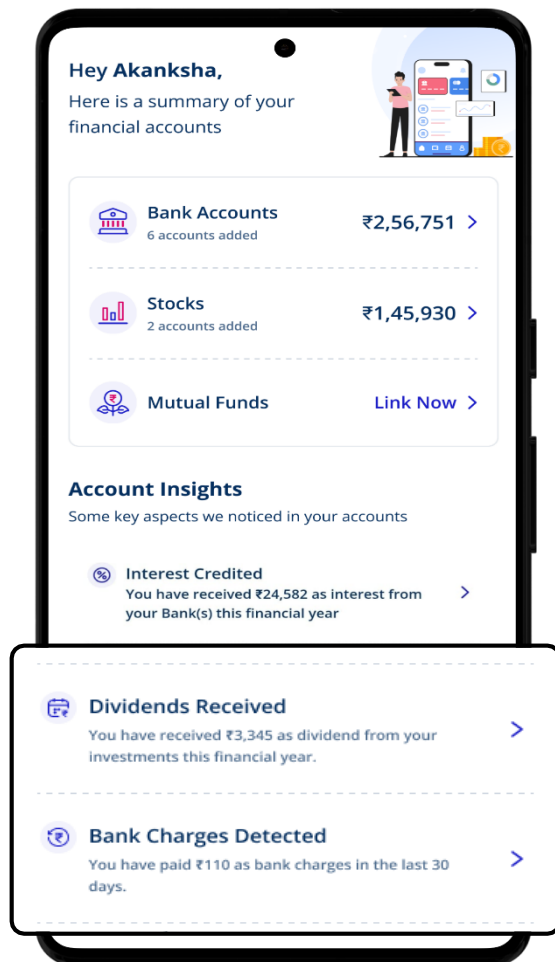
# PBmoney: Comprehensive financial advice to help consumers manage personal finance better

Actionable insights based on customer's spend patterns

Identify & advise best funds based on consumer's risk profile

Suggest emergency corpus and insurance cover

Suggest avenues for higher returns (WIP)



# Long-term investment to take the Paisabazaar Brand to **every Indian household**

## Growth Plan



### Communication Strategy



### Regional Expansion



### Media Innovation



### Consumer Content



### Influencer Campaigns

## Unlocks for powering Brand growth

Action-led campaigns based on insights to help **increase purchase intent and TOMA**

**Moving beyond Ads/Commercials** to become a Leader in Financial Content

Region-specific vernacular campaigns on TV, Print, Social etc.

Participation in Impact Properties & a stronger media mix for better **ROI & Brand Salience**

Only Linear **TV to Multi-Device**; focus on OTT & Connected TV

**Best-in-class Content, videos** to drive financial awareness and engagement

**Vernacular Strategies** to drive the Brand to Bharat

Build **strong acquisition programs** through influencers

# A four-pronged Communication Framework to educate & build awareness

## To Increase Brand Love



#PaisanSeBadhkar

## To Educate



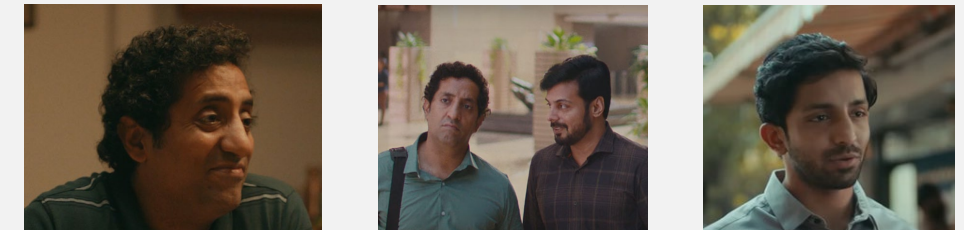
Loan/Card - Lene Ka Sahi Tareeka

## To Build a Credit Fit India



Credit Score Check - Aadat Achhi Hai

## To Acquire

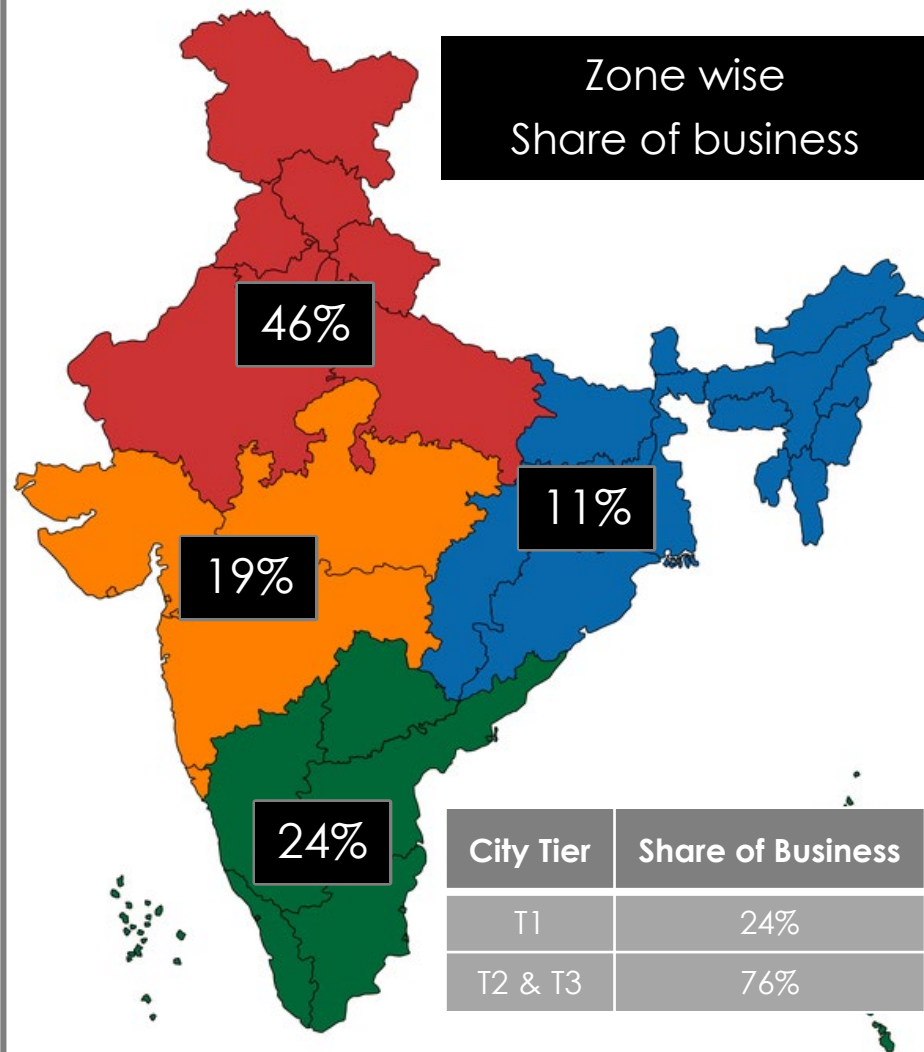


Loan/Card - Sahi Milega Yahan

## **New initiatives**



- PBPartners.com is 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 18.9k pin codes out of 19.1k (99%) pin codes in India
  - Tier 2 & Tier 3 cities contribute 76% of the business



# PB Partners

A win-win for all stakeholders of the ecosystem

## Benefit to Insurer Partners



- Insurer partner gets to deal with one entity instead of multiple agents
- Centralized billing/ servicing and payments
- Access to PB Partner's vast agent network (seller partner network)

## Benefit to Network Agents / Seller Partners



- Higher earning avenue: Larger range of Insurance products, cross-sell opportunities
- App and web application for quick policy issuance & post-purchase lifecycle management
- Upskilling & training sessions
- Industry-first payout system for On-demand-payout to the partners

## Benefit to Consumers



- Personalized offerings from the agents
- Trust: of PB Partners / mothership brand Policybazaar
- Legacy services and support by Policybazaar at the backend

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 indicator with a 'Certified' badge, and icons for a gift, notifications, and a user profile. The left sidebar contains a list of navigation links: Dashboard, Sell Now, Request Offline Quote, Renewals, Lead, Knowledge Bank (highlighted with an orange box), Reports, and Tickets. The main content area is divided into three sections: 'General Insurance' with five product cards (Car, Two Wheeler, Commercial, Health, Home Insurance), 'Life Insurance' with two product cards (Investment, Term), and a section for 'Other Insurance Products available on Policybazaar.com' (marked with a 'New' badge) featuring six product cards (Group Health insurance, Fire And Burglary, Marine Insurance, General Liability, Workmen Compensation, and a 'VIEW ALL PRODUCTS' button).

**pbpartners.com** EK RISHTA BHAROSE KA

Certification Certified

**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

The screenshot displays the 'My Leads' dashboard in the PB Partners application. The left sidebar contains navigation links: Dashboard, Sell Now, Request Offline Quote, Renewals, Lead (highlighted), Knowledge Bank, Reports, and Tickets. The top right shows user status: Certification, a gift icon, a bell icon, a profile icon, and a 'Certified' badge. Below the header, the 'My Leads' section includes tabs for All, Car, Two Wheeler, Commercial, Health, Life, and Others. A search bar with 'Lead ID' and a 'Search' button is present. Three lead cards are listed:

- udit** | Lead Id: 50305033 | Car | 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 | Car | 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 | Car | 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

*i* You can only select upto 6 changes

Vehicle Details

Insurance Details

Ownership Details

☐ Registration No
☐ Engine No

☐ Registration Date
☐ Chassis No

☐ Manufacturing Date
☐ Make/Model/Variant

☐ Seating Capacity
☐ Cubic Capacity

CANCEL
PROCEED

#### Select Issue

Need Policy Copy
 Policy Related Query

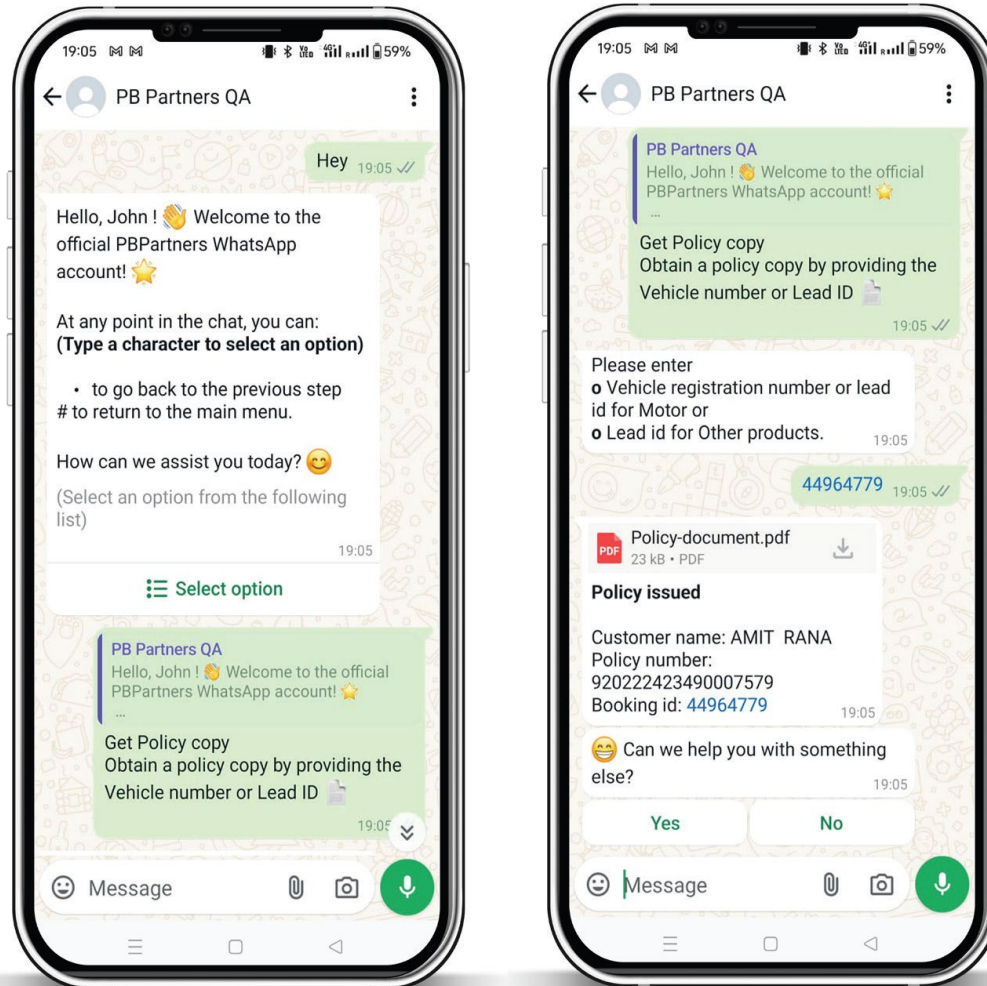
Claims Related Query

Help in cancellation of the policy

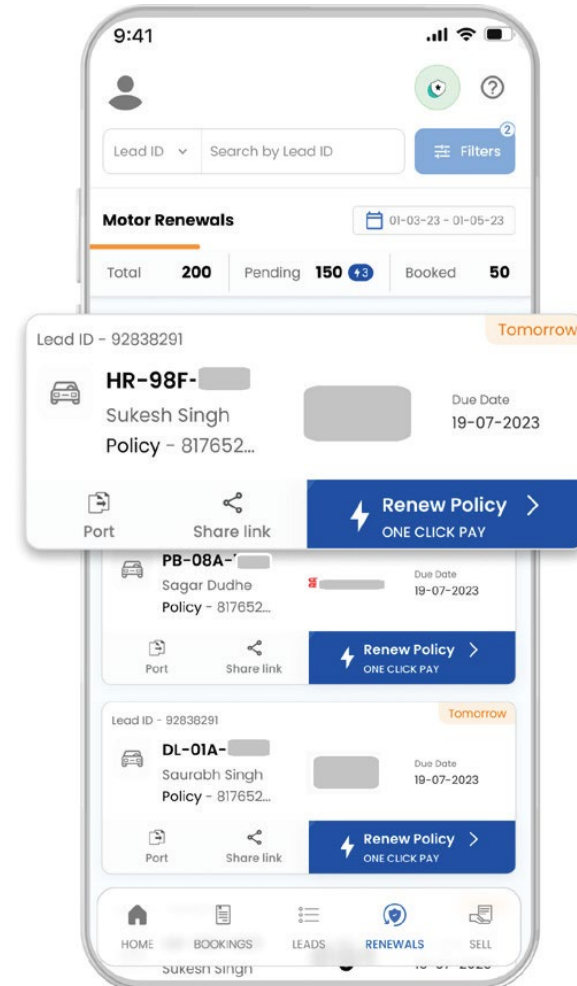
- Financial Issues
- Incorrect Policy Information
- Bought Another Policy from PBP
- Got better deal outside PBP
- Unhappy with Terms and Condition



### Service request on the phone – Get Policy



### Service request on the phone Motor renewals - One click pay



policybazaar.com HAR FAMILY HOGI INSURED pbpartners.com #EK RISHTA BHAROSE KA

### Introducing

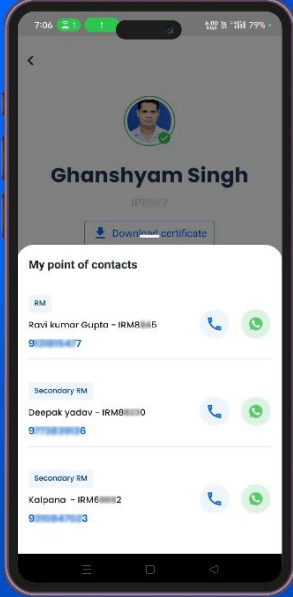
## Secondary Virtual Relationship Manager (SVRM) Services

How to Access your SVRM?

Download PBP App >> Log in to your Account >> Click on Profile >> Click on My SPOC

**Service Offered**

<b>Payout Queries</b> Swift resolutions for inbound payout concerns	<b>Pre-Inspections</b> Pre-inspection with SVRM's dedicated support
<b>Endorsement Assistance</b> Navigating endorsements made easy	<b>Quotation Management</b> Efficient handling of inbound quotation queries, keeping partners well-informed
<b>CJ and KYC Support</b> SVRM also manages Customer Journey issues and KYC matters	<b>Claims Resolution</b> Quick & Accurate responses to queries related to claims



**SVRM is your Ultimate Support in Seamless Operations!**

## SVRM (Secondary Virtual Relationship Manager)

- Tech-based initiative
- Dedicated 24\*7 support for seller partners
  - Payout Queries
  - Pre-inspections
  - Endorsement Assistance
  - Quotation Management
  - CJ & KYC Support
  - Claims Resolution
- Improves operational efficiency for PBPartners

## Experience Centers to offer training, development & upskilling opportunities to our seller partners

### Aarambh

A training program for newly recruited partners on Primary BU & Cross-sell opportunities

### Saksham

An exclusive virtual training program for On-demand training

### Paathshala

Exclusive 74 Physical Pathshalas conducted at different locations across the country

### Gurukul

Training Program for Relationship Managers to bridge the knowledge/ value gap via Residential and Online Nesting sessions

### Agency Handbooks

A handbook carrying information on Product & Process for Employees of Life, Motor & SME BUs

### Ignition

An all-Star gathering at 24 cities to engage the top partners





### Stars of the Industry

Insurtech of the Year - 2024



### The Future of L&D Conference Awards 2024

Best Employee Centric Initiative-  
Samvardhan Event

Excellence in Leadership Development



### Global Marketing Excellence Awards 2024

Marketing Excellence in BFSI Sector for  
On-Demand Payout

Best Social Media Campaign award  
(#KahaniBharoseKi )



### World Leadership and World BFSI

Dream Company to Work For - Financial  
Service Sector 2023



### BW Business World

Financial Inclusion FinTech Company of  
the Year



### Confex And Awards

Bangalore Chapter-Best Learning  
Program of the Year- 2023

Best B2B Mobile App - 2023



### World Marketing Conference – Financial Services Marketing Awards

Dream Company to Work For 2023

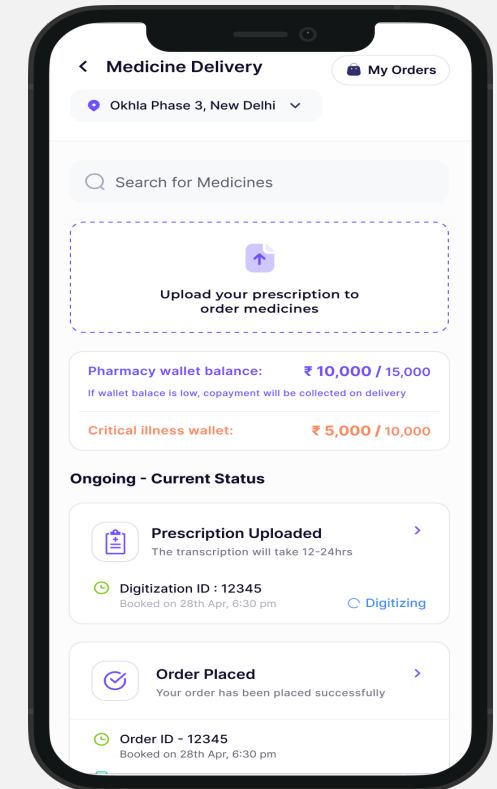
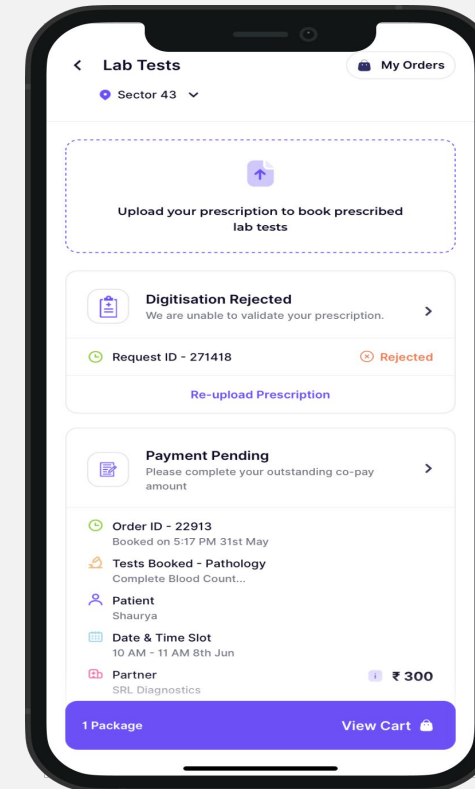
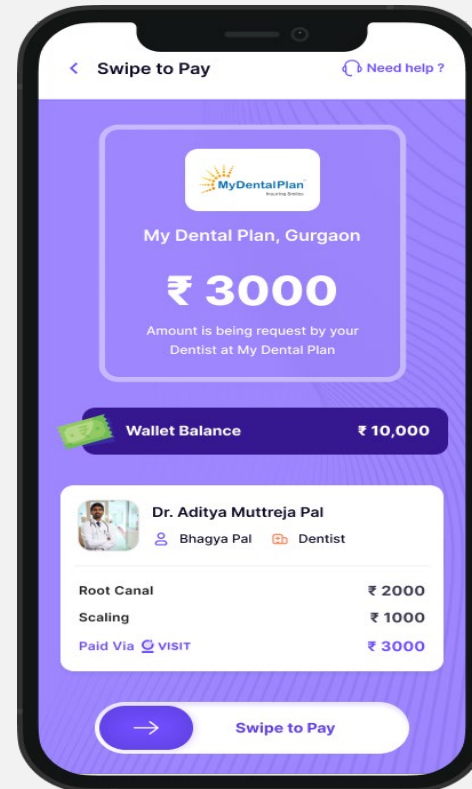
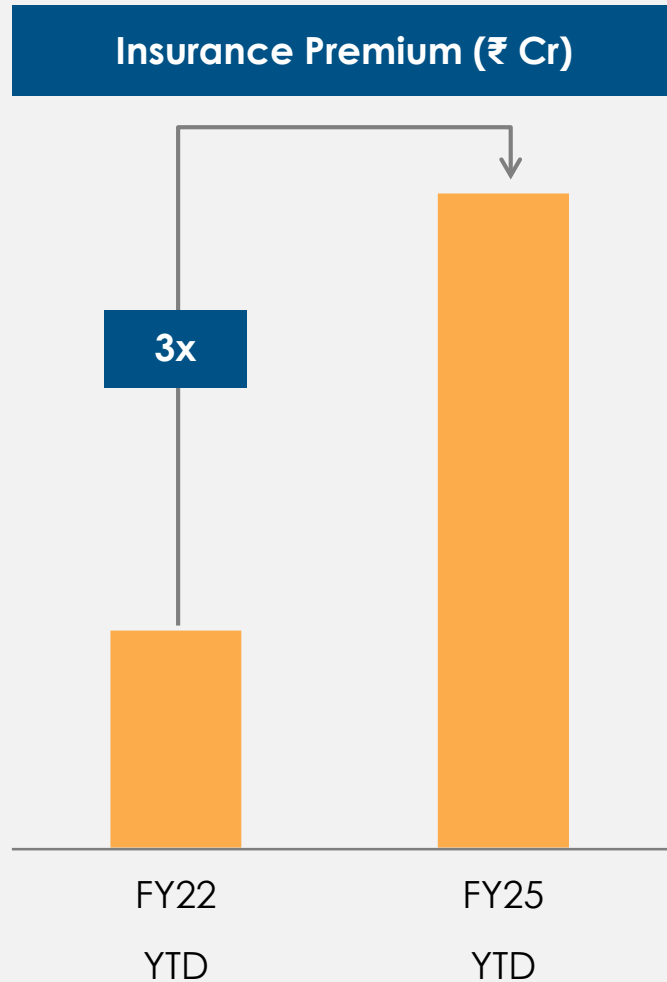
Customer Service Excellence Awards  
2023



# PB for Business

## Corporate Insurance grew 3x in 3 years

Corporate plans include both **Employee benefit policies** such as Group Term & Group Health insurance and **Property & Liability coverage**

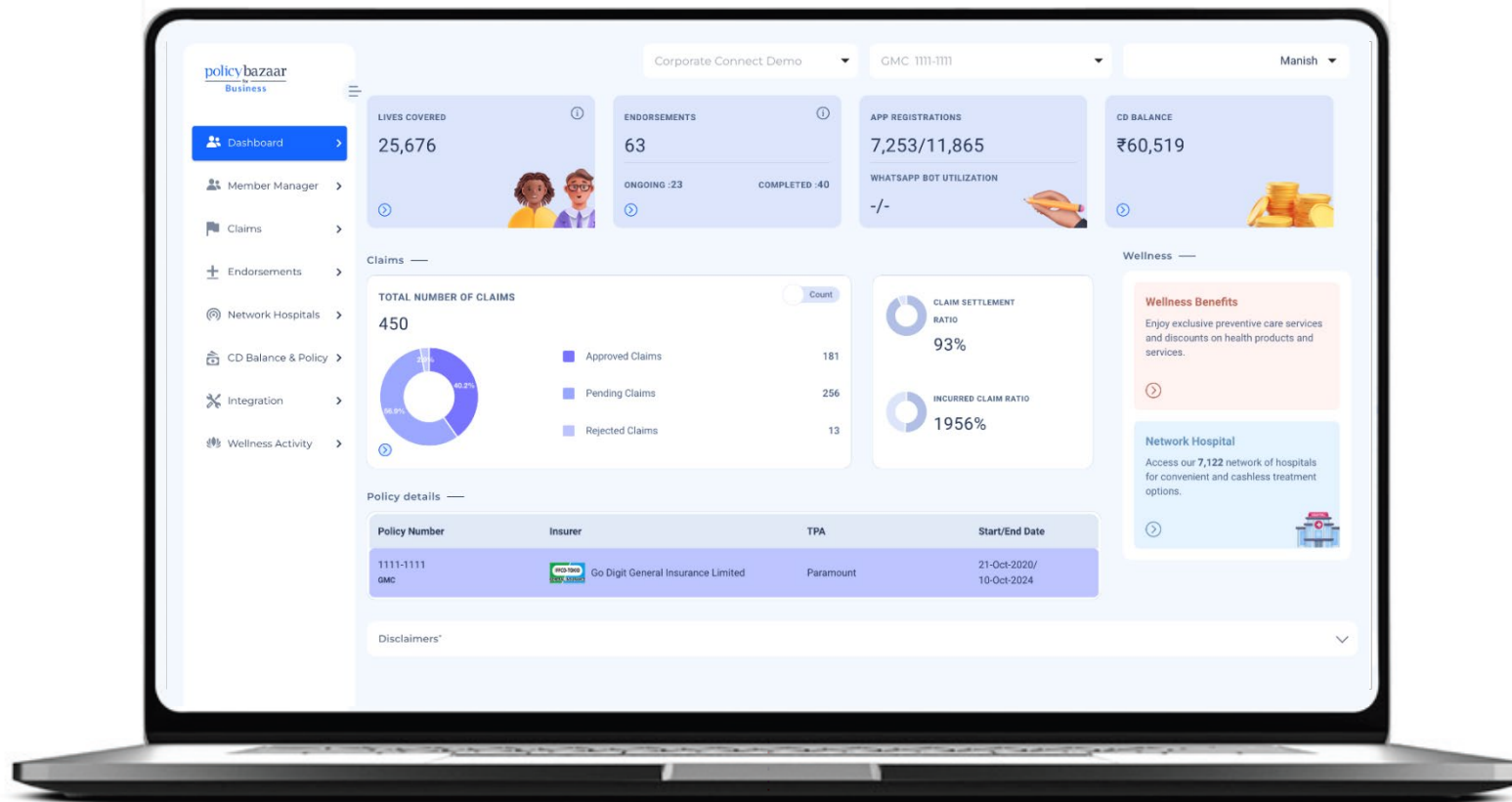


One app for all services  
 Claims management, cashless OPD services like offline appointments, diagnostics, pharmacy, health check-up, vaccination/dental

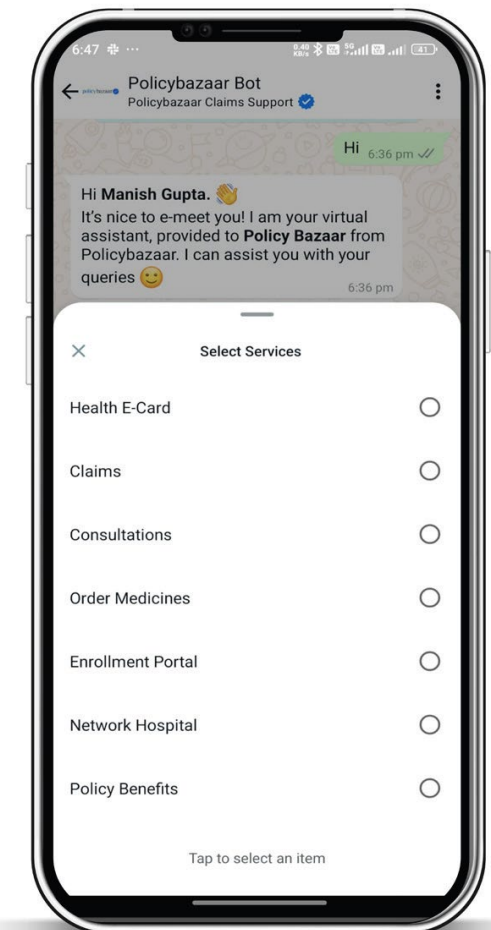


App designed to enable employers (corporates) for policy management / administration  
Employee benefits accessible on the app for employees

## HR Portal



## WhatsApp Bot



Facilitating efficient employee insurance enrolment & management

Started operations in FY19

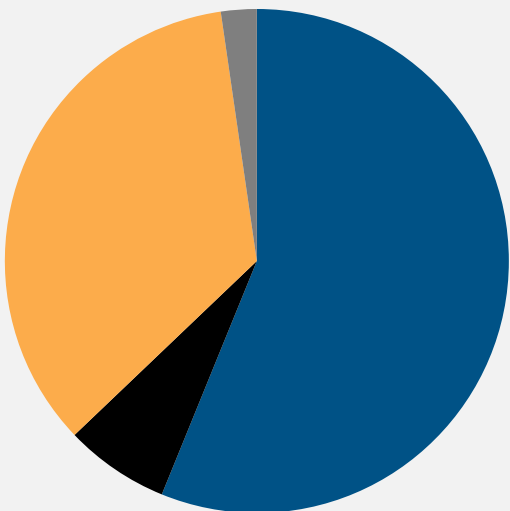
Focus on Health and Life insurance

Leadership position

Other Financial products also on the same platform  
Loans (Personal, Mortgage, Car),  
Credit Cards & Bank Accounts

Continued focus on protection against death, disease & disability

■ Motor  
■ Life  
■ Health  
■ Others



Insurance  
Premium by  
Segment

### Insurance Premium (₹ Cr)

Current ARR  
₹ 1,222 Cr\*

10x

Q1 FY22	Q2 FY22	Q3 FY22	Q4 FY22	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25	Q2 FY25	Q3 FY25
Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low

Co-created products exclusively tailored for NRIs

Cross-border coverage: providing coverage in both UAE and India



**Cashless Claims for  
AED 1 Million in  
both UAE & India**



**Free Annual Health  
Check-up**



**No Claim Bonus**



**Port the policy in  
India without any  
waiting period**



**Auto Recharge**

Assisting insurance partners with fraud prevention  
Using real-time transaction monitoring, risk assessment, & regulatory compliance

policybazaar

Please provide front side of your Vehicle Registration Card

Read instructions

Upload front side mulkiya

Submit

I Don't have Vehicle Registration Card

policybazaar

Please provide front side of Driving licence card

Read instructions

Upload front side driving license

Submit

Need some more details!

Personal Details Car Details

Chassis Number  
1C4RJFDJXFC886118

Buying Car Insurance for  
A car I alre...

Model Year  
2015

Car Make  
Jeep

Car Model  
Grand Che...

Car Variant  
SRT8 6.4L

What is Your Vehicle's Specification?  
GCC Spec

Car Registration Year  
2023

Car Body Type  
Select Car Type

Update

Need some more details!

Personal Details Car Details

Email  
te\*\*@gmail.com

Mobile Number  
\*\*\*\*\*5555

Get updates on WhatsApp  
+971 | \*\*\*\*\*5555

Nationality  
Indian

Date of Birth (DD/MM/YYYY)  
04/04/1994

UAE Driving Exp.  
Above 5 Ye...

How Many Years Without Claims?  
Select..

Next



### MEA Markets UAE Business Awards

Most Innovative Online Insurance & Financial Marketplace – Dubai



### The Middle East Leadership Awards 2024

Company of the year



### Sukoon Insurance (Mid-Year Awards)

Top Performing Broker - Overall Consumer



### MEA Business Achievement Awards 2024

E-Commerce - AI and Machine Learning Innovation Excellence

Healthcare - Customer Experience – CX Excellence



### 9th Insuretek Golden Shield Excellence Awards 2024

9th Insuretek Golden Shield Excellence Awards 2024- Best InsureTek – Distribution



### Dubai Asian BFSI Leadership Awards

Insuretech of the Year

Insurance Broker of the Year



### GIG Gulf

Achiever Award - Personal Lines - 2025



### Tokio Marine

Star Performance - Personal Lines



END

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