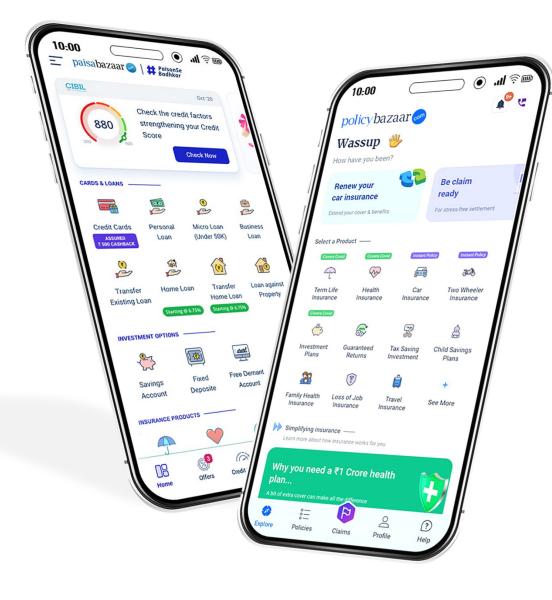






Earnings Call Quarter ended Sep 2024



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.

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 250k partners to help them manage insurance sales using technology





Total Insurance Premium is at ₹5,450 Cr, a growth of 57% YoY Lending Disbursal is at ₹4,237 Cr

Core Insurance New Premium grew 61% YoY Health & Life Insurance New Premium grew 69% YoY

Revenue grew 44% YoY to ₹1,167 Cr

PAT improved by ₹72 Cr from a loss of ₹21 Cr to a profit of ₹51 Cr YoY

Cash increased to ₹5,423 Cr, up ₹171 Cr QoQ





57% premium growth led by New Health & Life insurance at 69%, Revenue growth at 44%

		Q2 FY24			Q2 FY25			ΥοΥ			
₹ Crores	Total	Core Online Business	New Initiatives	Total	Core Online Business	New Initiatives	Total	Core Online Business	New Initiatives		
Premium	3,475	2,629	846	5,450	3,922	1,528	57%	49%	81%		
Revenue	812	597	015	1 1 / 7	767	400	44%	28%	87%		
Insurance Non-Ins	012	443 154	215	1,167	624 143			41% (8)%	07 %		
Contribution (non-GAAP) [#]	247	266	(19)	319	317	2	29%	19%	109%		
Contribution %	30%	45%	(9)%	27%	41%	0%					
Adjusted EBITDA (non-GAAP)	13	68	(55)	56	103	(47)	317%	50%	15%		
Adj EBITDA %	2%	11%	(26)%	5%	13%	(12)%					

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

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





PAT improved by ₹72Cr from a loss of ₹21 Cr to a profit of ₹51 Cr YoY

₹ Crores	Q2 FY24	Q2 FY25		
Adjusted EBITDA (non-GAAP)	13	56		
ESOP Charges	102	64		
EBITDA	(89)	(8)		
Depreciation	22	29		
Finance Cost	7	9		
Other Income	97	106		
Тах		9		
PAT	(21)	51		



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
Revenue	1,425	1,692	1,986	2,229	2,558	2,718	2,956	3,217	3,438	3,783	4,138
Contribution (non-GAAP) [#]	323	359	419	497	623	737	844	942	1,028	1,092	1,164
Contribution %	23%	21%	21%	22%	24%	27%	29%	29%	30%	29%	28%
Adjusted EBITDA (non- GAAP)	(282)	(306)	(290)	(227)	(119)	(30)	36	103	144	171	213
Adj EBITDA %	(20%)	(18%)	(15%)	(10%)	(5%)	(1%)	1%	3%	4%	5%	5%
ΡΑΤ	(833)	(926)	(909)	(698)	(488)	(295)	(130)	(5)	64	136	208
PAT%	(58%)	(55%)	(46%)	(31%)	(19%)	(11%)	(4%)	0%	2%	4%	5%

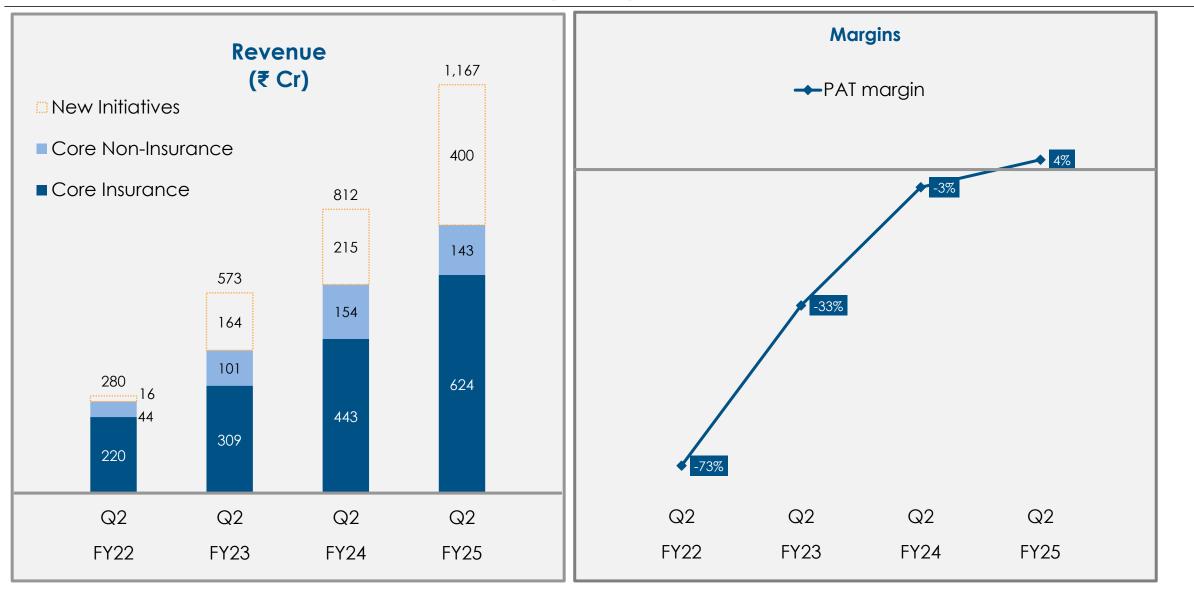
- Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)

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



Dverall business:

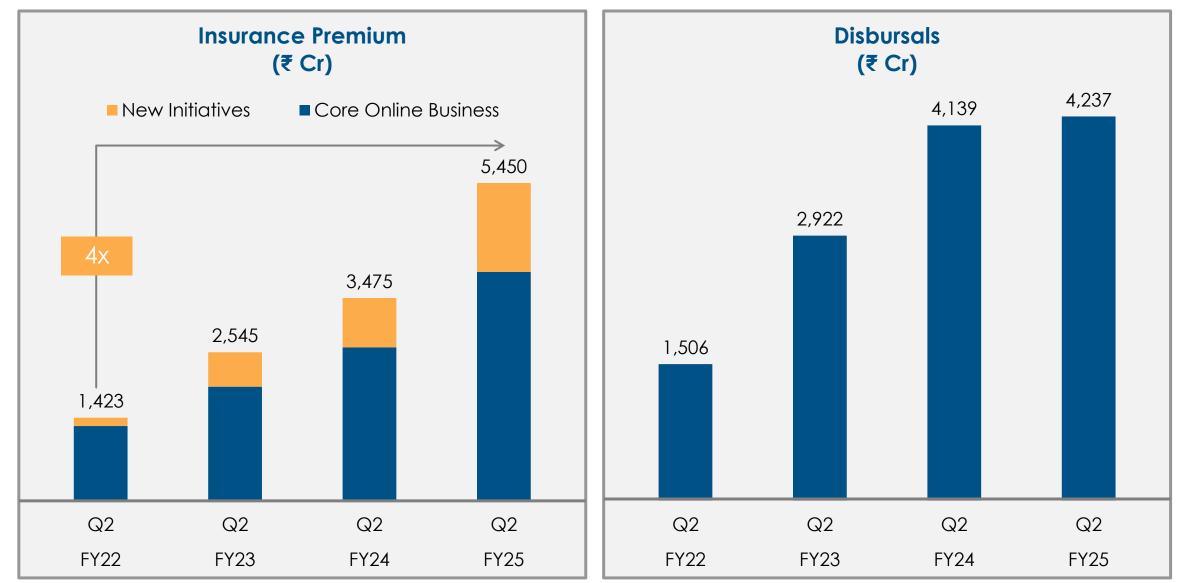
Consistent Revenue Growth with improving margins





pb Insurance Premium grew 4x in 3 years

Slowdown in unsecured credit continues





Core Online Business: Rolling 12 months

Steady revenue growth

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
Revenue	1,200	1,337	1,484	1,591	1,710	1,855	2,043	2,211	2,375	2,524	2,694
Contribution (non-GAAP) [#]	459	542	629	690	741	818	905	980	1,061	1,113	1,164
Contribution %	38%	41%	42%	43%	43%	44%	44%	44%	45%	44%	43%
Adjusted EBITDA (non- GAAP)	(111)	(75)	(14)	53	107	171	227	277	324	348	382
Adj EBITDA %	(9%)	(6%)	(1%)	3%	6%	9%	11%	13%	14%	14%	14%

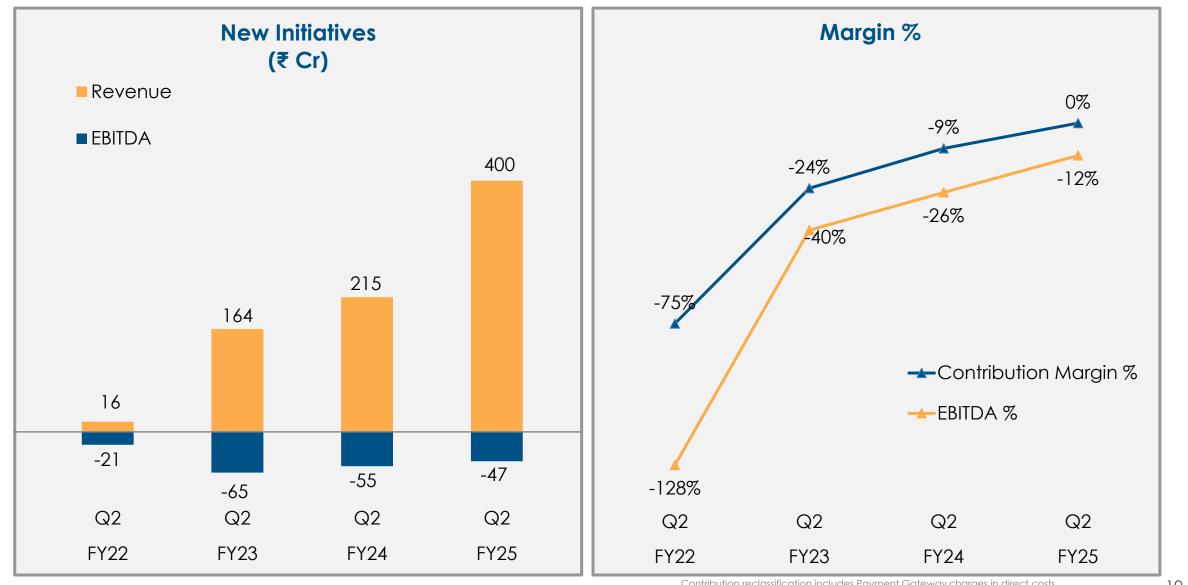
- Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)

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 triples in 2 years, margin 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
Revenue	225	355	503	638	848	863	914	1,007	1,062	1,259	1,444
Contribution (non-GAAP) [#]	(136)	(183)	(211)	(193)	(118)	(81)	(61)	(38)	(34)	(21)	0
Contribution %	(60%)	(52%)	(42%)	(30%)	(14%)	(9%)	(7%)	(4%)	(3%)	(2%)	0%
Adjusted EBITDA (non- GAAP)	(171)	(232)	(277)	(280)	(226)	(201)	(191)	(174)	(180)	(177)	-169
Adj EBITDA %	(76%)	(65%)	(55%)	(44%)	(27%)	(23%)	(21%)	(17%)	(17%)	(14%)	-12%

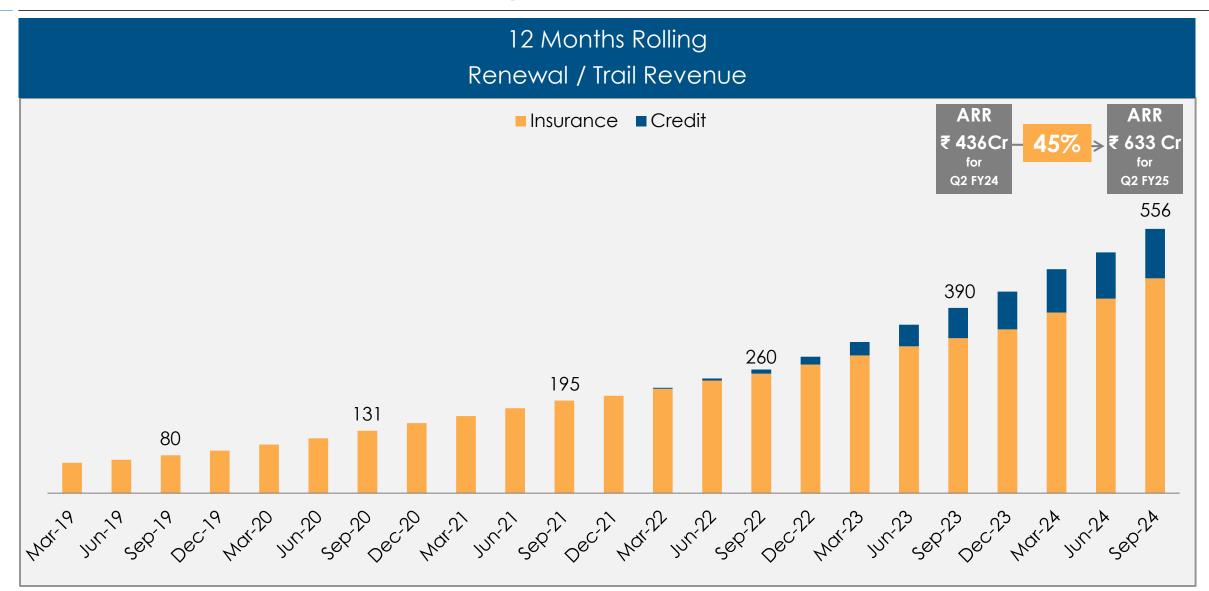
- Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)

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



Renewal / Trail revenue

At an annualized run rate of ₹633 Cr, up 45% from ₹436 Cr





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 ₹ 5,450 Cr insurance premium in Q2 FY25 marking a 57% growth YoY. In H1, Health & Life Insurance New Premium grew 73% YoY.
- > ₹ c.516[#] 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% for Q2 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 onground claims support with a TAT of 30 mins in 190 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

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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 disbursal ARR[^] of ~₹ 17k Cr and card issuance ARR[^] of about 5.8 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. It has scaled to 34% of overall disbursal in Q2FY25 from 11% in Q2 FY24
- About 4.8 Cr consumers from over 820 cities & towns across India have accessed their free credit score on our platform till date, representing over 16%^{#*} of India's active credit score consumers
- 75%+ disbursals from the Paisabazaar platform are to existing customers ^{\$*}, 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
- Launched PaisaSave, our new feature-rich co-created Credit Card, in Q2
- > Beta launch of PB Money, a Personal Finance Management tool built on AA ecosystem, in Q3
- > Collaborating with partners to drive fraud-avoidance & sustainable risk and help build an ecosystem of 'Responsible Lending'

Management estimates

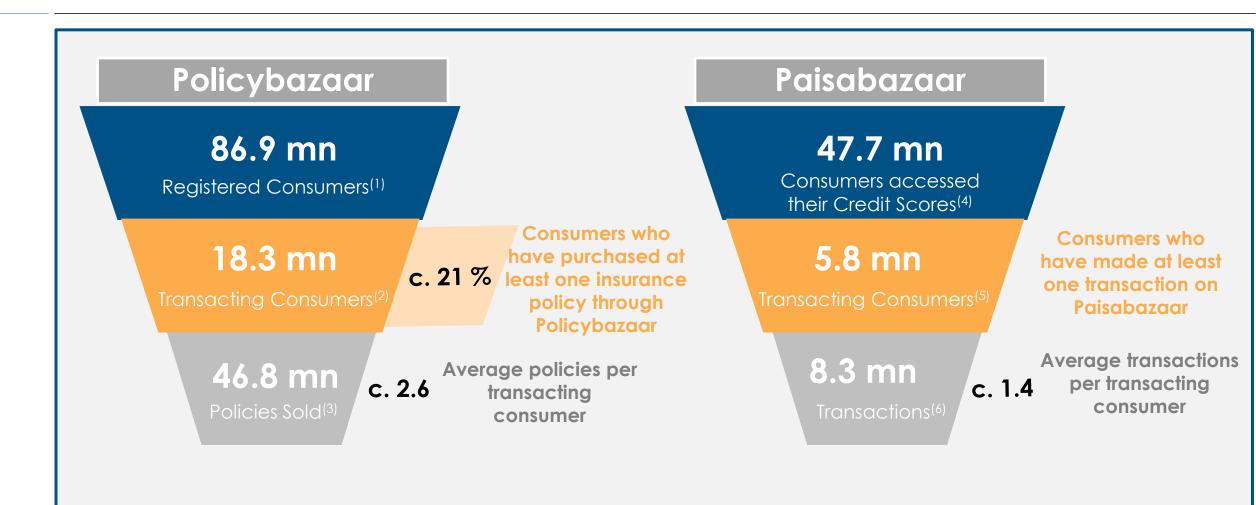
[^] ARR of Q2FY25

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

^{\$} 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 Sep 30, 2024
- 2. Cumulative number of unique Consumers who bought at least one product on Policybazaar since its inception till Sep 30, 2024
- 3. Cumulative number of new life and non-life insurance policies sold and non-life insurance renewals on Policybazaar since its inception till Sep 30, 2024
- 4. Consumers who accessed their credit scores through Paisabazaar till Sep 30, 2024
- 5. Cumulative number of unique Consumers who made at least one transaction on Paisabazaar since its inception till Sep 30, 2024
- 6. Cumulative number of transactions made on Paisabazaar since its inception till Sep 30, 2024





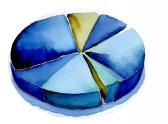


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policy bazaar on[®] INDIA'S LARGEST MARKETPLACE FOR INSURANCE



93 %
Market share
online aggregators)^



46.8mn Insurance Policies sold (till date)





₹ **5,450 Cr** Insurance premium (Q2 FY25)



18.3mn Transacting Consumers till date



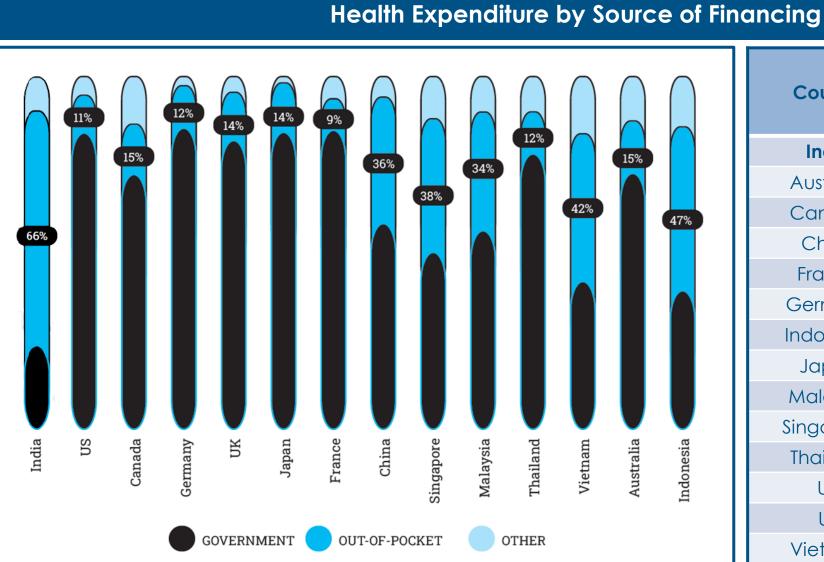
50 Insurance Partners



^ 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

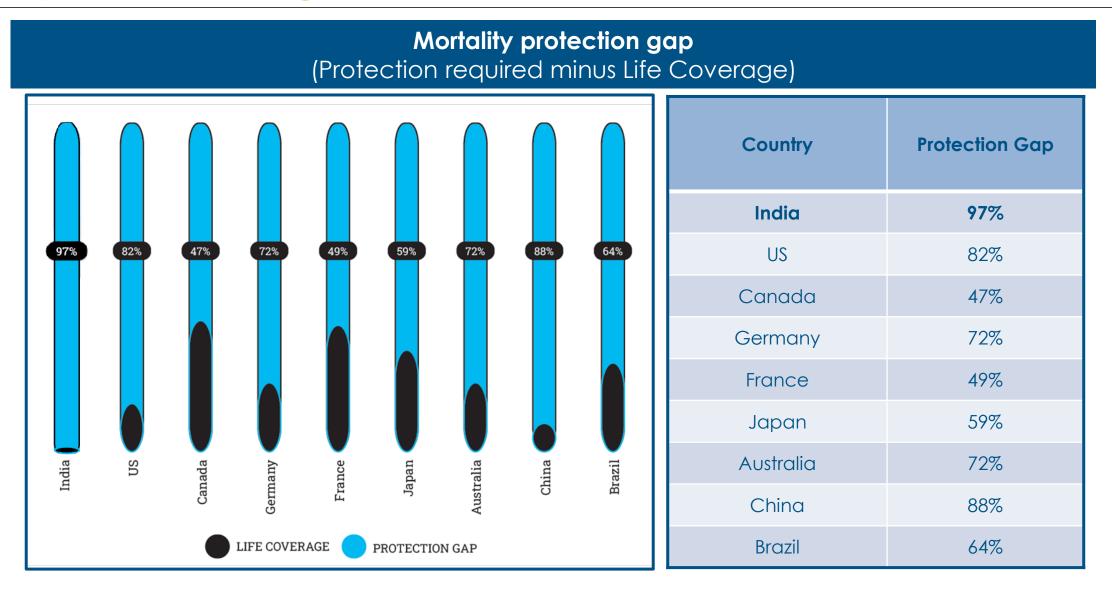
66% of Health expenditure is Out-of-Pocket: Health insurance is needed



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%

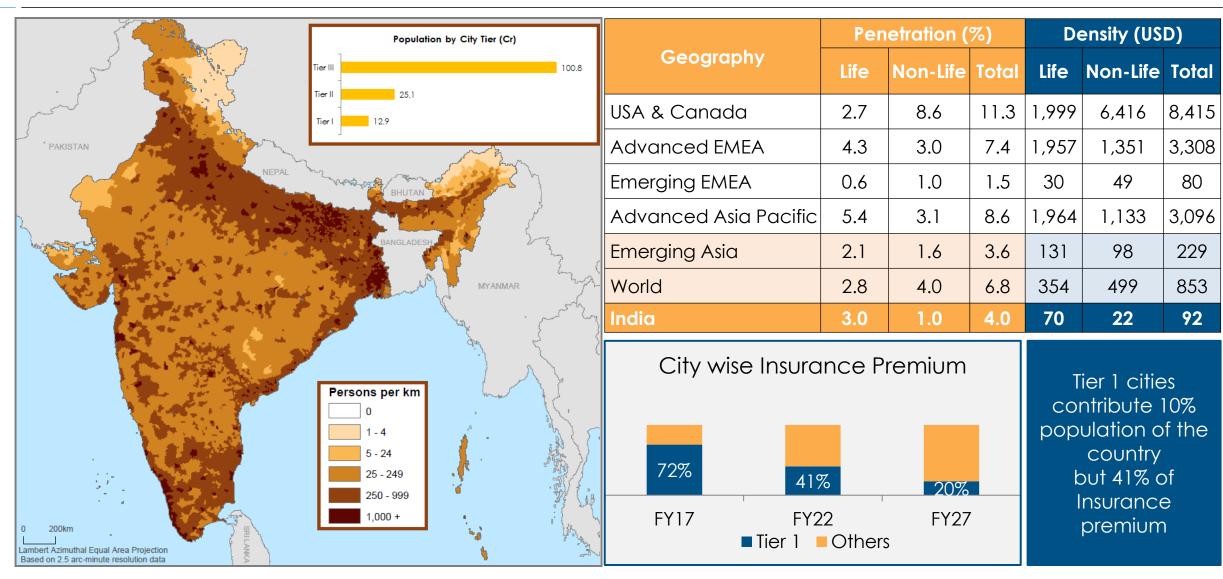
India continues to have one of the widest protection gaps

Only 3% Life Coverage: Term Insurance is needed

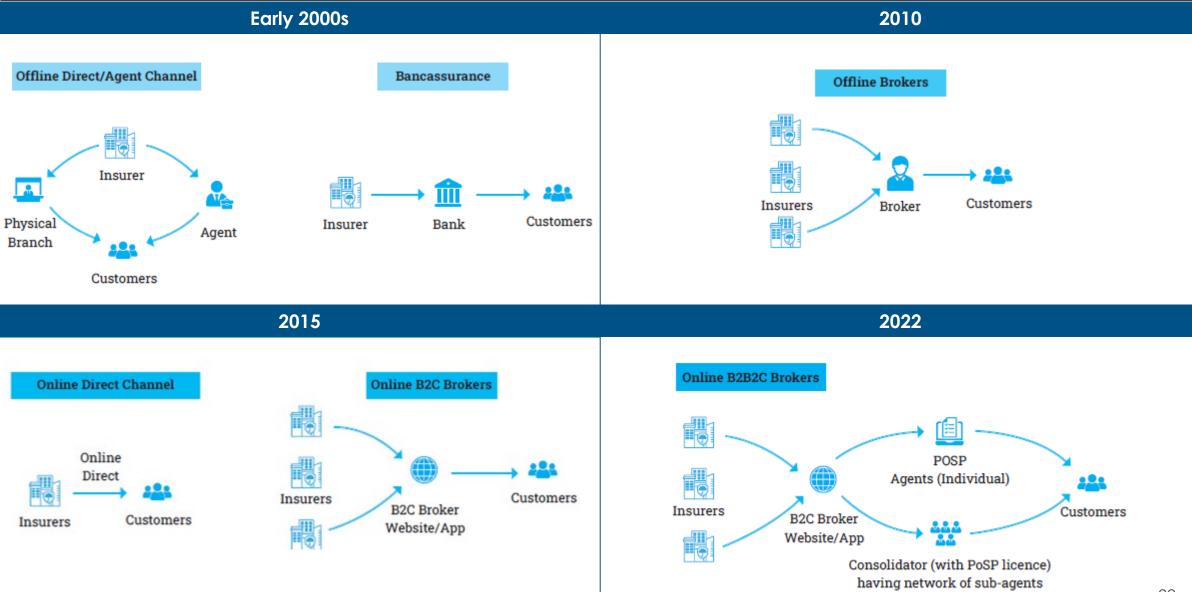


India is vast and growing The future is in Tier 2 & 3 cities

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Evolution of Insurance Distribution Channels



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India's Insurtech Ecosystem

Categories	B2C	B2E	B2B2C		
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	policy bazaar 🔊			policybazaar Business	



Policybazaar.com

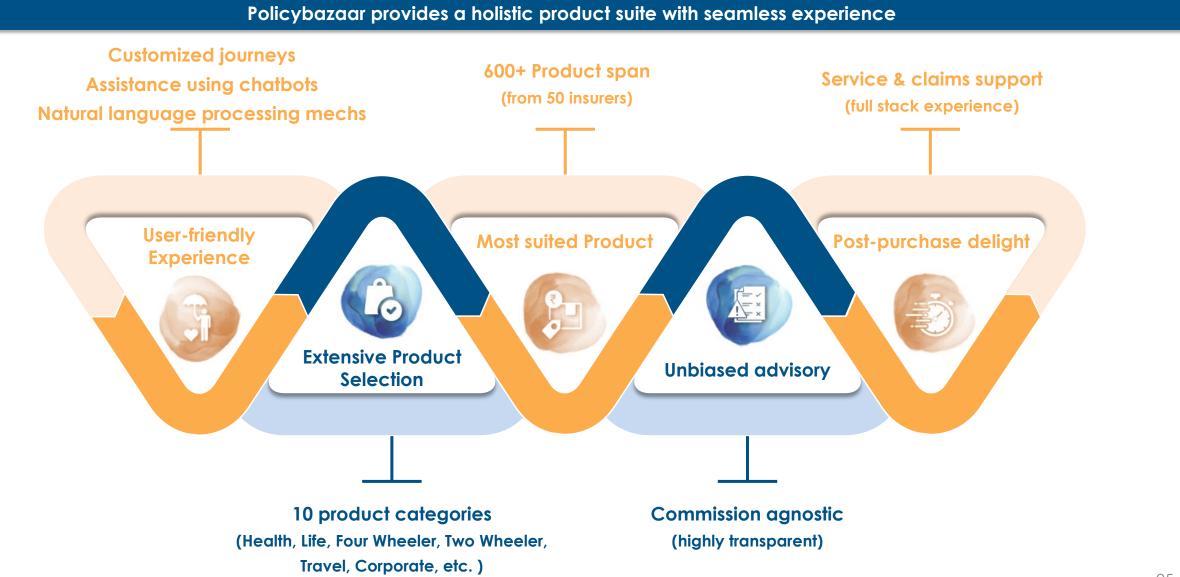
What are we solving & how do we do it?

What are we solving ?	How do w	e do it ?
Human Intensive Operations	Tech-Enabled Processes	Data-Backed Innovation
Dependence On High Cost Physical Distribution	Digital Distribution	Sharp Risk Assessment
Information Asymmetry	Product & Process Transparency For Consumers	Risk Transparency For Insurer Partners
S4 S4 S4 S4 S4 S4 S4 S4 S4 S4 S4 S4	S1 S4 S2 S8 S1 S4 S4 S2 S8 S1 S4 S4 S2 S8 S1 S4	Digitised & Personalised Claims Experience 24



PB Advantage for consumers

Uniquely positioned for capturing mindshare



PB Advantage for insurance partners

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

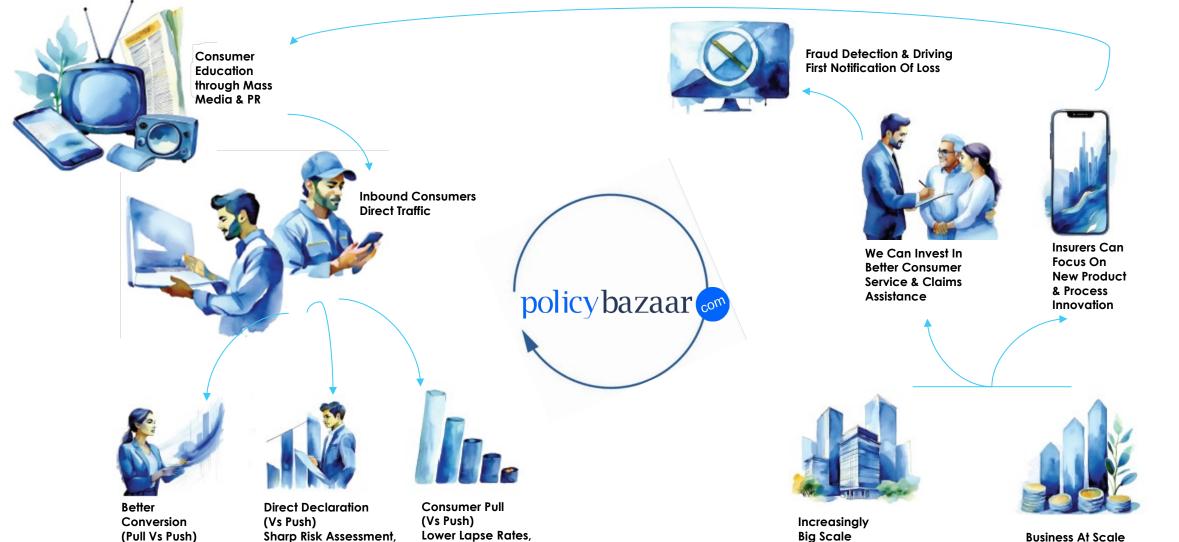
High quality customer disclosures	 Data disclosure directly from the customer - bypassing agent channel which is prone to fraud Tech based document verification
Extensive historical data	 16 years digital vintage: Rich data on customers & claims variables 18.3mn transacting customers since inception
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

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Increasingly Efficient Operations

Sharp Risk Assessment, Lower Claims Ratio

Lower Lapse Rates, **Higher Persistency**

Big Scale **Better Quality**





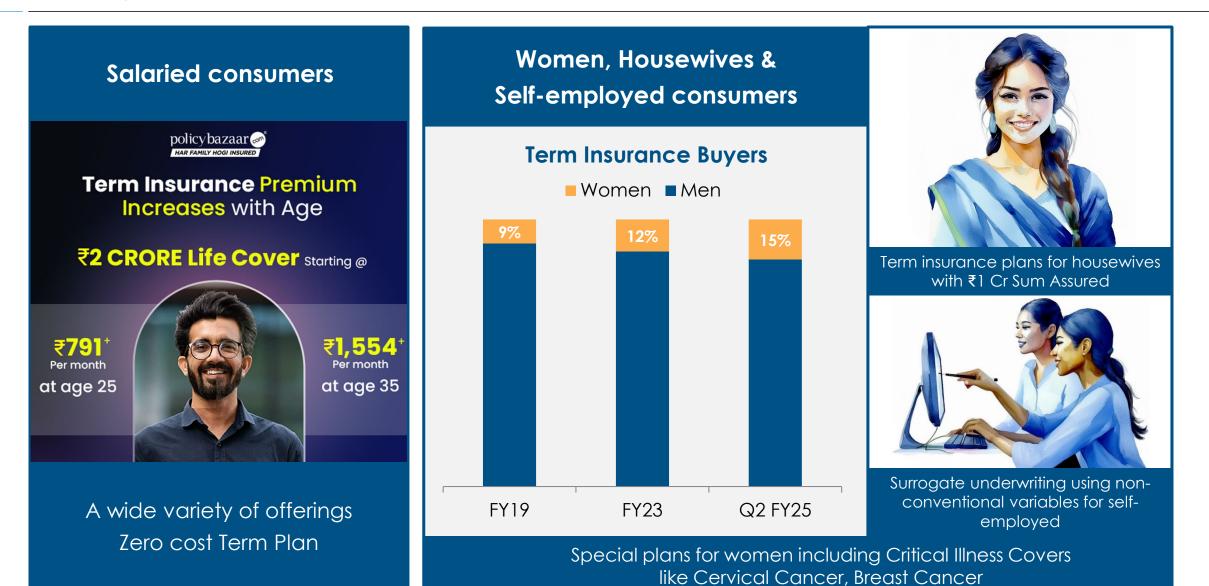
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Savings & Compliance-led Others **Protection Products** Products Investment Products Motor Travel Home Insurance Insurance Insurance 160+ 80+ 200+ 50+ 90+ Plans Plans Plans Plans Plans 23 16 23 16 17 Insurance Insurance Insurance Insurance Insurance **Partners Partners Partners Partners Partners**



New-age products for all consumers





29



Health Insurance

Catering to all insurance needs: Special products





Unbundled offers & personalized options

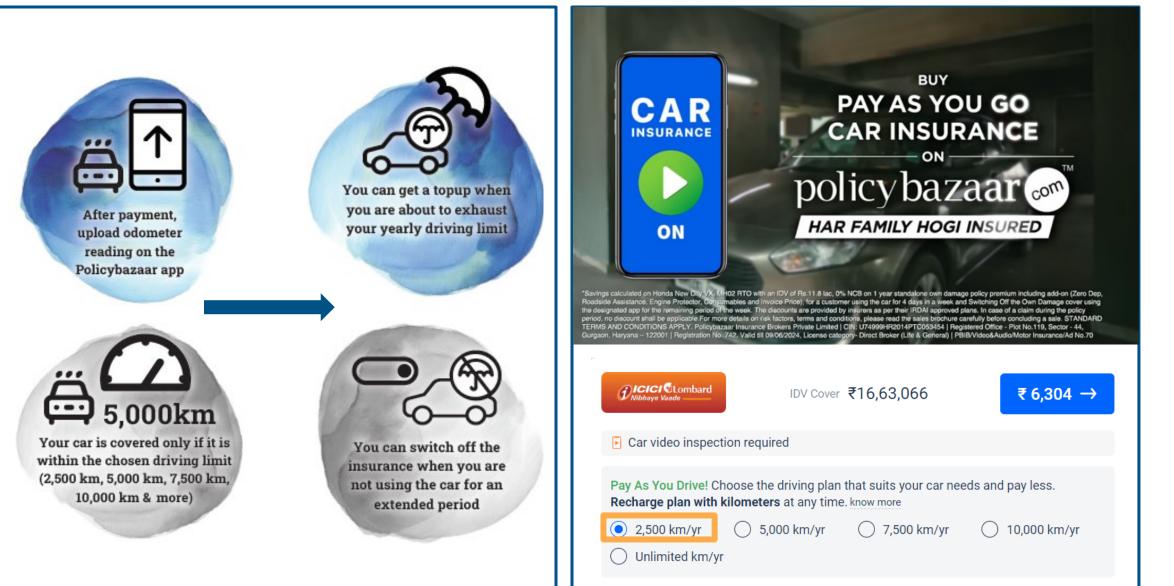


Unbundled offers: Cho	ose the features you want !	Existing disease waiting period It is a time span before a select list of ailments get covered in your policy
Policy benefits	policy bazaar	No preference Recommended Covered after 1 year If you have an existing illness
These benefits are part of your insurance cover. Yo	ou can check plans as per your desired benefits	Covered after 2 years
Day care treatments	No claim bonus	Covered after 3 years Policy period Selecting a multi-year plan saves your money and the
Restoration benefits	Free health checkup	trouble of remembering yearly renewal
Doctor consultation and pharmacy	Maternity cover Apply filters	2 years Save up to 10% on premium Recommended 3 years Save up to 15% on premium



Usage based plans: Pay-As-You-Drive







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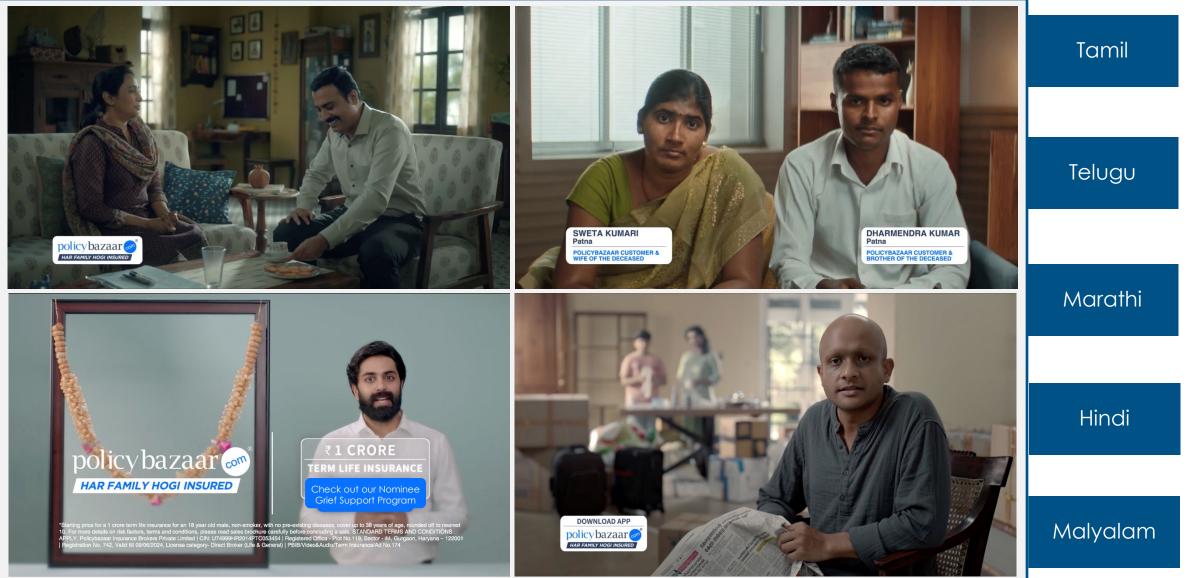
Consumer Connect: Tools & Reminders

-	Pay As You Go Insurance Calculator Which car do you drive? Search car by brands opular brands				1 policy bazaar	2 Just 4 days left! Renew your Maruti Swift's insurance today			
Search car by bi					your Maruti Swift's policy now.	Protect your NCB & avoid challan of up to ₹2,000/- by renewing now! Current insurer ▲ Incl. 25% NCB discount IDV Premium ₹4,81,602 ₹5,155			
MARUTI	HYUNDAI	HONDA	TATA KIA	ΤΟΥΟΤΑ	✓ Save ₹390 ✓ Your new policy will start from 24 Feb, 2023 Renew now	Current policy expires on 23 Feb, 2023 • Your new policy will start from the 24 Feb			
Car Depreciat Which car do yo Search car by b					3 policy bazaar	A policy bazaar HAR FAMILY HOGH INSURED Policy expired! You can still get your 25% NCB discount by renewing now			
Popular brands	HYUNDAI	HONDA		τογοτά Τογοτά	Protect your NCB & avoid challan of up to ₹2,000/- by renewing now! Current insurer ▲ Incl. 25% NCB discount IDV Premium ₹4,81,602 ₹5,155 Current policy expires on 23 Feb, 2023 · Your new policy will start from tomorrow	Current insurer ▲ Incl. 25% NCB discount No inspection required digit IDV Premium ₹4,81,602 ₹5,155 ✓ Your policy expired on 28 Dec, 2022			
NISSAN	MAHINDRA	RENAULT	KIA		Renew now	Renew now 33			



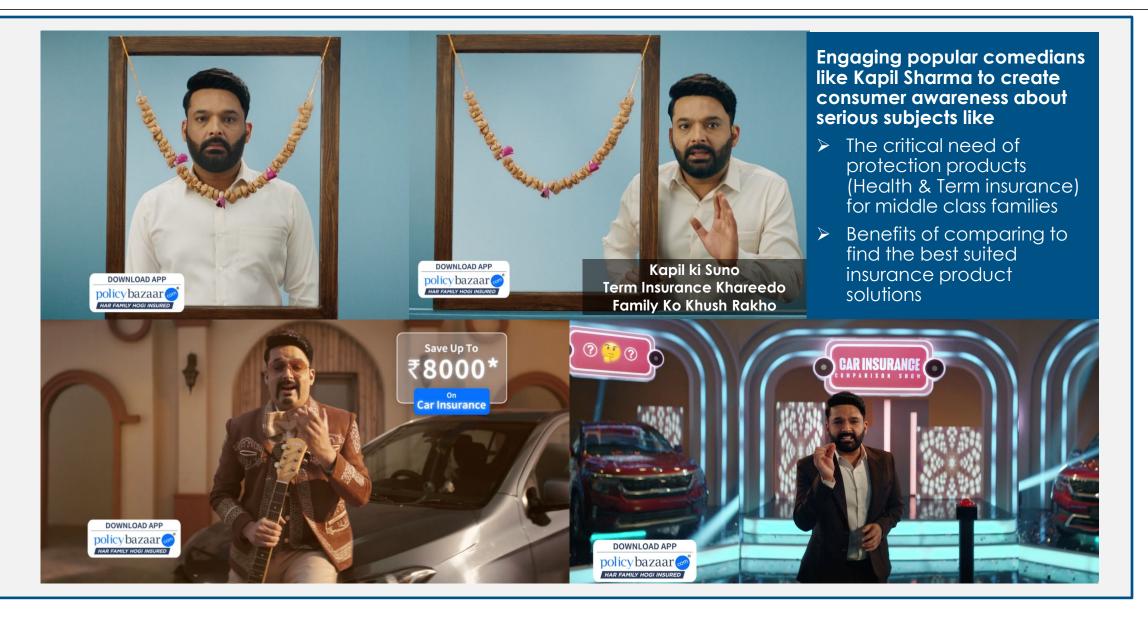
Segmental Market Reach Approach

Awareness brand campaigns in local / regional languages



pb Continuing to use humor as a tool

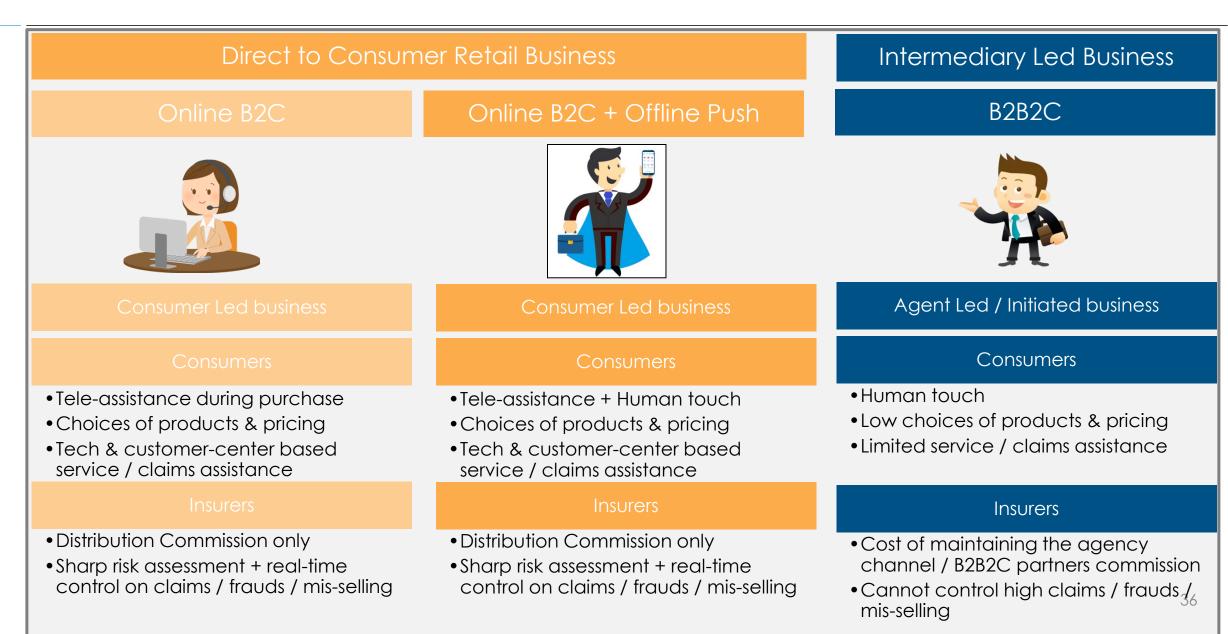
Awareness brand campaigns with Kapil Sharma



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New channels of access

Offline Push through stores & in-person appointments





Phygital approach

pb

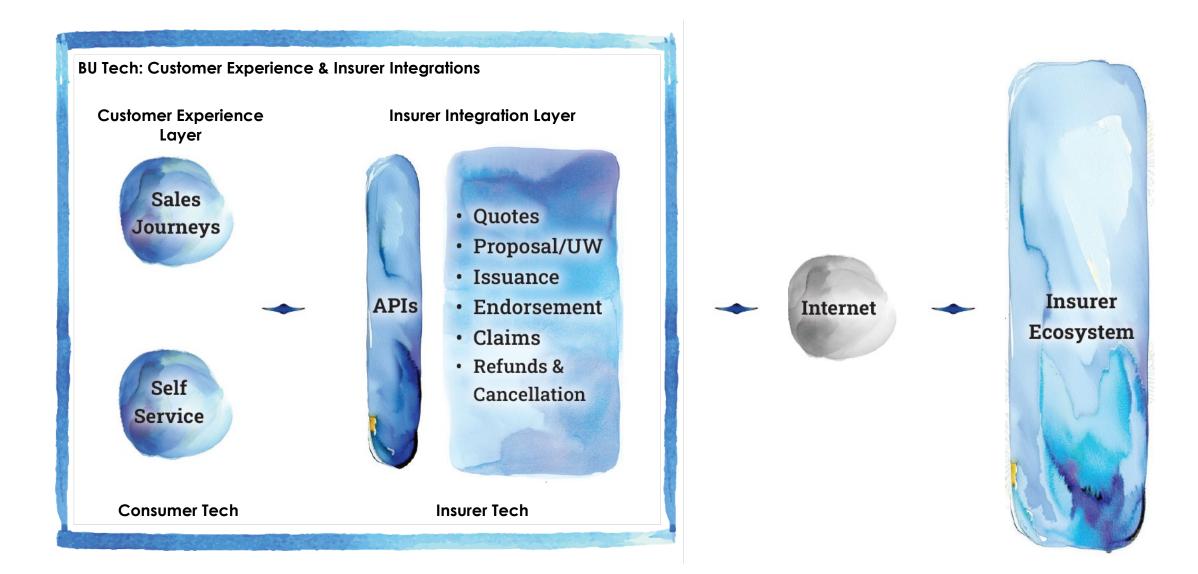
On-ground sales support in 200+ cities, helping convert better

Cities with on-ground sales support	Book a FREE Home Visit × for your Health Insurance Fill your details to book a FREE Expert advice from the comfort home visit with our expert advisors		
	of your home at ZERO Cost Book home visit >		
	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

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Customized solutions Personalized quotations & plan recommendations Easy Calendar Documentation **Real-time** Motor Vehicle Self-aided consumer Management for using OCR & Inspection Endorsements journeys medical tests Computer Vision Technology Payment Gateways for single payment 1-click refunds Seamless transactions for combo purchases 360 degree consumer view 1-click renewals Lifecycle Management Smooth coordination Easy access to Garage First Loss notification with insurance partners, & Hospital network Claims Assistance <u>surveyors,</u> TPAs, garages using mobile app information & hospitals

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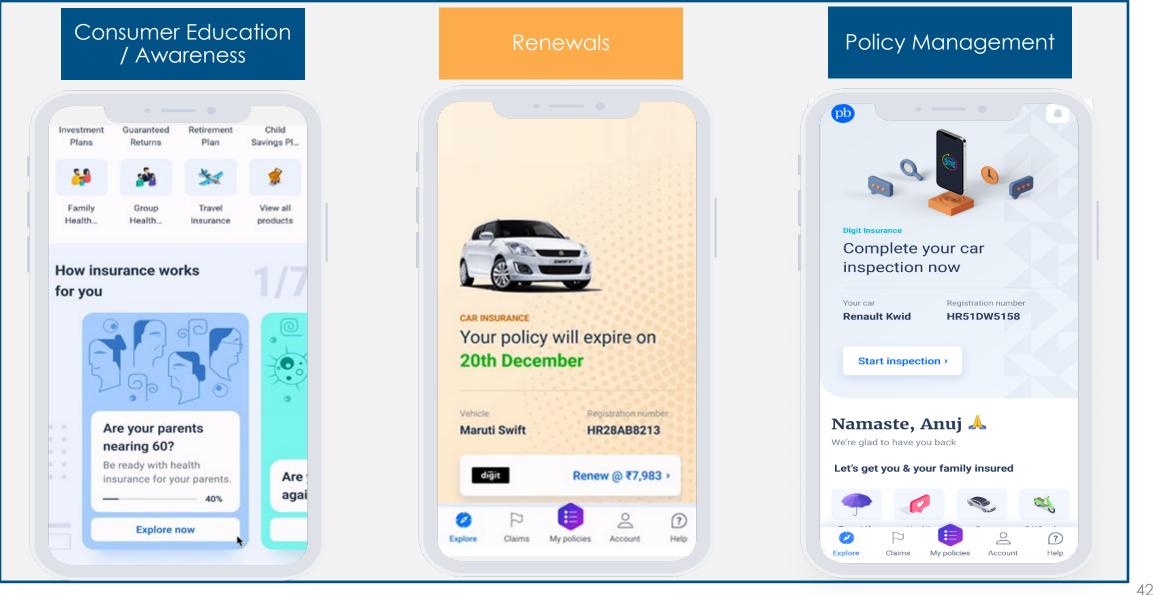
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Technology solutions for Consumers



Technology solutions for Consumers A wholesome experience in the App

pb



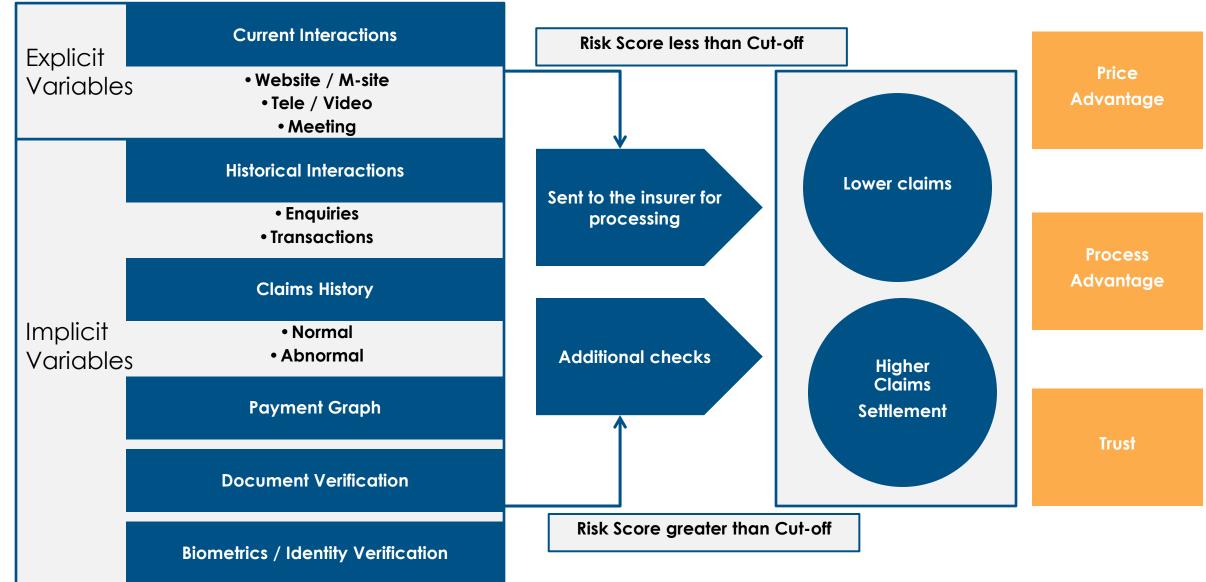
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Technology solutions for Insurance Partners: Risk Assessment

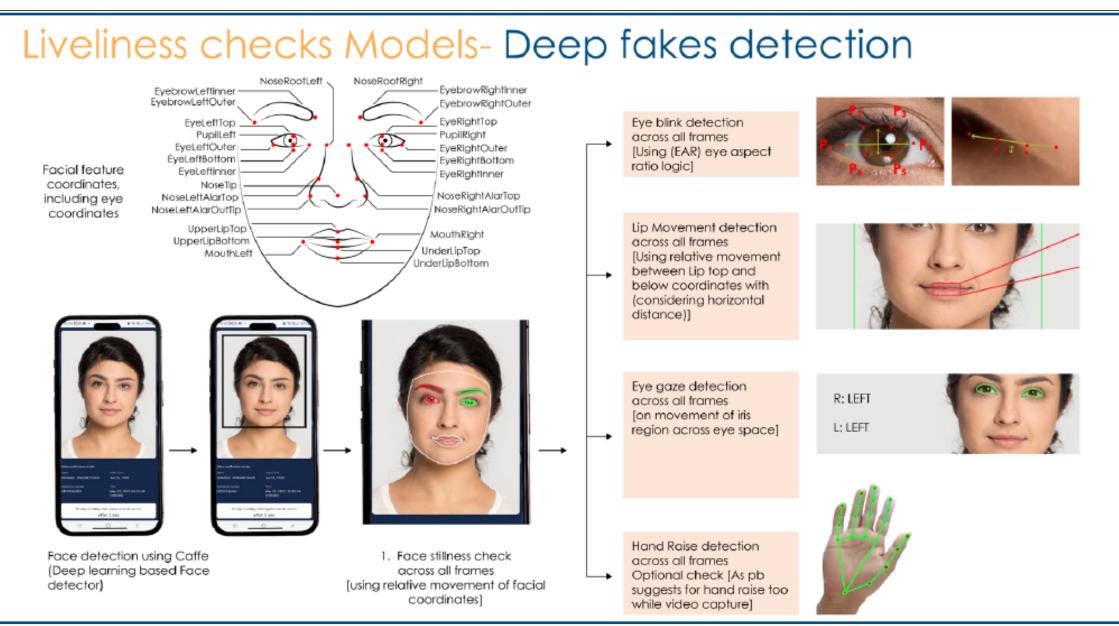
AI based risk framework used to detect fraud

pb



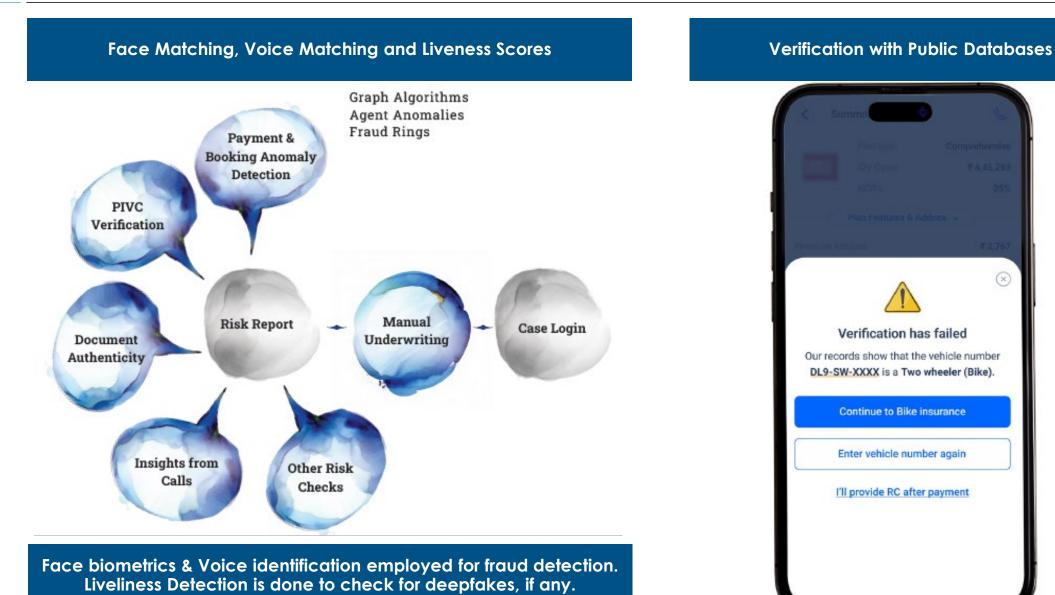
Technology solutions for Insurance Partners: Risk Assessment

AI based risk framework used to detect fraud

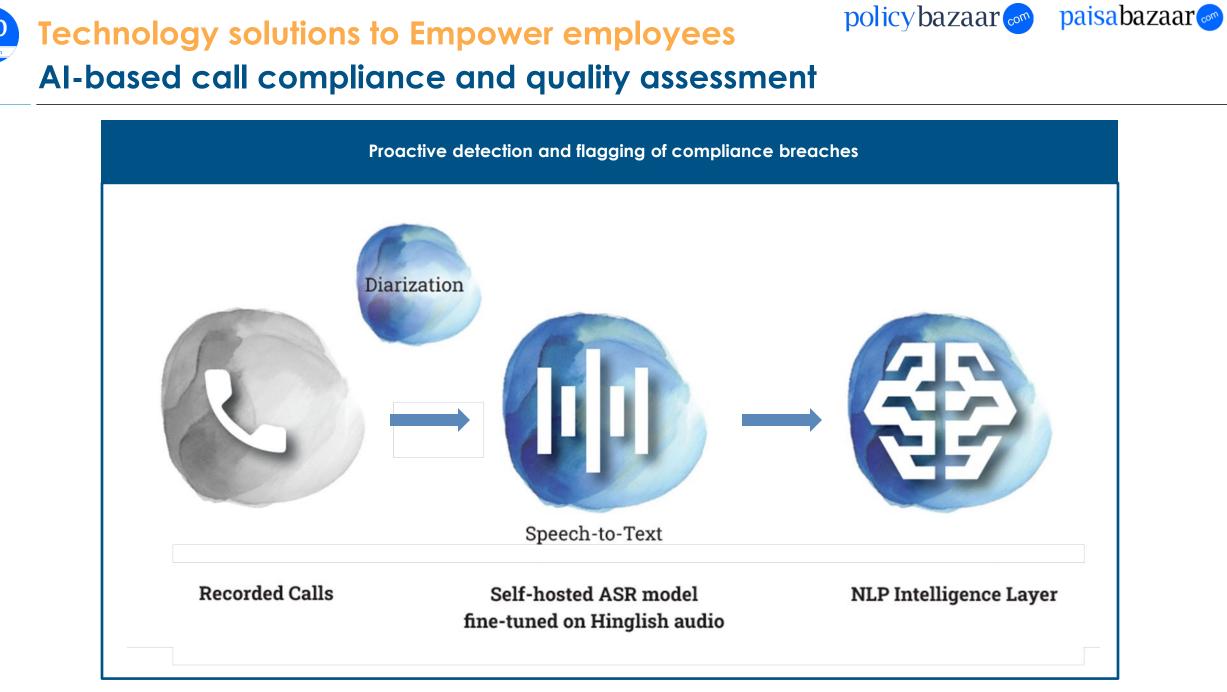


Technology solutions for Insurance Partners: Risk Assessment

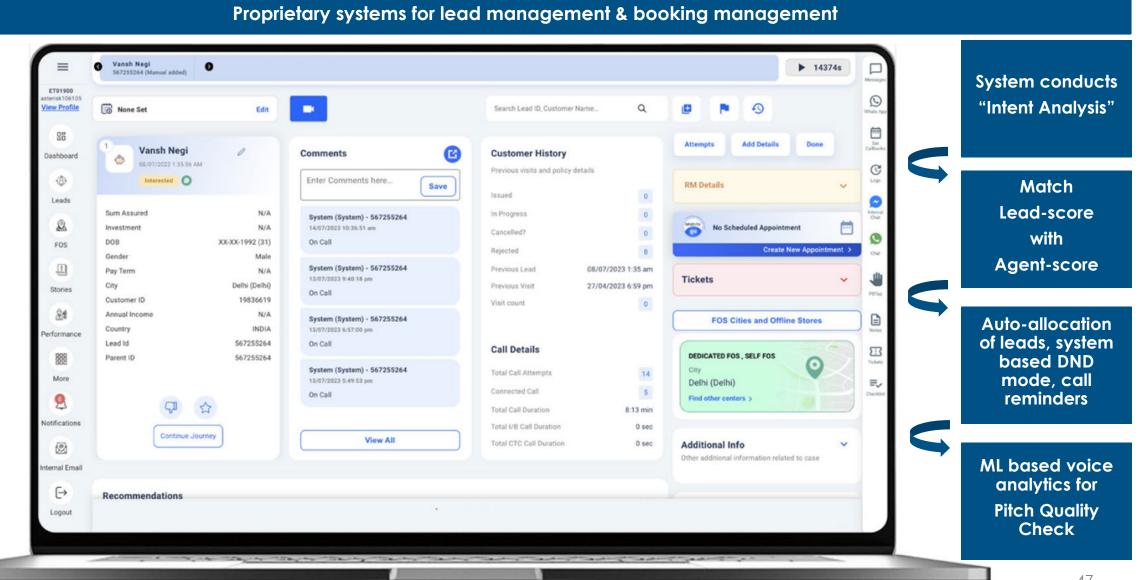
AI based risk framework used to detect fraud



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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 My Performance Lead Details ... Health_Retainers (Health) Lead ID: 4496535 Showing active appointment **Today's Metrics** Go to Lead View Appointment on March 29, 2024 6:00 PM • % APE Bookings **Customer Summary** ₹0 0 Health Name Mobile Number riya gupta XXXXXXXX95 MTD Appointment New V Performance Call 🕑 chat Total Assigned Leads 463 (First Assigned) Potential Appt. Leads 326 Appointment Generated 46 Booking Done On Your 4 Google Appointments Comments %Conv on Appointment 8.70% Generated the last strength a loss of the loss of Know More > **Take Action** Secondary Booking New Incentive

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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



paisabazaar

Reporting & Business Intelligence System

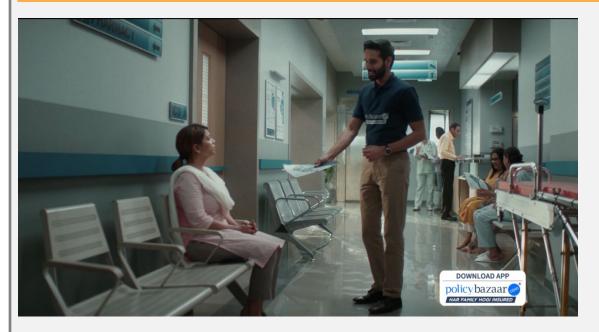
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- Optimus, a single storage entity for multiple databases to support downstream reporting & analysis
- The Data lake handles both structured & unstructured data from various sources in various formats
- Generates more than 1,500 kinds of reports on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





On-ground assistance at the time of claims





Claims Assistance

Tech-enabled assistance at the time of claims





Claims Assistance

On-ground assistance at the time of claims



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



Policybazaar visited Mrs. Deepa Chaudhary (Claim Beneficiary) at her residence in Greater Noida

Grief support program for nominees has a bi-fold impact

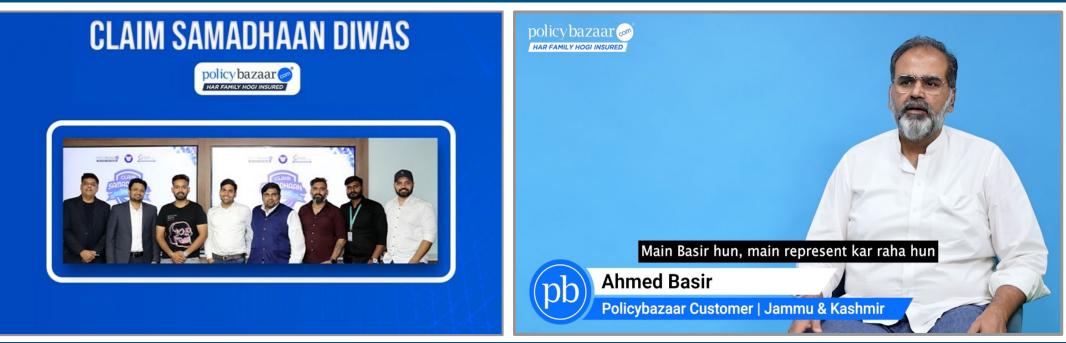
• Consumer:

- 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 Grievance Redressal Day

Claims Samadhan Diwas

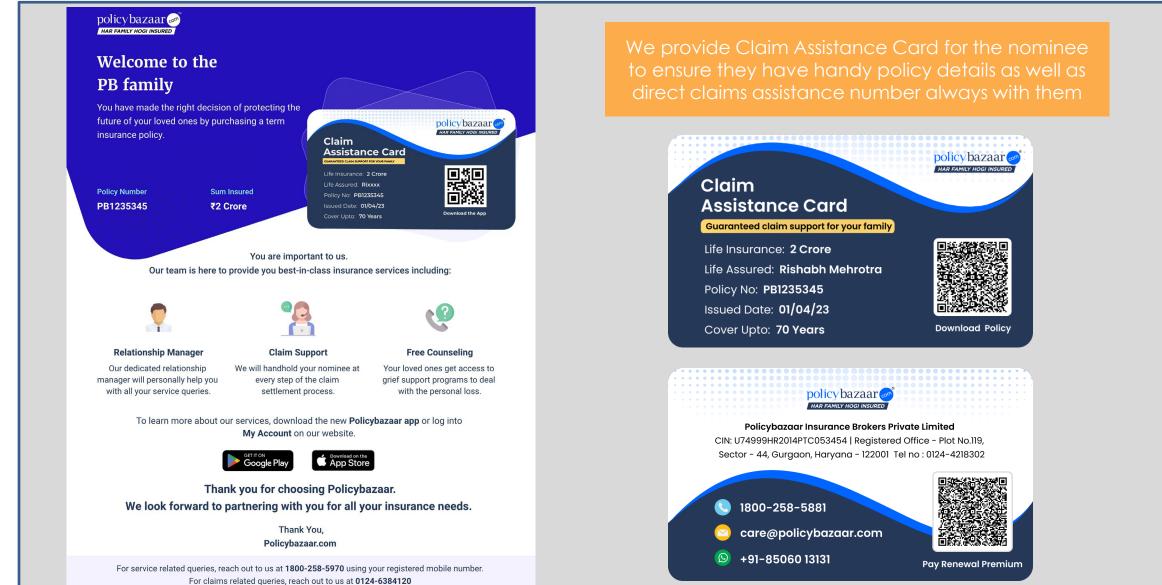


Real-time re-assessment of repudiated / rejected claims In a tripartite conversation with the insurance partner, consumer and Policybazaar

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











Awards & Recognition

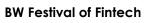


Best Insurtech at FICCI PICUP **Awards**

FICCI PICUP Awards



Best Insurtech and Best CEO at **BW Festival of Fintech**



Best Use of Brand Awareness at E4M Health

E4M Health & Wellness Awards



Best Use of Consumer Tech for **PB Meet at ETBFSI Awards**

PB Meet at ETBFSI Awards



Best Domestic Broker at Insurance Asia Awards

Insurance Asia Awards



Best Insurance Brokers at India **Insurance Summit**

India Insurance Summit



India's Leading Online **Insurance** Platform

Berkshire Media



Brand Identity Campaign for Mr Policybazaar





Best Customer Service for Claim Samadhan at ET Entrepreneur Awards

> Claim Samadhan At ET Entrepreneur Awards

> > 56

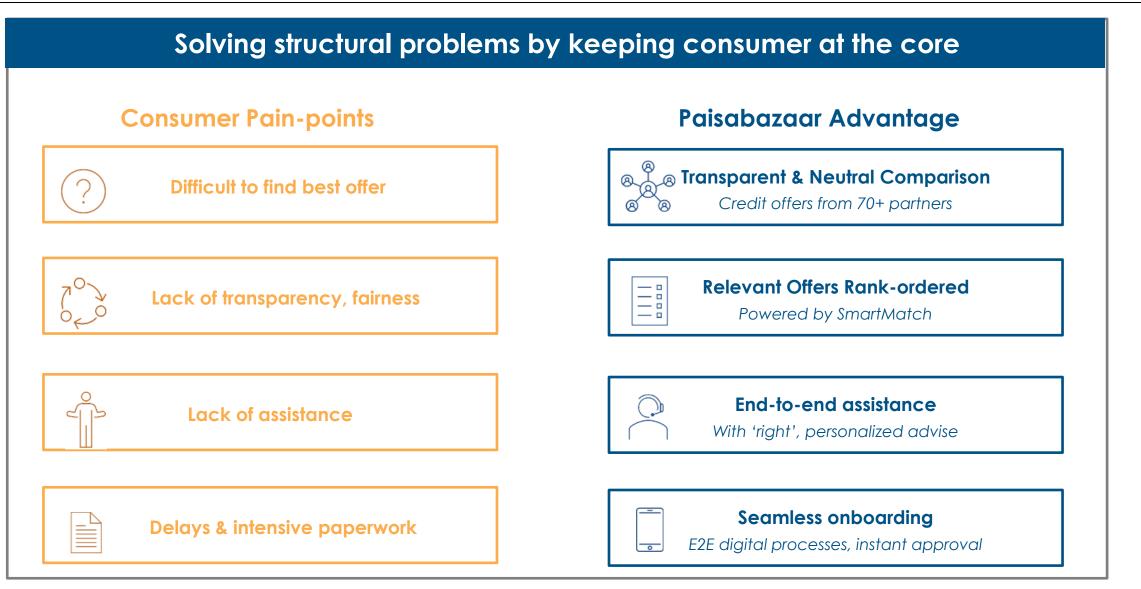




Paisabazaar: India's largest comparison platform for credit products





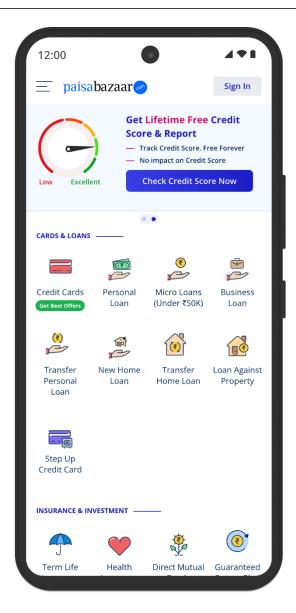


paisabazaar



policybazaar ∞ 🛛 paisabazaar 🛷

Over the years, have become 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

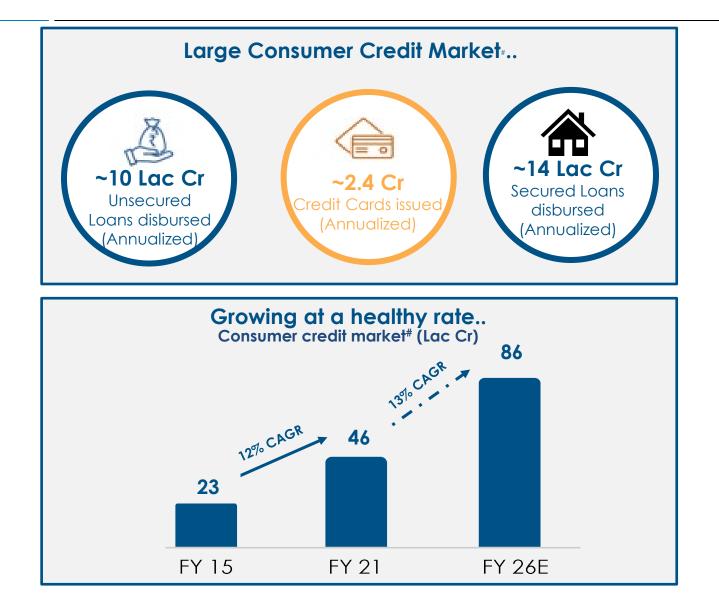
>16%* of India's active credit score^ consumers on Paisabazaar

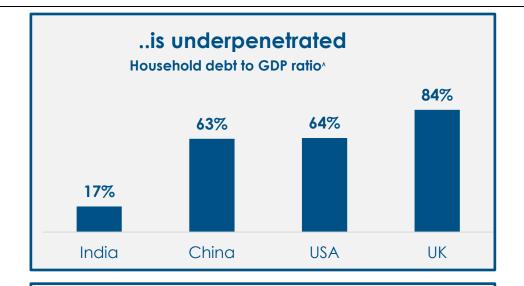
7-8%* of Credit enquiries in India happen on the platform

pb Fintech

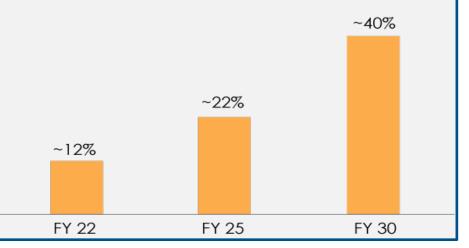


Robust long-term growth opportunity, driven by strong macro factors









#Management estimates ^CEIC data *Google Temasek & Bain report 2023





Current external environment tough, moderation in unsecured credit & Cards

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

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

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

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

Guidance led to policy & process changes for a stronger ecosystem

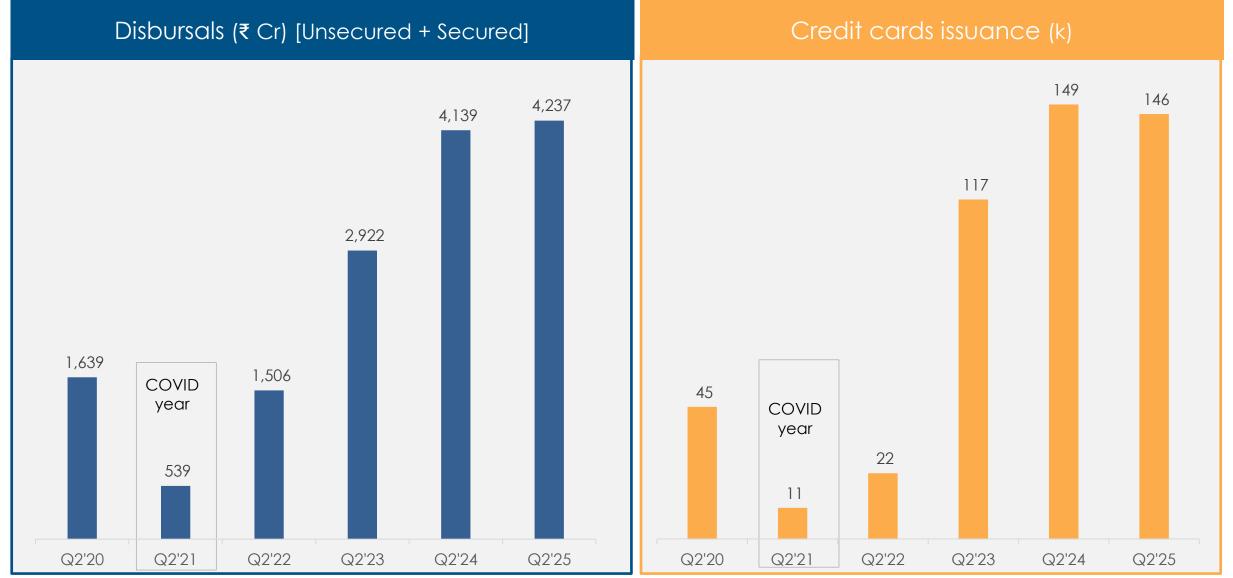
Stress observed in certain segments across unsecured lending. leading to tightening

On-boarding processes paused for some Banks, NBFCs due to process & pricing concerns

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

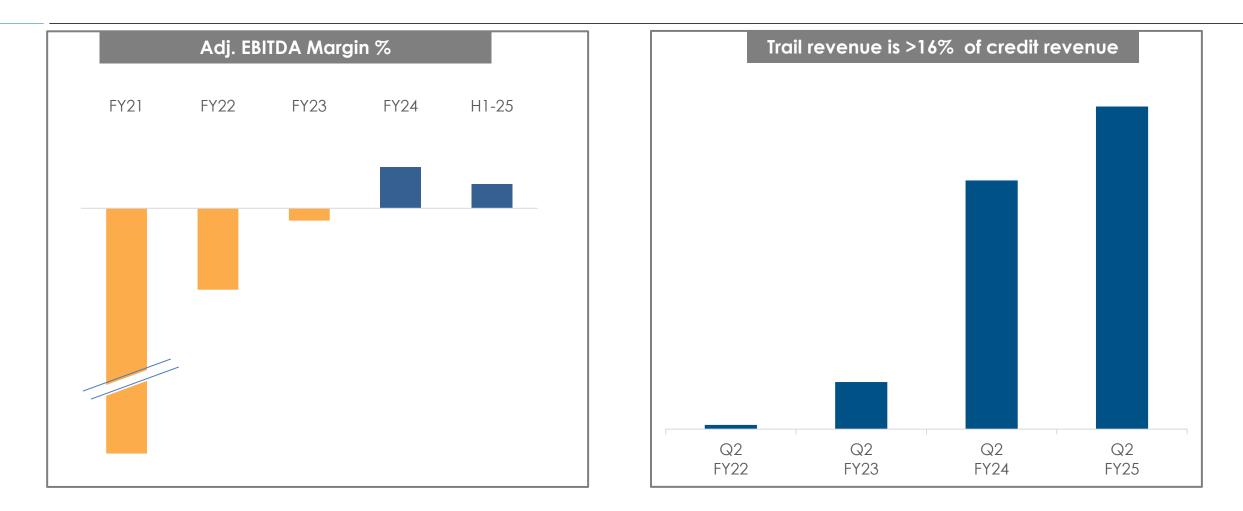
pb Fintech policybazaar paisabazaar o

Moderation in Q2; H2'25 to remain muted for Unsecured growth



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pb Maintaining positive adj. EBITDA, contributed by trail revenue

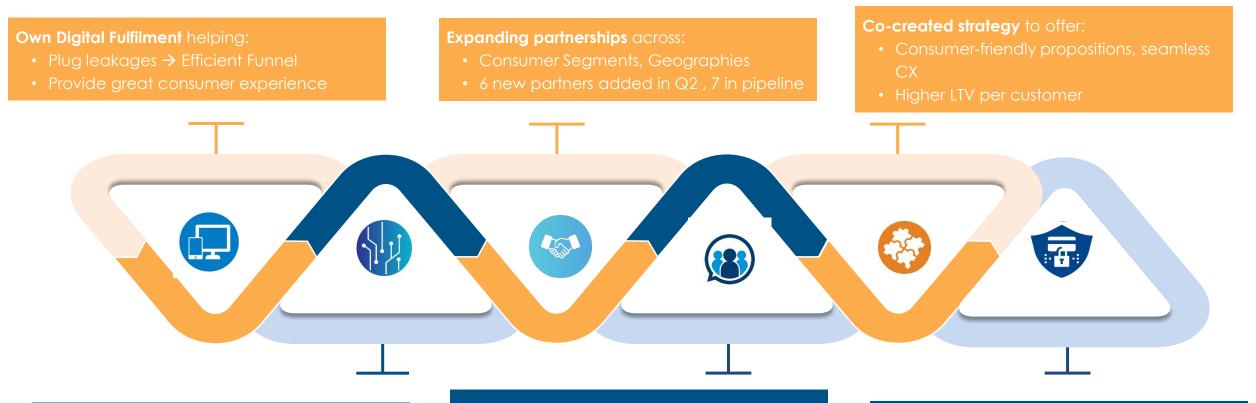


leading to sustainable margins

Fintech

Continued investments in brand, product & tech to improve margins Co-created products driving trail

Going deeper into each aspect of unsecured to offer seamless consumer experience



Use **AA ecosystem** for:

- Sharper segmentation
- Better Portfolio Performance

Deepen consumer engagement in Cards via:

- RedeemWise Maximise CC points value
- PayWise Best card for every spend
- CardWise Personalised Card Reco

ML Based models to proactively:

- Block/restrict riskier segments
- Focus on **fraud-avoidance**

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Deepening partnerships to expand choice of consumer offerings

New partnerships across lending & credit cards

- **Unsecured lending** \geq
 - 3 new partners across segments ٠
 - 6 more in pipeline ٠

Secured Lending \geq

- 8 new partners across PSUs, NBFC & HFCs ٠
- 2 PSU partners onboarded ٠
- 5 more in the pipeline ٠

Credit cards \geq

- 1 new partner ٠
- 2 more in pipeline, incl. 1 co-created ٠

New Jaunch: Co-created feature-rich PaisaSave credit card



3% Cashback on Online Spends*



1.5% Cashback on Offline Spends



1% Fuel Surcharge Waiver



No Joining Fee



Additional Lifetime free Rupay Card **UPI benefits**

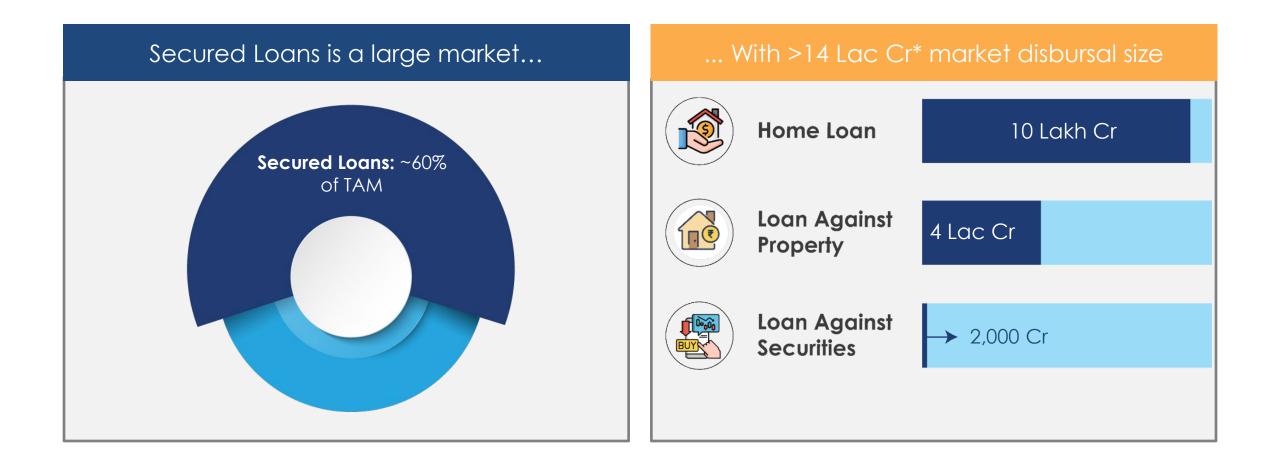


Upto 50 days Interest Free Period

Complete T&Cs in product brochure



Strengthening focus on the large secured credit market...







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

Scaling Secured Credit

Strong D2C play

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

- Wide & deep partnerships across PSUs, Pvt Banks, HFCs etc
- Product expansion: focus on Home Ioan, Loan against car & property
- Build last mile & fulfilment capabilities for offline processes
- Create presence in Top 3 cities with >30%* market share
- 100+ Foos team hired, aim to build 300+ strong team
- Digitally disrupt parts of offline process, like digital sanctioning

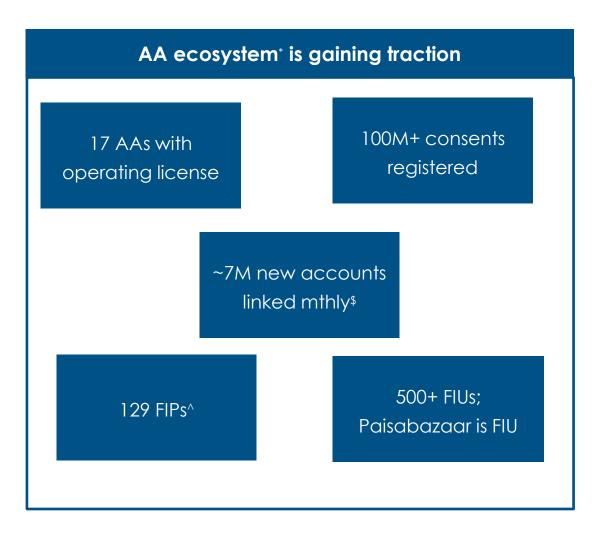


- Streamline processes from application to disbursal
- **Real-time tracking** for consumers and connectors
- Improved control for all stakeholders
- Tailored cross-selling opportunities across products

Focus on continuing strong growth trajectory

Secured as % of total Disbursals		Q2 FY24	Q2 FY25	Aim
	\rightarrow	11%	34%	~50%

Growing adoption of AA ecosystem provides an opportunity to create products with high engagement





Opportunity to build personal financial management tool **PB Money** led by AA



* Source: Shamata https://sahamati.org.in/ ^ Banks, NBFCs, Insurance companies, GSTN, Depositories, AMCs \$ H1 FY25 average

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PB Money, an AA-based Personal Financial Management tool Beta launch in Q3

GST

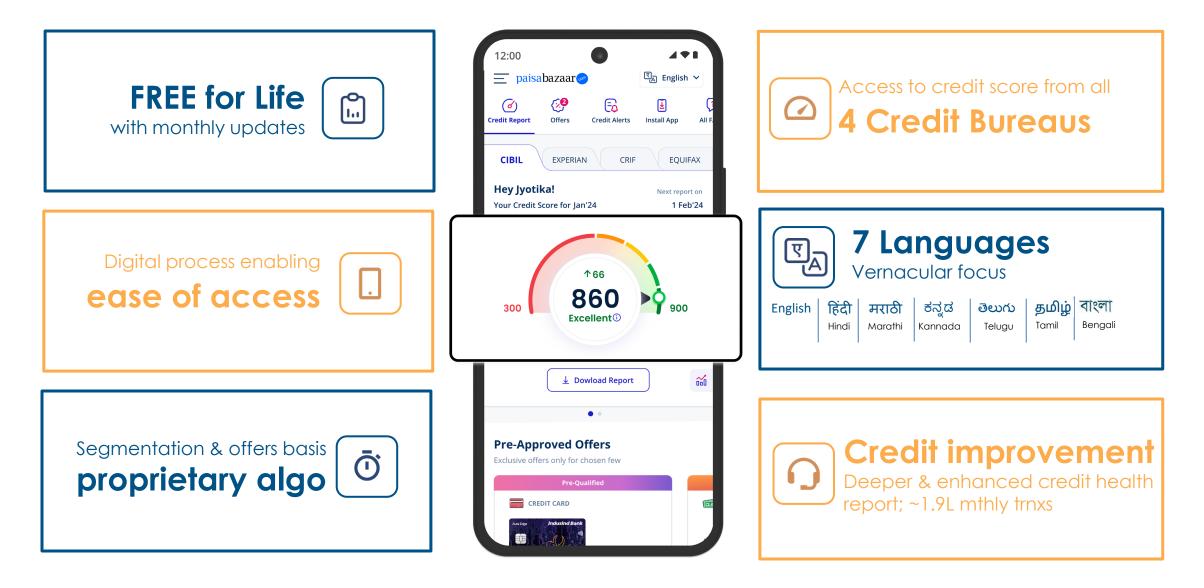
.

Dashboard Strong Industry-first consumer proposition KYC Details > Hi Akanksha. \leftarrow pb meney \leftarrow pb meney Oream House Hey Akanksha, Your total account balance is Here is a summary of your Aggressive Investment Profile 10 Years Duratio ₹2,47,260 + Add Account Connect all accounts in one place financial accounts Ideal asset allocation for your goal Get via 🕓 2 Linked account(s) \bigcirc Bank accounts Bank Accounts 🔥 Axis Bank ₹2,23,630 ₹1,45,440 > 6 accounts added as on 21 Mar '24 XXXX 3984 Equity Debt -Others Investments – MF & Stocks 25% 25% 50% HDFC Bank ₹23,630 Stocks as on 21 Mar '24 0.0 XXXX 3984 ₹21,54,773 > 2 accounts added My Accounts Summary hreakdown of your financials Mid Cap Funds (11%) **Mutual Funds** Link Now > Insurance Incoming ₹1,20,000 > Small Cap Funds (8%) Invest Smart Receive right investment advice Note: The recommendations are provided by based on your profile Expenses ₹2,23,630 > Paisabazaar Investment Advisory team based on fund ratings provided by Value Research Track & manage income & expenses View Funds Emergency Fund () Investment ₹25,550 > Available only on Paisabazaar Android App Build an emergency fund of ₹15,00,000 to cover 6 months of expenses. Account Insights Some key aspects we noticed in your accounts t is recommended to keep it easily accessible in high-yield > Take better financial **decisions** avinas account or liquid FD \odot \odot Account Summary Account Insights Get your recommended (%) Interest Credited You have received bank interest worth ₹20,400 in insurance cover Our RIA license to help give right advise 0 \odot Account Statement Monthy Payments this financial year Check Nov Advice across investments, insurance & Advisory for better Unified view of bank Insights on income, banking investment decisions expenses & investments accounts & investments

credit Score platform continues to be the backbone of consumer engagement

Enabled 4.8 Cr consumers to be credit aware

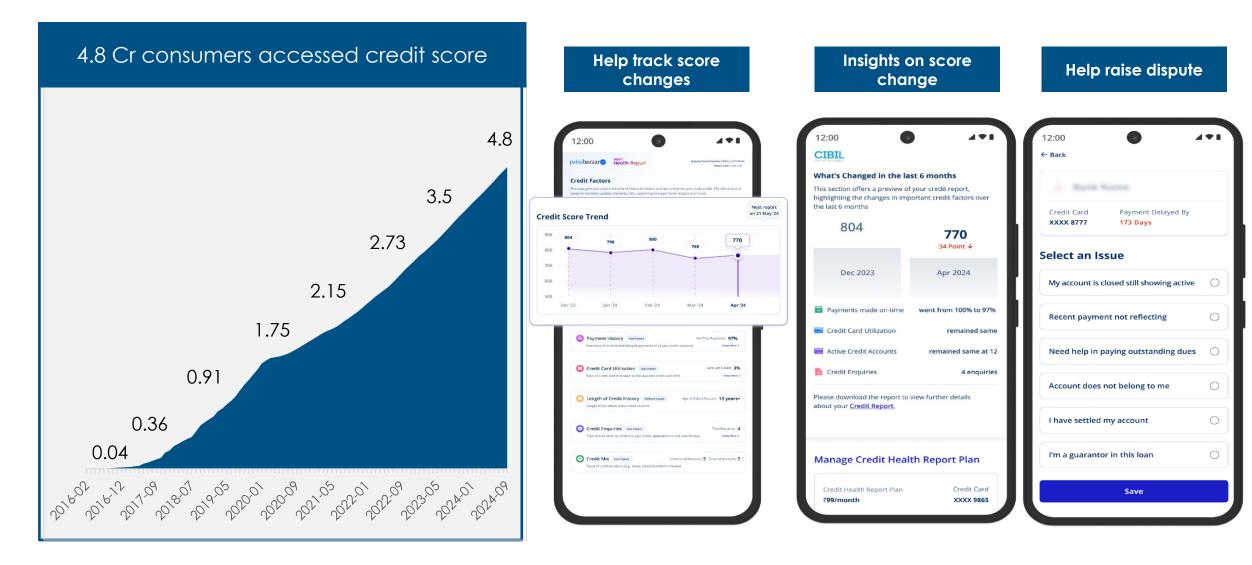
pb





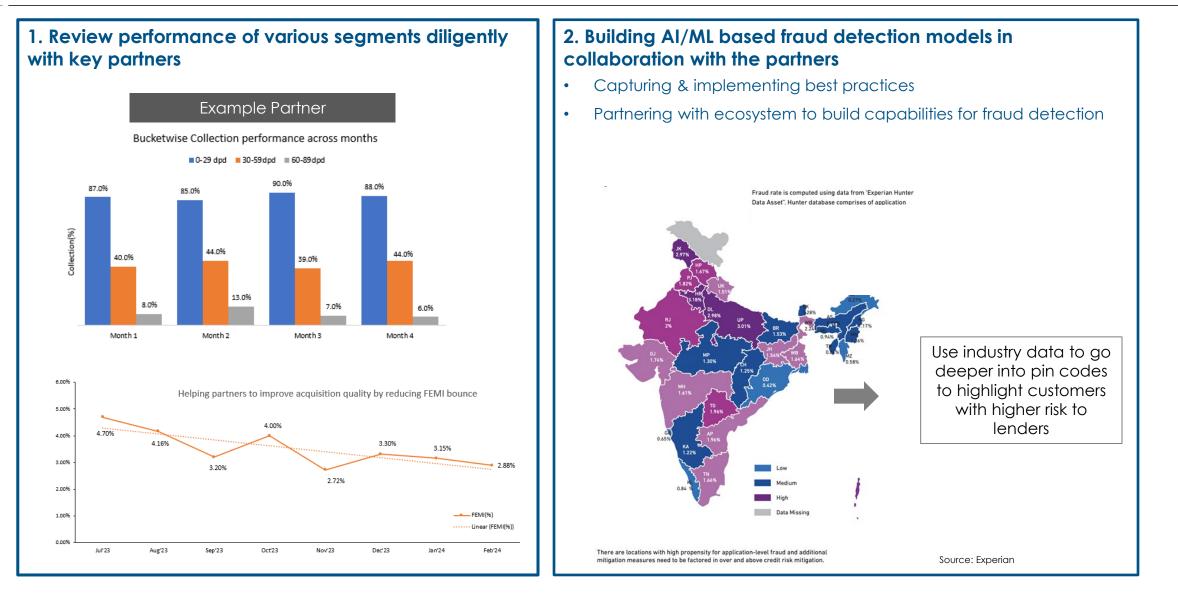
Credit Score Platform

Helping consumers get actionable insights to manage & improve score





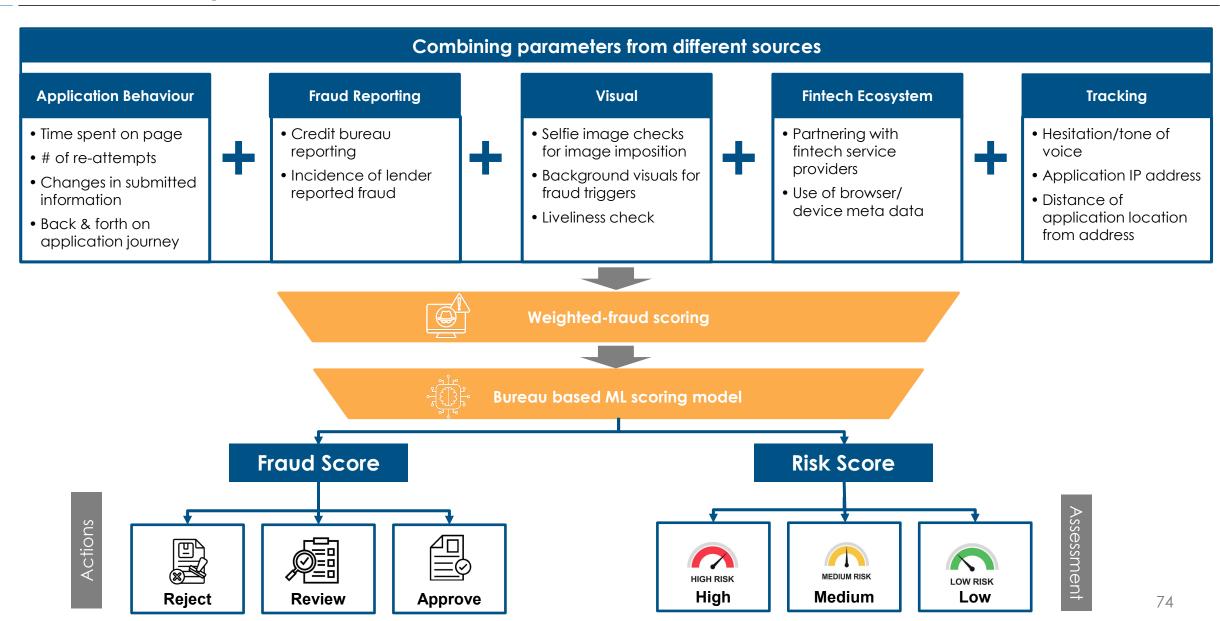
Collaborating with ecosystem to detect fraud early, manage risk





pb

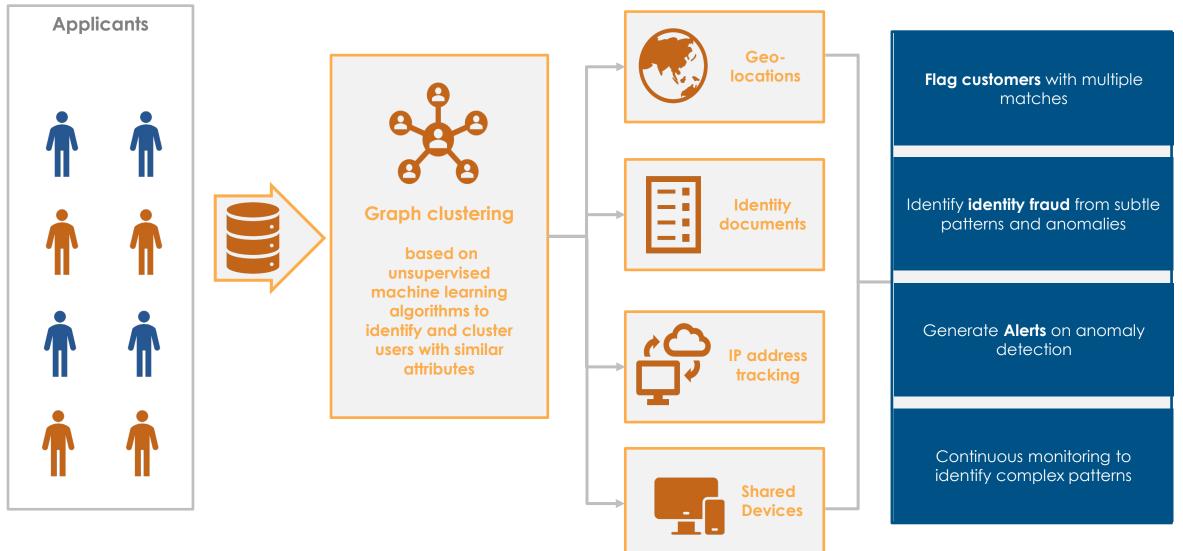
Aim to be the platform for fraud-avoidance & sustainable risk





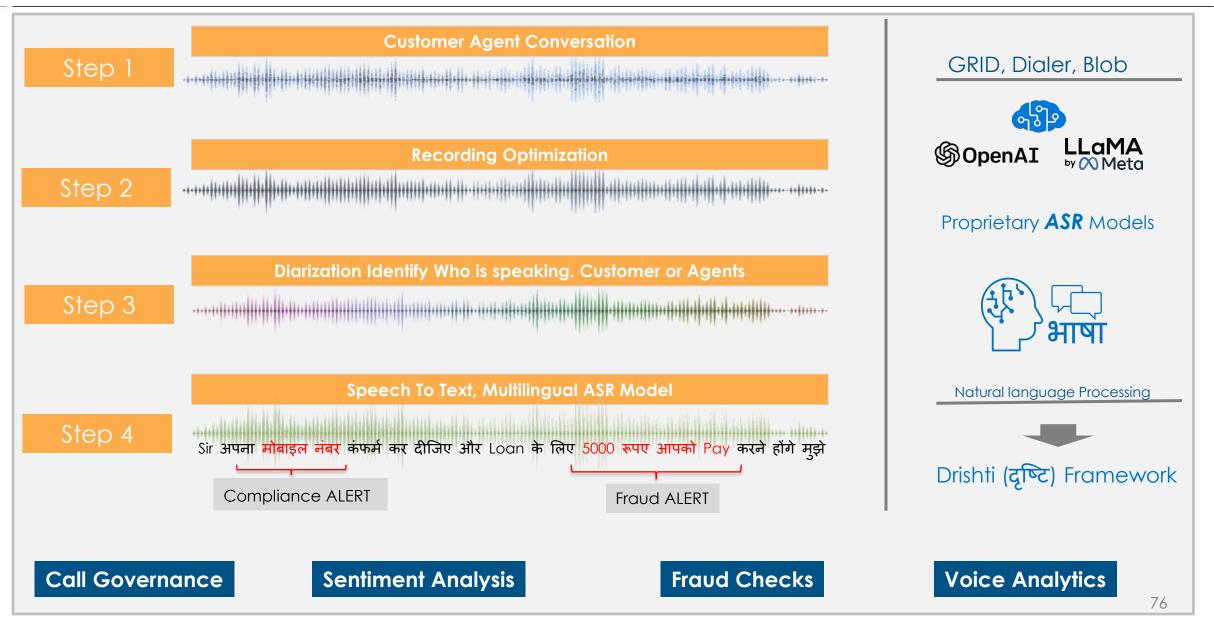
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Building a robust fraud identification framework by identifying linkages





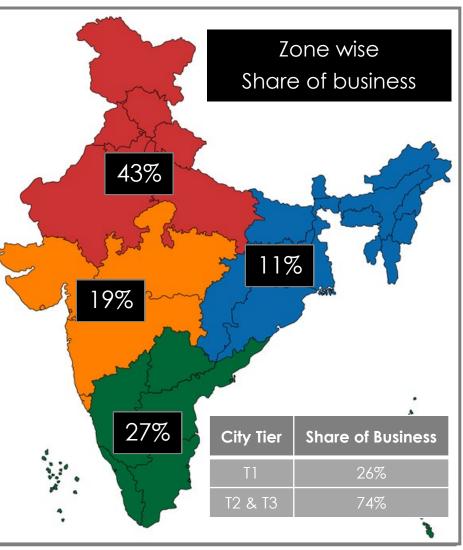
Al-driven model for compliance monitoring



New initiatives

Sustained market leadership & Increasing efficiency PBPartners com is a platform for independent sellers of Insurance and

- 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 18.7k pin codes out of 19.1k (98%) pin codes in India
 - Tier 2 & Tier 3 cities contribute 74% of the business









PB Partners

A win-win for all stakeholders of the ecosystem





- 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



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pbpartners



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





First-in-industry tech initiatives



Imp	roving the bre	eadth of proc	duct offerings,	, supported b	oy sales trair	ning			
pbpartners com				Cer	tification 👔 🌲	Certified			
🎓 Dashboard	General Insurance								
 Sell Now Request Offline Quote > Renewals > 	Car	रूर्के Two Wheeler	Commercial	💮 Health	Home Insurance				
Ead Lead 🗰 Knowledge Bank	Life Insurance								
Reports >	(investment)	ک Term							
	Know more about Other Insurance Products available on Policybazaar.com								
	Group Health insurance	Fire And Burglary	Marine Insurance	ر المعالم (General Liability	Workmen Compensation	VIEW ALL PRODUCTS			



First-in-industry tech initiatives



Si	mplified Consumer Life cycle managemen	t using the platform
pbpartners		Certification
A Dashboard	My Leads	Archived Leads
📜 Sell Now	All Car Two Wheeler Commercial Health Life Others	Lead ID V Q Search Search
Request Offline Quote >		
C Renewals >	Car	Created On 2022-11-02 18:27:31 PM
🗮 Lead	Steps OPre-Quote Page > O You left on Quote page	Continue >
Ⅲ Knowledge Bank >	MD BAHADUR SK Lead Id: 502760299 OPPP expired already	Created On 2022-11-01 16:24:08 PM
Reports >	Car	
? Tickets >	Steps OPre-Quote Page > OQuote Page > O You left on Proposal page	Continue >
	GOBINDRA Lead Id: 502697423 OPYP expiring in 7 Days	Created On 2022-11-01 12:58:16 PM
	Steps OPre-Quote Page > O You left on Quote page	Continue >



First-in-industry tech initiatives





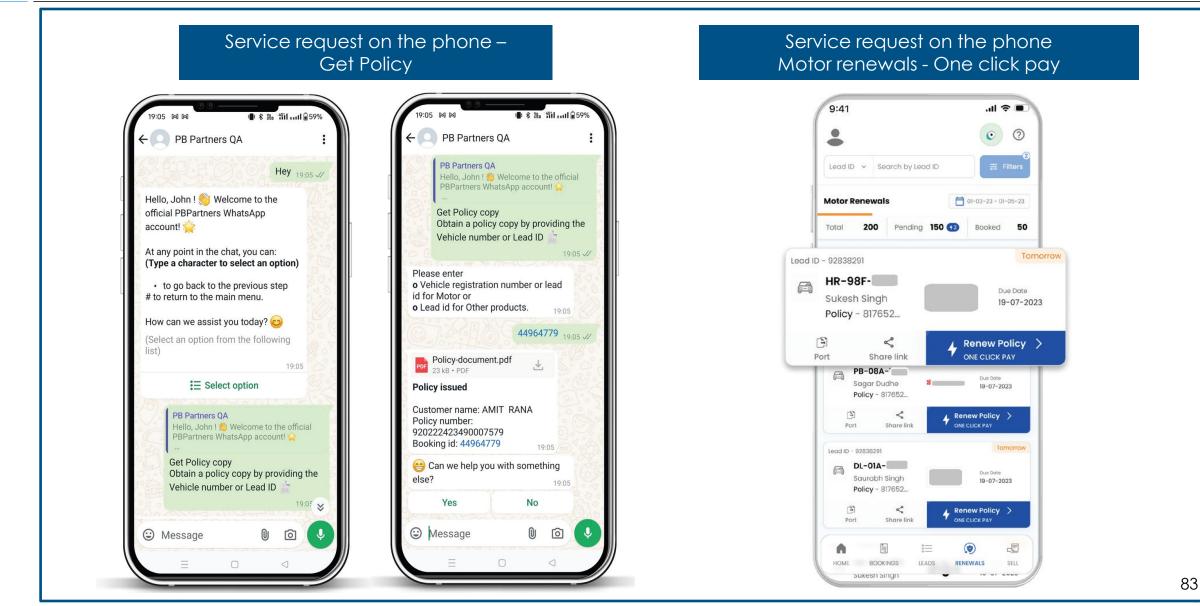
Self-help features: Endorsements, Cancellations & Refunds Select Issue pbpartners on Certification Certified Need Policy Copy $\mathbf{\wedge}$ **Policy Related Query ₽** POLICY NO. **INSURER** (101) PLAN NAME PRODUCT **Claims Related Query** \sim 4 Third party Plan 1 Yr Bajaj Allianz Two Wheeler Mahadeb (Lead Id: 502908435) PREMIUM **OD PREMIUM** NCB Rs. 842 Rs. 0 Rs. 0 Help in cancellation of the policy \sim ¥. You can only select upto 6 changes **Financial Issues** I Need Help With 1 **Ownership Details** Vehicle Details **Insurance Details** Incorrect Policy Information 2 Registration No Registration Date Manufacturing Date Seating Capacity Bought Another Policy from PBP 3 Engine No Chassis No Make/Model/Variant Cubic Capacity Got better deal outside PBP PROCEED Unhappy with Terms and Condition 5



A full-fledged app for operational support





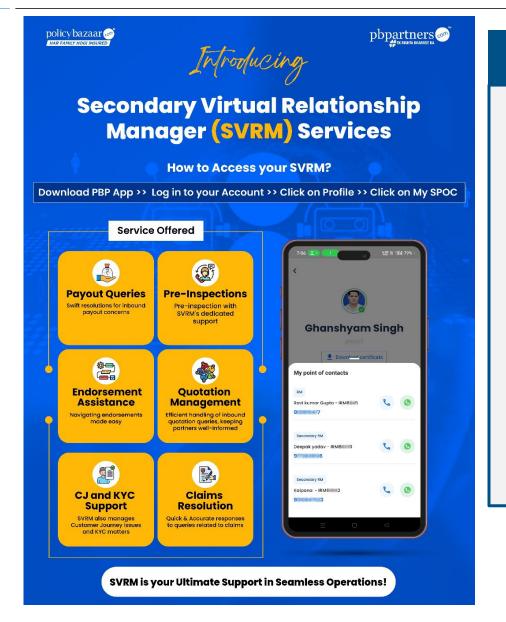




PB Partners

Relationship Manager for 24*7 support





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



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Enabling & up-skilling the Seller partners through Experience Centers $PDPa_{\#}$

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





Awards & Recognition







World Leadership and World BFSI

Dream Company to Work For - Financial Service Sector 2023



Stars of the Industry

Award for Marketing Communications B2B 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



The Future of L&D Conference & Awards 2024

Best Employee Centric Initiative-Samvardhan Event

Excellence in Leadership Development



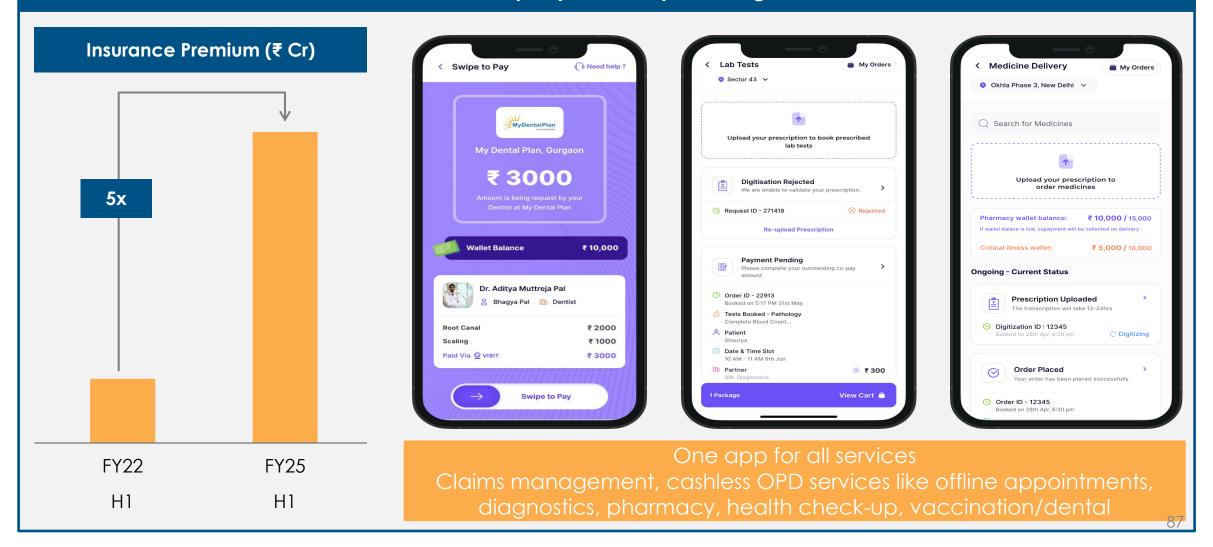
Corporate Insurance grew 5x in 3 years

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

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policy bazaar

Business





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

HR Portal Manish . policybazaar (1) LIVES COVERED APP REGISTRATIONS CD BALANCE NDORSEMENT 🐣 Dashboard 25,676 63 7,253/11,865 ₹60,519 WHATSAPP BOT UTILIZATION ONGOING :23 COMPLETED :40 S Member Manager Claims Wellness -Claims -+ Endorsements Count TOTAL NUMBER OF CLAIMS CLAIM SETTLEMENT Wellness Benefits Network Hospitals RATIO 450 Enjoy exclusive preventive care services and discounts on health products and 93% services CD Balance & Policy Approved Claims Pending Claims 💥 Integration INCURRED CLAIM RATIO 1956% Rejected Claim I Wellness Activity **Network Hospita** Access our 7,122 network of hospitals for convenient and cashless treatment Policy details -Policy Numbe TPA Start/End Date 21-Oct-2020/ Go Digit General Insurance Limited Paramount Disclaimers Facilitating efficient employee insurance enrolment & management

WhatsApp Bot

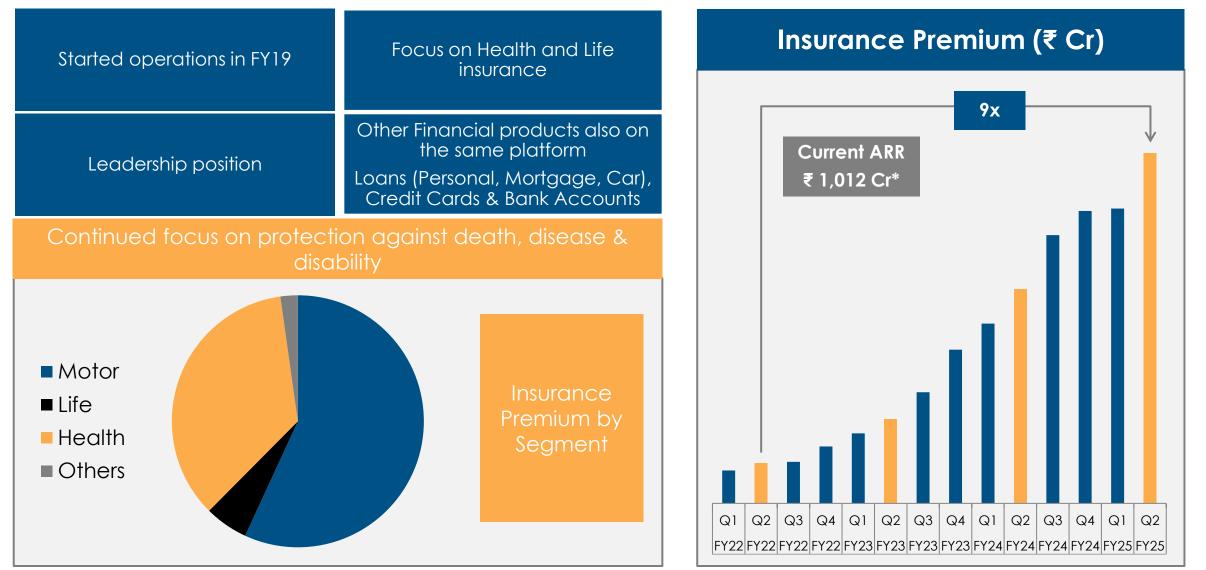
	ant 🖼 ant 📧 (
← Policybazaar Bot Policybazaar Claims Support 🔗	:
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Hi Manish Gupta. Solution of the second seco	from
-	
× Select Services	
Health E-Card	0
Claims	0
Consultations	0
Order Medicines	0
Enrollment Portal	0
Network Hospital	0
Policy Benefits	0
Tap to select an item	



Premium grew 9x times

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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



Port the policy in India without any waiting period



Free Annual Health Check-up



No Claim Bonus



Auto Recharge



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		Need some more details!		Need some more details!	
		Personal Details Car De	tails	Personal Details Car Details	5
😑 policybazaar 🥑 😉	😑 policybazaar 🧔 🕟 🗲	Chassis Number 1C4RJFDJXFC886118		Email te**@gmail.com	
		Buying Car Insurance for	A car I alre 🗸	Mobile Number *****5555	
Please provide front side of your Vehicle Registration Card	Please provide front side of Driving licence card	Model Year	2015 🗸	Get updates on WhatsApp +971 ∼ *****5555	
		Car Make	Jeep 🗸	Nationality	Indian V
		Car Model	Grand Che 🗸	Date of Birth	
Read instructions	Read instructions	Car Variant	SRT8 6.4L 🗸	(DD/MM/YYYY)	04/04/1994
Upload front side mulkiya 🕹	Upload front side driving license 🏼 🍮	What is Your Vehicle's Specification?	GCC Spec 🗸	UAE Driving Exp.	Above 5 Ye 🗸
Submit	Submit	Car Registration Year	2023 ~	How Many Years Without Claims?	Select v
I Don't have Vehicle Registration Card		Car Body Type	Select Car Type		



Awards & Recognition

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END

For any queries please email: <u>investor.relations@pbfintech.in</u>

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