

kaleidofin

From Financial Inclusion to Financial Freedom

Puneet Gupta, March 7, 2022



What is Finance?

Finance has three basic functions

1 Moving resources across time:
loans/ savings/ investment

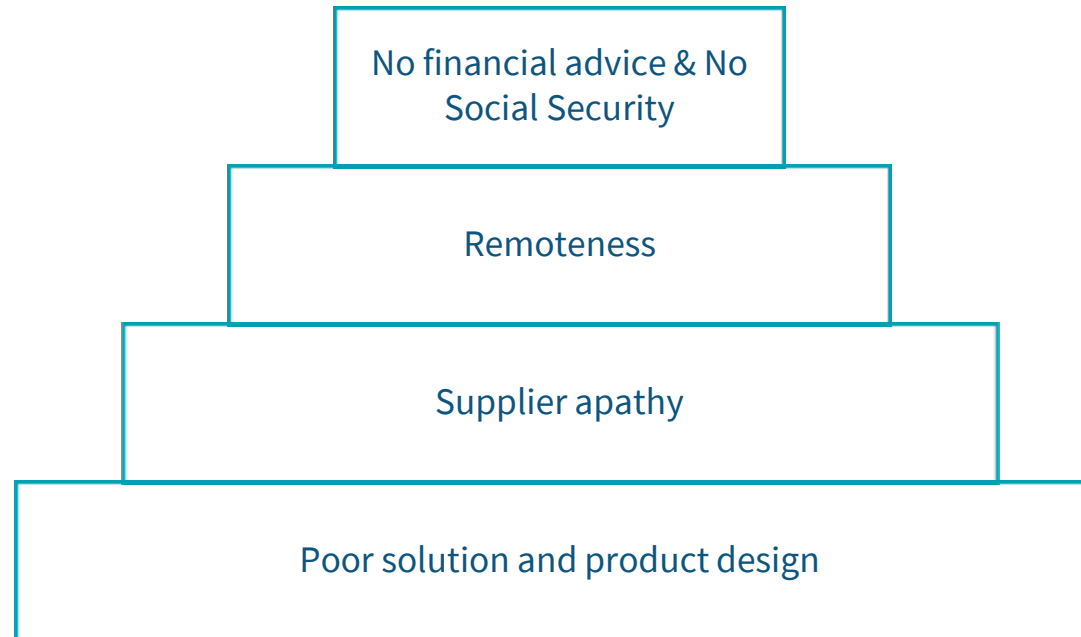
2 Moving resources across states of
the world: Insurance

3 Moving resources across people and
locations: Remittance/ Payments



The Problem

More than 600 million people in India and over 2 billion around the developing world, who earn \$1-\$5 per day, do not have access to suitable formal financial services



Informal sector households need capital even to unlock their own labour and make a living!



Re-imagining Financial Services delivery

Ubiquitous
Financial
Services

From sale of
financial
products to
sale of goal
based
solutions

From
financial
literacy to
right to
suitable
Solutions

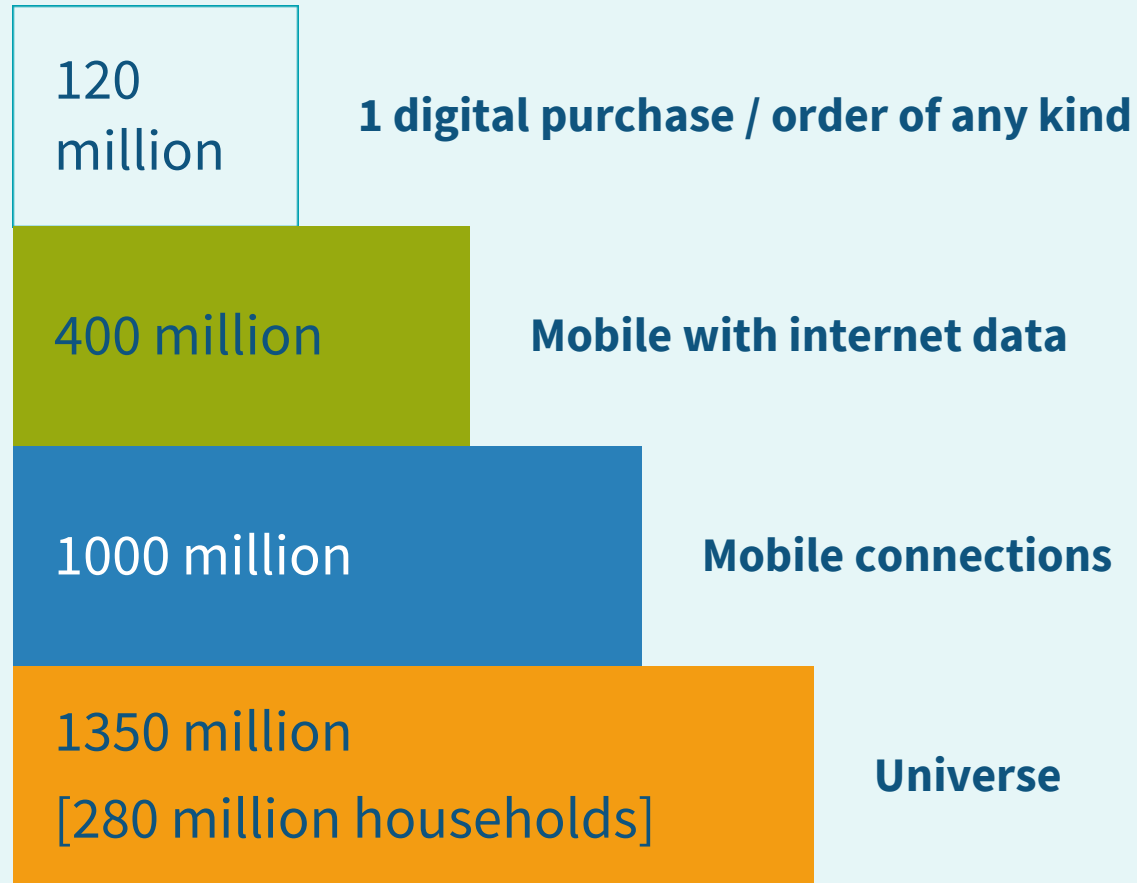
Promoting
digital
finance

No Fine
Print in
financial
solutions

Access to
finance is
Convenient,
Continuous,
Flexible and
Reliable

Informal sector customers and digital comfort

Tech with touch



The challenges our customers face!

| Financial Institution | ECS Bounce Charge (Rs)* |
|-----------------------|-------------------------|
| Axis Bank | 500 |
| ICICI Bank | 500 |
| HDFC Bank | 350-750 |
| State Bank of India | 295 |
| Bank of Baroda | N.A |
| Tata Capital | 450 |

| | | |
|-------------|---------------------------------------|----------|
| 09-Jun-2021 | FEE CHG, CASH DEPOSIT CHARGES | ₹ 60.00 |
| 09-Jun-2021 | DEPOSIT, cash deposit mylapore branch | ₹ 100.00 |

High transaction failure

3% transaction failure for ten of the top 30 banks in India

United Bank of India recorded the highest failure rate of 12.4%

SBI levies a charge of INR 17.70 for every debit transaction beyond four by the BSBDA

A small finance bank here has changed INR 60 as charges to deposit INR 100!

HDFC charges INR 150 Plus GST for 5th transaction for BSBDA accounts

In order to promote digital banking, there is a need for trust worthy providers



Future

Printing Enterprise owner

Jointly run by wife and husband, married son, teen age daughter

Grow my business

Send my daughter to a private college

#1

Heard about a new kind of Goal account from my NBFC agent
Goal : Save for Daughters college fund



#3

Save every month now at C3# CICO just 1 km



#2

GoalAccount is active
Got a free no fee savings account eligible for more if i am active



#4

Got an SMS My Personalised credit score is good. i am eligible for micro-enterprise loan, business can grow



#5

Got My CardID for my Goals account. Has missed call service, allows me to view balance by QR code scan, also can download an app Saved 12K already



#7

repaying my loan cashless with no fee savings account
Customers pay me cashless



#6

Often need emergency loan, cash flow blips got Honest Credit Card instant on-tap credit, pay when you use



#8

I am meeting my agent again today told me about Udaan - save, protect, grow, lifetime financial plan



#9

downloaded an app i manage Udaan on my own referred 7 other neighbours, i am now also an agent of change



C3# : Customer collection center



We would love to hear from you

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- www.kaleidofin.com
- @kaleidofin