

ARYA APIs INSIGHTS

# THE PARADIGM SHIFT IN CUSTOMER ONBOARDING

CKYC

April 2023





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## RE-BIRTH OF KYC

The KYC process is often time-consuming, cumbersome and expensive for both customers and institutions. Additionally, the lack of standardisation in KYC processes leads to inconsistencies, redundancies, and errors. This not only results in a poor customer experience but also increases the risk of fraud and financial crime.

The introduction of CKYC has revolutionised the KYC process in India. It is a centralised repository of KYC records of customers in the financial sector maintained by Cersai, a Government of India company. CKYC helps streamline and standardise the KYC process across all financial institutions in the country.

## ABOUT CKYC API

The CKYC API automates verification, eases the complete process of interaction with the central KYC repository for document retrieval using any ID information; for both individuals and legal entities.

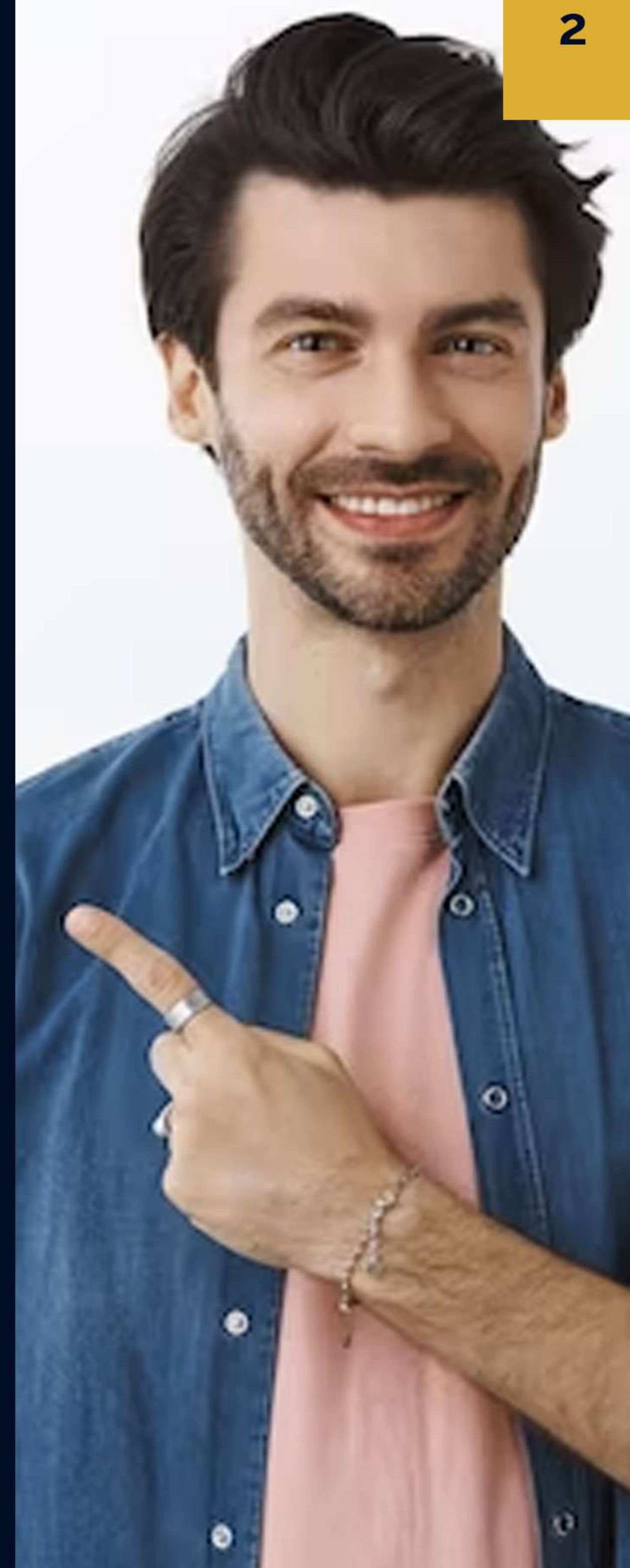
With a single CKYC API you can avoid the hassle of mandating offline KYC, reduce overhead expenditures and provide a seamless experience to your customers, partners, and vendors.





## WHAT WE OFFER

- Ready implementation - Can be moved to production in as soon as 2 days
- Automated Pipeline - Extraction, search, retrieval and verification with a single API
- Immediate support and change implementation w.r.t any changes from CERSAI
- Incorporated Aadhar ID detection and masking as per regulatory requirements
- Integration with multiple APIs along with CKYC, including digital verification and KYC Document extraction
- Customised SDK for integration with just a single line of code
- Admin Controls and Dashboard for managing of KYC services
- KYC workflow optimised for when CKYC record not found in central repository



## WHAT YOU GET

- **Faster Onboarding**- All KYC-related data is collected in a single place, making the process more efficient and reducing the risk of errors.
- **Improved Compliance**- CKYC API helps automate the KYC process, making it more efficient and less prone to errors.
- **Better Customer Experience**- With our API, end customers no longer have to go through a lengthy and cumbersome KYC process. This leads to increased customer satisfaction and loyalty.
- **Cost effective**- Reduces the cost of KYC compliance by automating the process and eliminating redundancies.



## ACCOMPLISHMENTS

Our commitment to providing high-quality product and service has earned us a reputation as a trusted provider of KYC solutions centred around CKYC. We have a growing number of customers from various verticals to benefit from our CKYC API!

Our state of the art SDK with a single line of code for integration, makes it that much easier for any enterprise to adapt their processes and refine the KYC journey for their customers.

We are proudly associated with Top 10 insurance companies in India along with many other customers from various other sectors including banking, securities brokers, mutual funds, and more.

CKYC Requests  
Processed

**151**

Million+  
in the last quarter

Average Processing  
Time

**0.64**

sec



# INSIGHTS

## Accessing the CKYC Record

The CKYC record search can be done using different ID types such as PAN, Aadhaar, Passport, Driving License, Voter ID, as well as CIN. By using any of these ID types, one can search for their CKYC record and retrieve their KYC information and documents.

As per the design of CKYC records, PAN is a mandatory field for any record unless the user doesn't hold a PAN and submits a Form 60 declaration instead. This is further confirmed when over 90% of such records have a PAN associated making it as one of the most popular ID type to access a CKYC record from the repository.

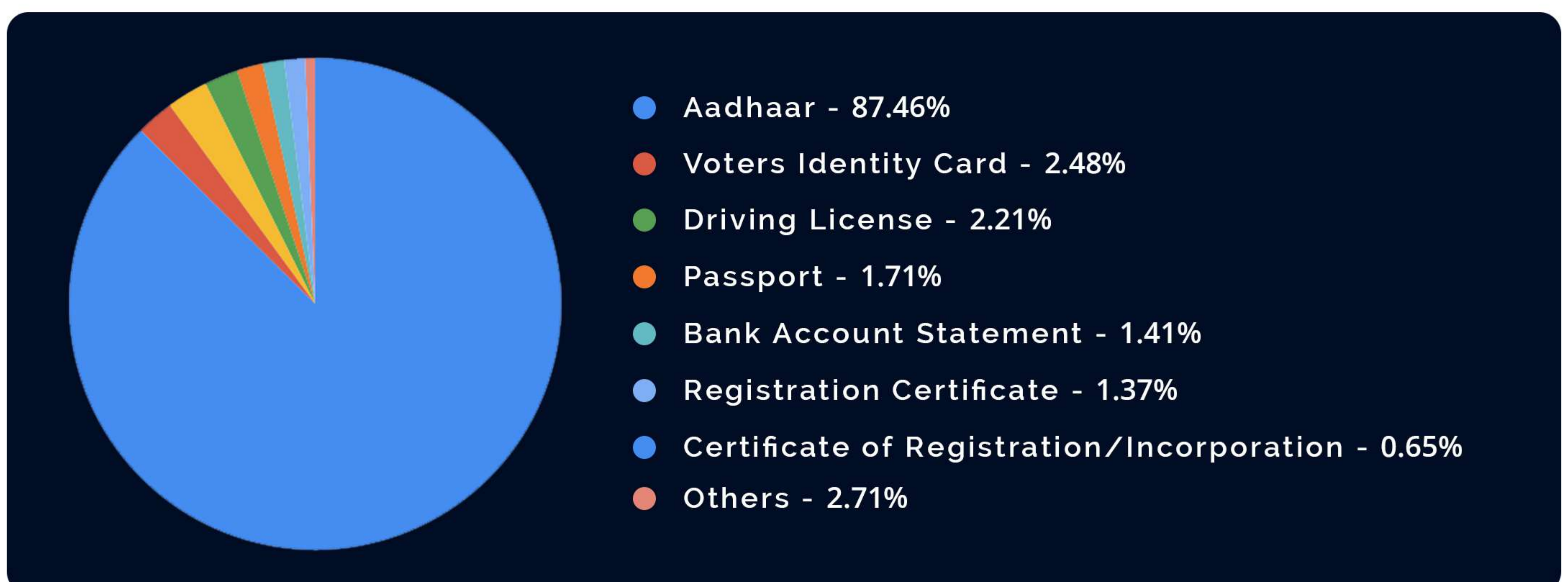


**91%** records are associated with PAN

## Address Proof Documents

CKYC API requires Proof of Address (POA) documents as part of the customer identification process. The above chart illustrates the distribution of various documents submitted by customers.

Aadhaar is the most commonly used Address proof with 87.46% followed by other IDs. A very small percentage of records have a bank account statement as a POA which is not a valid POA anymore for newer records on CKYC. Many records can also have multiple POA documents if the current and permanent addresses are different.





## All Documents in a Single Record

A major advantage of using centralised KYC records is that users need not submit their documents repeatedly. Each centralised record on CKYC of any customer collates and stores all documents associated with it.

The number of documents in a record can vary depending on the type of customer and the regulatory requirements.

Certain financial institutions also provide customer photograph along with POI and POA. The data reveals that the highest number of users, at 36.39%, provide two documents for verification in a CKYC record.

No. of Documents	Records (%)
1	1.35%
2	36.39%
3	30.94%
4	24.44%
5+	6.88%





## Everything changes with time

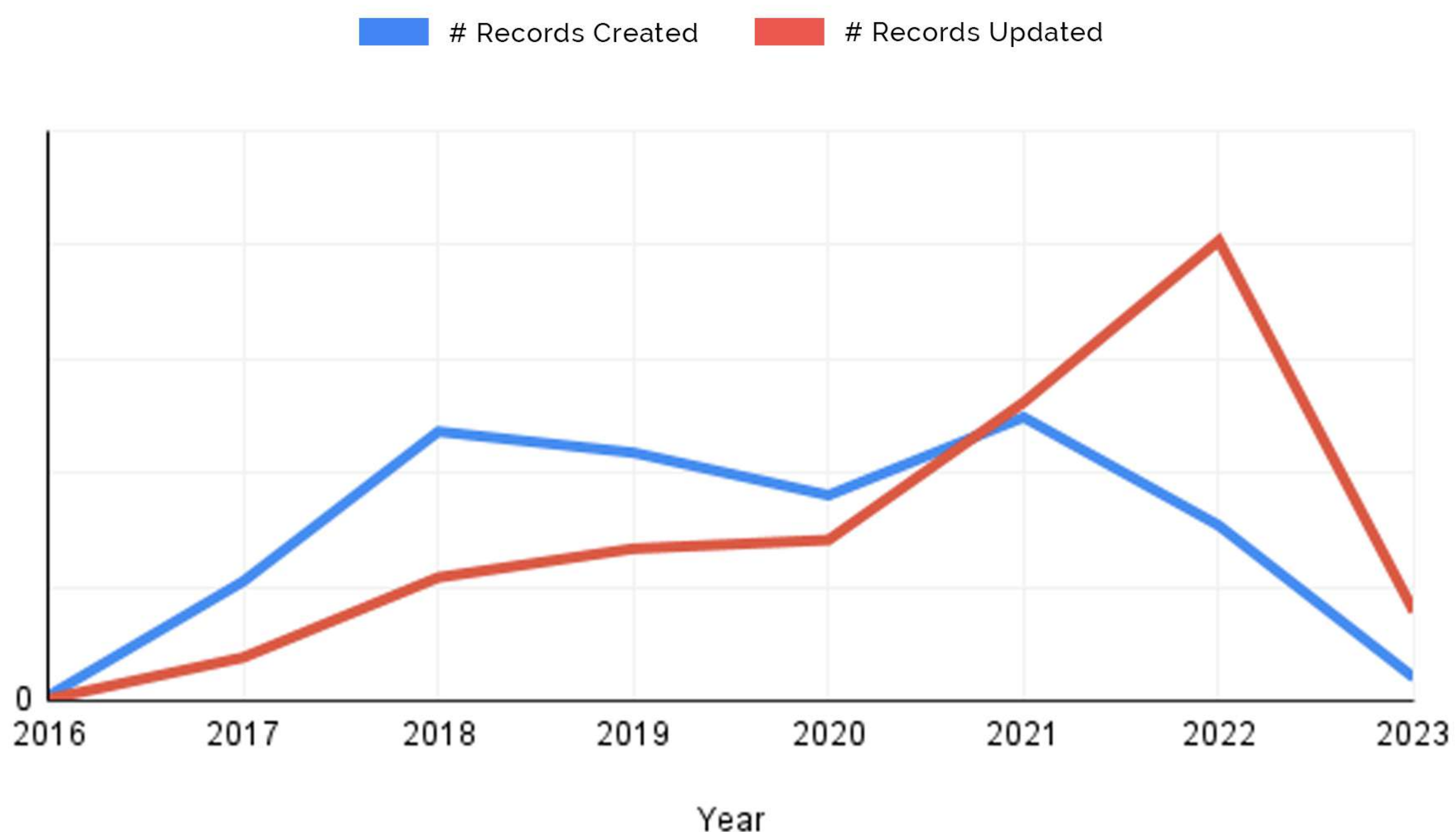
Any enterprise considering the use of CKYC repository for their requirements, has the first apprehension on how recent is the information being retrieved.

Cersai's Central KYC Records Registry (CKYCRR) first started operating from 2016 and since then has been instrumental in creating 40 crores+ records by 2021. And most importantly, those records are also updated from time to time.

So much so that in our analysis sample, we found that while the number of records created steadily increased, we see ~51% records are at least once updated after their initial creation.

Records  
updated

**51.86%**



Analyzing the trend of CKYC records created and updated over time provides insights into how CKYC records have an increasing update ratio as compared to new records being found. Since 2022 we've seen a sharp rise in the number of existing records being updated.

*The analysis is conducted on sampled data from our top 10 large enterprise customers*



## IN A NUTSHELL

Gone are the ages where a customer had to fill out numerous forms, provide photocopies of document proofs and visit official branches to get their KYC processed.

With the CKYC records registry, the KYC landscape in India is revolutionising. It is simpler for everyone right from users to enterprises to streamline the onboarding process.

Be it Banks, Insurance companies, Stocks and Security firms, centralised KYC is becoming the norm for all.

With the growing emphasis on data privacy and security, Cersai has provided a highly secure platform for storing and sharing KYC information. This makes it an ideal solution for organisations and various SMEs to protect themselves from fraud and other illegal activities.

Centralised KYC check is a must-have for all enterprises that prioritise data privacy and security, looking for a seamless, hassle-free customer experience. We take pride in being one of the cogs in the wheel of growing digital initiatives taken by the Government of India to be a technology first nation.

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**Thank you!**

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