

Project Volt

Opportunity to invest in a company providing assisted payment solutions to over 17 million customers across India

Company Overview

- **Started operations in 2007** and is now the leading service provider for Single Point online recharge services.
- Company specializes in assisted online payments with **over 100,000 retailers** spread across 18 states.
- Company has focused on increasing its retailer base across India with a particular focus on North East India which has a large unbanked population.
- Currently the company has **over 17.5 million unique customers** who use its platform for their digital payments

Market Overview

- **Significant use of Technology:** Digitization of business processes and the emergence of new platforms for payments has created new opportunities for business around the world
- **Growing size of Indian Market:** Size of digital payment services in India stood at US\$20 billion in 2014, which grew at a healthy rate of 16.7% between 2010 and 2014
- **Mobile Payments** have been responsible for bringing about a significant transformation in the delivery and distribution of financial products
- In India digital payments account for only 7% of all transactions, but this number has huge potential to grow through the **assisted payment model**

Investment Highlight

Attractive Market

Changing customer behaviors, increasing smartphone penetration and new technology innovations are set to drive the growth in the digital payment space in India making it an attractive market for new entrants

Assisted Online Payments

With 93% of payments in India still being made in cash and smartphone penetration below 30%, there exists an opportunity to exploit the gap that exists in the assisted payments space

Strong Distribution Network

Company has a robust and well defined retailer acquisition strategy with enables it to continuously expand its network. Currently the company has a base of over 100,000 retailers across India.

Technology

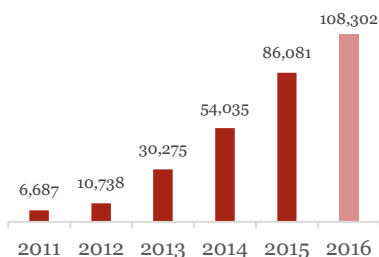
Company provides a secure and easy to use application for its retailers to provide its wide range of payment services. Company has also started developing data analytic tools to improve the overall effectiveness of their application

Range of services offered

Company provides payments solutions such as online recharges, bill payments, money remittance, mobile wallet and travel reservation along with upcoming services such as cash collection, cash credit, E-commerce, Insurance and DBT

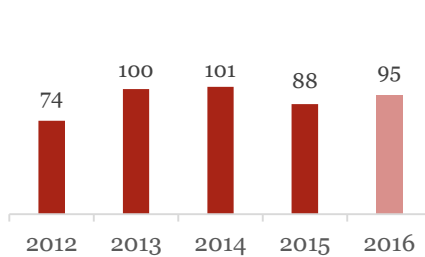
Retailer Network

Numbers



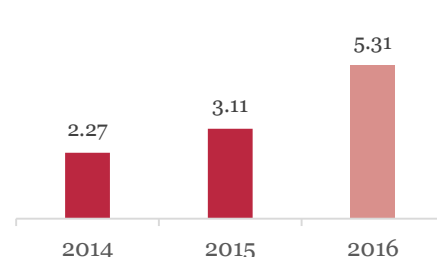
Number of Transactions

Millions



Average Transaction Size

USD



Should there be any questions, please contact the financial advisory team below

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