

www.bondbulls.com

Deep-tech and Analytics enabled Bond Platform:
to improve Information, Access & Liquidity in
India's Corporate Bond Market



FOUNDERS



Maha Iyer, FRM

London Business School

Ex-GE Capital, Wells Fargo

20+years of risk
management & sales/
relationship roles in India,
UK, Switzerland, EMEA



Sumana Ray

IIT-KGP, IIM-C

Ex-head of Fixed
Income and Credit

Research - Copal Amba,
ICRA, IDBI

20+ years of credit &
fixed income research

Founders

Maha and Sumana are both well qualified and highly experienced credit and fixed income experts.

We also have a strong supporting cast of highly accomplished Tech co-founders:

- **OVL Kiran Kumar:** **IIT-H, XLRI-J, Google, Kony, Gaian** – now a serial entrepreneur and advisor to several startups.
- **Rajarshi Chanda:** **IEST, IIM-A, Computer Associates, HP, NetApp** – now founder & CEO of AI & Data Sciences firm, Silfra Technologies

INDIA CORP BOND MARKET - CHALLENGES

	ACCESS	INFORMATION	LIQUIDITY
Challenges for ISSUERS (Corporates, Banks, NBFCs, GOI, PSUs)	<p>'A' & lower rated corporates are practically excluded</p> <p>Limited pool - Private Placement: 200 investor limit</p> <p>Large PSU bank loan access has reduced- due to Nirav Modi, Kingfisher defaults, PSU bank mergers etc.</p>	<p>Info on most bonds simply does not exist</p> <p>Credit Rating Agencies are 'behind the curve'</p> <p>Risk premia/ spreads difficult to calculate with limited trades</p>	<p>< 9.7L of India's 183L demat accounts have had a bond trade</p> <p>SEBI mandate for large issuers to raise $\geq 25\%$ of debt thru bonds</p> <p>Illiquid secondary market raises primary issuance costs</p>
Challenges for INVESTORS (Retail, HNIs, Corporates, QIBs)	<p>Even i-bankers struggle with current trading screens</p> <p>Retirees and younger HNIs seek alternatives to FDs and SSIs incl PPF/ NSC etc.</p>	<p>Dense public offer docs</p> <p>Basic investment info difficult to find</p> <p>Investors are 'excluded' by lack of info</p>	<p>Over 90% of bonds are practically impossible to resell</p> <p>PSU Banks hold 6 to 10% excess with nowhere to sell</p>

OUR SOLUTION

Our Solution

- <https://bondbulls.com> - A web-based, visual and insightful, full service Bond Platform
- (We plan to tie-up with brokers to enable..) quick and easy trading
- None of the established brokers have anything as clean and easy to use as Bondbulls

OUR PRODUCT – for SECONDARY MARKET



BOND BULLS

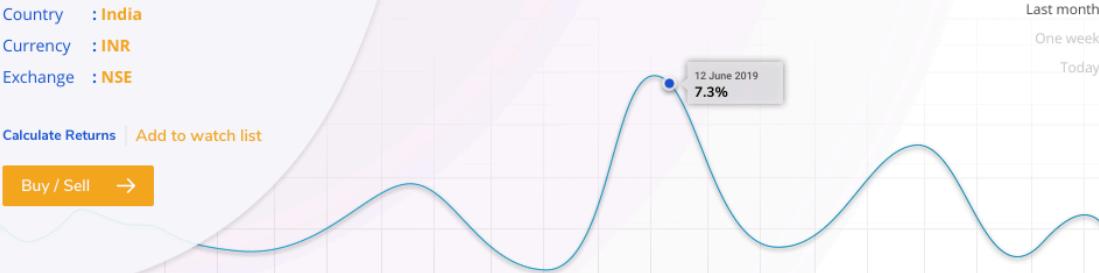
ECL FINANCE LTD
9.43% Secured Rated Listed Redeemable Non Convertible Debentures

Kosamattam finance operates as a non-banking financial institution that provides various financial products and services in India...

ISIN : INE804I078Y8
Country : India
Currency : INR
Exchange : NSE

[Calculate Returns](#) | [Add to watch list](#)

Buy / Sell →



Bonds Corporate FDs Issuer Compare Kavya k

Bond Features Sensitivity/ Calculations Call/ Put Options Bond Classification Bond Identifiers

Bond Features Sensitivity/ Calculations Call/ Put Options Bond Classification Bond Identifiers

Bond Features			
COUPON RATE 9.54%	COUPON FREQUENCY Monthly	ISSUE DATE 6-Aug-18	NEXT COUPON DATE 6-Aug-18
BOND TYPE Debtenture	FACE VALUE Rs 1,000	MIN LOT SIZE 10	MIN INVESTMENT Rs 10,000
TAX CATEGORY Taxable	MODE OF ISSUE Public Issue	ISSUER TYPE Corporate	ISSUER INDUSTRY NBFC
DAY COUNT CONVENTION Actual/ Actual	COMPOUNDING FREQUENCY Simple	COUPON TYPE Coupon Paying	ACCRUED INTEREST 9.45

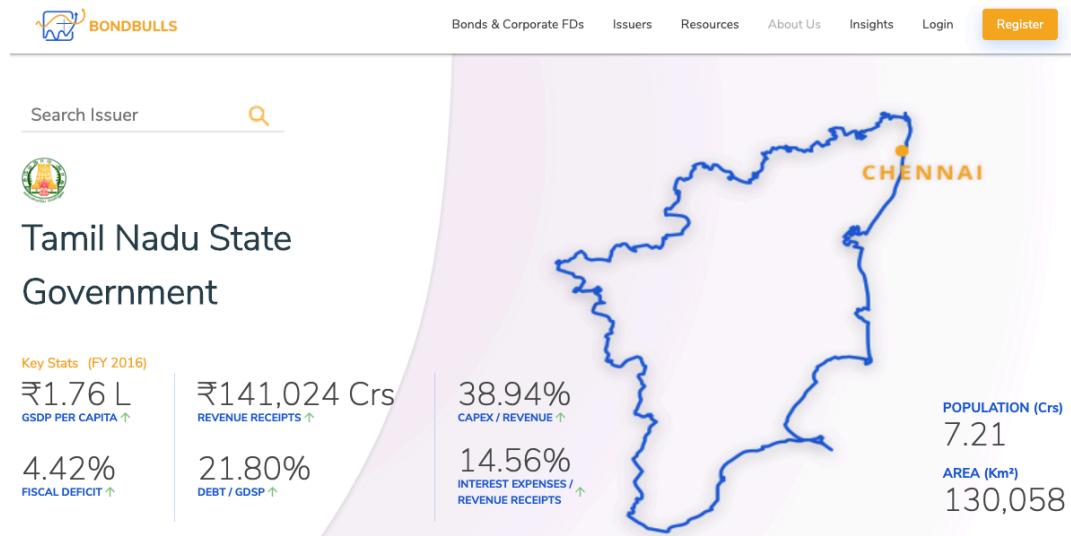
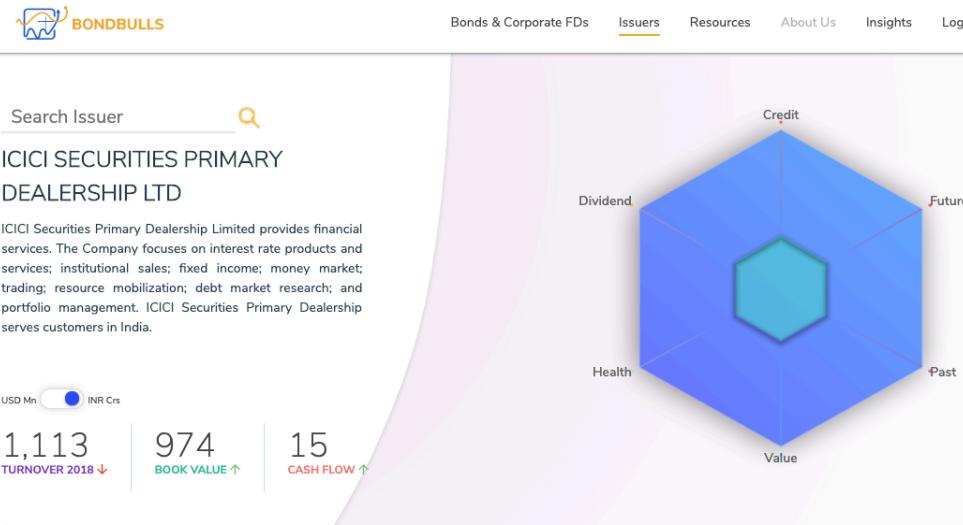
Sensitivity/ Calculations			
G-SEC YIELD 7.8%	RISK PREMIUM 2.14%	YIELD TO CALL 8.97%	YIELD TO PUT NA
YIELD TO MATURITY 9.02%	DURATION 7.8	MODIFIED DURATION 7.95	CONVEXITY 105.2

Call/ Put Options		
CALLABLE Yes	CALL DATE 28-Apr-2027	CALL OPTION DETAILS NA

Secondary Market

- Clear visuals of key data points to enable trade decisions – Price, Yield, Time to Maturity, Ratings etc.
- Additional info presented below on the same screen (no more switching between 5 different black screens with size 6 fonts)

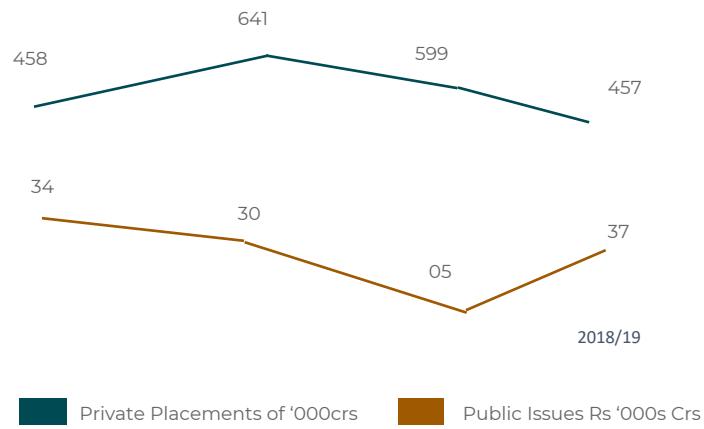
OUR PRODUCT – on ISSUER INFO



Issuer Information

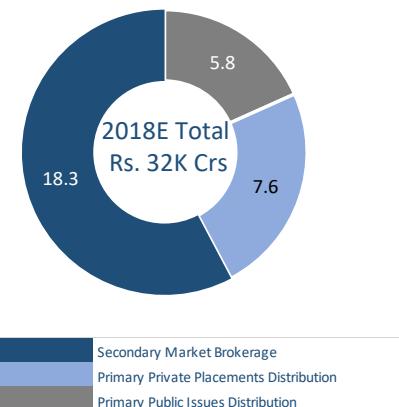
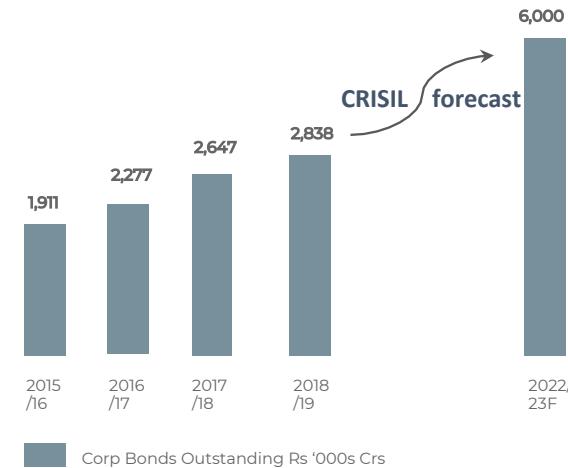
- Key data visuals in one easy-to-understand screen
- We cover State Govt Issuers – no one else does
- Company ‘diamond’ – a birdseye view based on 6 key parameters (coming soon)

BOND STATS & MARKET SIZING



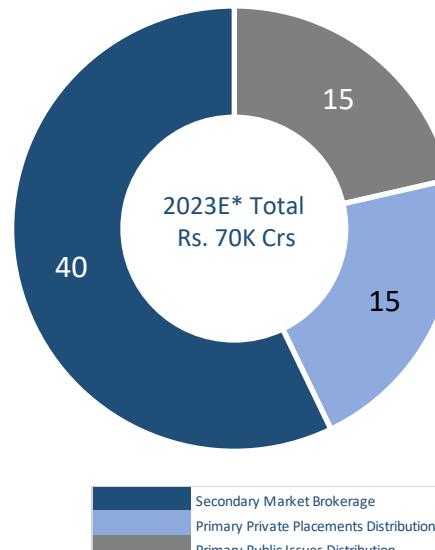
Corp Bond Market - Issuances

- FY 2018/19 saw Rs. 494,000 Crs of bond issuances
- Of this, 92% was thru Private Placements and the rest thru Public Placements
- The share of public placements is expected to increase in 2019/20; over Rs. 17,000 Crs of issuances till date
- CRISIL forecasts a doubling of corp bond outstandings by 2023 to Rs. 60 lakh crores



Addressable Market – Size of the Pie (Estimates)

- FY 2018/19 saw Rs. 494,000 Crs of bond issuances
- Of this, 92% was thru Private Placements and the rest thru Public Placements
- The share of public placements is expected to increase in 2019/20; over Rs. 17,000 Crs of issuances till date
- CRISIL forecasts a doubling of corp bond outstandings by 2023 to Rs. 60 lakh crores



MACRO FACTORS

Recent developments impacting India's corporate bond market

- SEBI has mandated large corporates to raise at least 25% of their debt requirements through Bonds (or face fines)
- This rule is expected to drive an additional Rs. 50,000 crs of bond issues in the next 5 years (CRISIL estimates)
- India's Finance Minister, Nirmala Sitharaman has admitted in her July 2019 budget that India's corporate bond markets need to be made "User Friendly"
- CRISIL forecasts India's corporate bond market to "double" by 2023 to Rs. 60 Lakh Crores
- The recent spate of bond defaults (DHFL, Cox & Kings, Suzlon etc.) has caught market participants unaware – Investors are demanding better and proactive information

GO-TO-MARKET

Go-To-Market	Approach	Revenue Source
Direct Sales – Digital Marketing	<ul style="list-style-type: none"> • Clean UI/ UX – simplifying investing for a range of investors 	<ul style="list-style-type: none"> ○ Broker commissions from distribution of primary bond issues & corporate FDs
Direct Sales – AI-enabled Chatbots	<ul style="list-style-type: none"> • Simplifying bond investing for millennials 	<ul style="list-style-type: none"> ○ Broker commissions from distribution of primary bond issues & corporate FDs
Direct Sales – Bond Valuations	<ul style="list-style-type: none"> • Debt valuation services for mutual funds, pension funds, corporates, foreign hedge funds & PE funds 	<ul style="list-style-type: none"> ○ Pay per valuation
Online – Data Subscriptions	<ul style="list-style-type: none"> • For mutual funds, pension funds, corporates, foreign hedge funds & PE funds 	<ul style="list-style-type: none"> ○ Monthly subscriptions
Channels – Broker Partnerships	<ul style="list-style-type: none"> • Integrate bondbulls.com to various Brokers' secondary market trade execution platform 	<ul style="list-style-type: none"> ○ Share of brokerage in secondary market
Channels – Wealth Managers	<ul style="list-style-type: none"> • Allow bondbulls product access to Wealth Managers managing their clients' fixed income investments 	<ul style="list-style-type: none"> ○ Monthly subscriptions ○ Share of brokerage in secondary market

COMPETITION & our KEY DIFFERENTIATION

Type of Competitor	Company	What they do	Our differentiator
Data Providers	<ul style="list-style-type: none"> Bloomberg  Reuters  	<ul style="list-style-type: none"> Data behemoths providing comprehensive but non-focused data Terminal based or s/w downloads required Suitable for Traders 	<ul style="list-style-type: none"> Web-based entirely Curated, Visual, Insightful & Actionable data Suitable for Investors (& Traders)
Startups	<ul style="list-style-type: none"> GoldenPi  	<ul style="list-style-type: none"> B2C focused Retail trade-specific 	<ul style="list-style-type: none"> B2C + B2B Comprehensive debt market coverage
Bond Houses	<ul style="list-style-type: none"> AK Capital  Trust Capital  	<ul style="list-style-type: none"> Full service bond houses Clients are primarily corporates and HNIs Offline model 	<ul style="list-style-type: none"> Web-based and visual Democratic – open to all Digital and deep-tech based
News, Info Providers	<ul style="list-style-type: none"> Moneycontrol  	<ul style="list-style-type: none"> Comprehensive market news, albeit highly cluttered & a data dump 	<ul style="list-style-type: none"> Curated Bond-specific news Key data visuals Expert insights

PARTNERSHIP



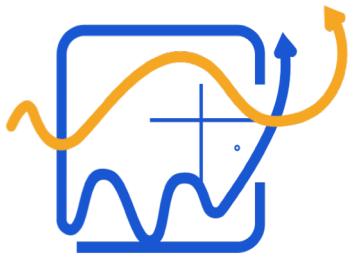
www.bondbulls.com

ADVANTAGES FOR ICICI SECURITIES

- Access to Bondbulls' platform covering a substantial portion of India's corporate bond market
- Full access to Bondbulls' customers – for distribution of primary bond issues and corporate FDs
- Bondbulls' customers will be encouraged to open an ICICI trading account in order to trade bonds on the Secondary market
- Bondbulls' customers can be cross sold ICICI's other products
- Giving back to society - a venerable institution supporting a young fintech startup

ADVANTAGES FOR BONDBULLS

- A partnership with the Securities business of India's pre-eminent financial institution
- Bondbulls' customers get immediate access to a range of other products that ICICI Securities provides
- Access to ICICI Securities' experienced staff
- Access to ICICI Securities' customers who are interested in fixed income products
- A young fintech startup getting the support of India's leading financial institution



www.bondbulls.com

THANK YOU!