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BUSINESS ASSESSMENT

Prepared for
Sneha Enterprises



Company Profile

Company Name: **Sneha Enterprises**

Industry Type: **Financial Services**

Industry Sub Type: **Investor**

Estimated Annual Turnover: **1000000**

Estimated Asset Value: **100000**

Number of Employees: **100**

Industry Outlook

Rising income in India is driving the demand for financial services across income brackets. Also, Financial inclusion drive from the Reserve Bank of India (RBI) has expanded the target market to semi-urban and rural areas, leading to a rise in credit, insurance and investment penetration in these areas. The Association of Mutual Funds in India (AMFI) is targeting nearly five-fold growth in AUM to Rs. 95 lakh crore (US\$ 1.47 trillion) and more than three times growth in investor accounts to 130 million by 2025. Major trends in this sector to watch closely are:

1. Insurance Sector - New distribution channels such as bank assurance, online distribution and Non-Banking Financial Companies (NBFCs) have widened the reach and reduced operational costs. India's general insurance market is expected to grow at a compound annual growth rate (CAGR) of 6.2% during 2019-2023.
 2. Mobile Wallets - As the RBI allows more features such as unlimited fund transfer between wallets and bank accounts, mobile wallets will become strong players in the financial ecosystem. India's mobile wallet industry is estimated to grow at a CAGR of 148% to reach US\$ 4.4 billion by 2022.
 3. Digital Transactions - Indian companies are strengthening their footprint on foreign shores, enhancing geographical exposure. India's digital payment is estimated to increase to US\$ 1 trillion by 2023.
- NBFCs - NBFCs have served the non-banking customers by pioneering into retail asset-backed lending, lending against securities and microfinance. NBFCs aspire to emerge as a one-stop shop for all financial services.

Risk Outlook

 Extreme Risk

 Medium Risk



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