



SUMMIT  
ONLINE

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# Positive Social Impact Through Technology and Financial Inclusion

*An initiative by **Easy Pay***

**Nilay Patel**

Founder & CEO

**Hrishikeish Shirodkar**

Director Strategic Alliances  
& Communication

**Dhaval Soni**

Technology Evangelist



# Agenda

- Easy Pay - DNA
- About Us
- Creating a Positive Social Impact
- Possibilities - Way Ahead
- Evolution of Easy Pay with AWS

# Easy Pay's DNA

*Over The Years, We've Mastered This Game & Our Players Are The Real Winners!*

- True to its mission of taking banking and financial services to all, EasyPay has applied technology & revolutionized the fintech Industry by offering global-level services with the support of regulatory bodies like **RBI** and **NPCI**
- We make it possible with a strong, talented & committed team.
- We're the ones who make it happen & we care for those who deliver.
- We have a passion to curate a stabilized, sustainable & secure backbone for a tireless platform.

# About Us

- EasyPay; Incepted and incorporated to create a digitally inclusive world.
- An idea to unleash a brand called EasyPay with strong conviction of “**Organising the Unorganised**” retail sector in India.
- To help small Retail Shops with this Biometric technology and to unleash the full potential of Indian Retail 4.0. Backed by India's leading Real Estate conglomerate **Panchshil Realty**.
- We aspire to empower retail stores, outlets, more across **Tier IV, V** and **Urban India**.
- Creating opportunities for retailers, grocers, Kirana Stores to earn their livelihood by downloading the App Paisa Nikal and convert their outlets into a Micro-ATM by enabling financial inclusion and drive economic and social change.

# Our Core Values

- *We create trends, we don't follow them*
  - *We inhale innovation & execute development*
  - *We've a strong commitment towards our work*
  - *We're creating a timeless legacy for the generations to come*
- 
- Accountability, Professionalism & Commitment
  - Commitment of impactful research & educating the next generation
  - Emerging as a center of a global network
  - Partnering & developing cutting-edge digital technologies
  - Extensively offering opportunities to retail communities and unemployed youth.

# Business Model & Product Landscape

## *Current Business Model*

- Digital Retailer Network
- APP Downloads - **1.8 M +**
- Retailers On boarded - **1 M**
- Active Retailers - **300 K +**
- Average Monthly Transaction Volume - **500 Cr +**
- Year 2020 Transaction Volume - **4700 Cr**

## *Partnership Advantages*

- Deep routed Pan - India retailer network
- Widespread rural connect
- Part of Digital India Campaign
- Digital Marketplace
- Cross sale / Up selling of Banking and allied products
- Potential Growth **20 X**

## *New Product Landscape Enlarged*

- Digital Branch Banking – NSDL Payments Bank



# Business Overview

## Product & Services

- POS Solutions for merchants
- AePS
- MicroATM
- Money Transfer
- UPI & QR
- IMPS
- Aadhar Pay
- Bill Payments through BBPS
- Smart Cities solutions
- Prepaid Card Management system
- Branch Banking



# ***Creating a Positive Social Impact***

# Ardent advantages to the customer family

Yes, you heard it right!

We must have heard about the story of **Aladdin** & **Genie** during our childhood. The same fairytale story turned out to be a profitable reality during this pandemic. You will be stunned to know that EasyPay was the Aladdin & Paisa Nikal App was the Genie in disguise for the growing section of the society. At a front, it has helped in creating livelihood opportunities for many merchants & retailers. This app was a magical delight for the distressed & stranded masses during the lockdown.



# Creating a Positive Social Impact

- **Easy Pay** Ensured upliftment & growth of Rural India with the power of Digital Payments (UPI, AePS, DMT & BBPS).
- People belonging to underserved communities have availed the utmost benefits during this pandemic period.
- The power of Paisa Nikal App
  - Happy & hassle-free lives.
  - Opportunity of an additional revenue model.
  - Empowered the rural belt of India with user-friendly technology.
  - Serving the needy through basic banking services.
- Beyond this, masses ranging under government schemes like **Jandhan Yojna, National Pension Scheme, PM-Kisan Samman Nidhi, promoted by Hon. Prime Minister Shri Narendra Modi** can even avail benefits of basic banking services from their neighborhood retailers.

# The Emergence & Manifestation

- Paisa Nikal - introduced in June 2019, in selective northern states and its adoption rate increased during the year after it's availability on Google Play Store to entire Indian Plateau.
- Rural areas challenges faced by the underserved;
  - Scarce banking network
  - Lack of awareness of debit and credit card usage
  - Questionable service of ATM
    - Out of service, out of cash, no strong network or non availability
  - People travelled tens of miles to access banking facilities or even ATM services

# ***Possibilities - Way Ahead***

# Retailer Possibilities

## *Empowering The Indian Retailer Family to generate Livelihood!*

- A chosen platform for agents (retailers, merchants, grocers, and shop-owners) to increase their income.
- Offered reward programs for retailers.
- Commission on every cash withdrawal using AePS and Micro ATM services.
  - Beneficial to the merchants, as they do not get any revenue from transactions carried out using a customer's debit or credit card.





# Future Possibilities

## Mass Transit at your fingertip.

- EasyPay Biometric device is treasurable goodwill for the aspiring domains of the marketplace. Be it paying the fare, shopping bill or travel fare, our user-friendly device ensures an easy exchange between the payer and the receiver.





# Deliveries & Logistics

## Delivery Payments

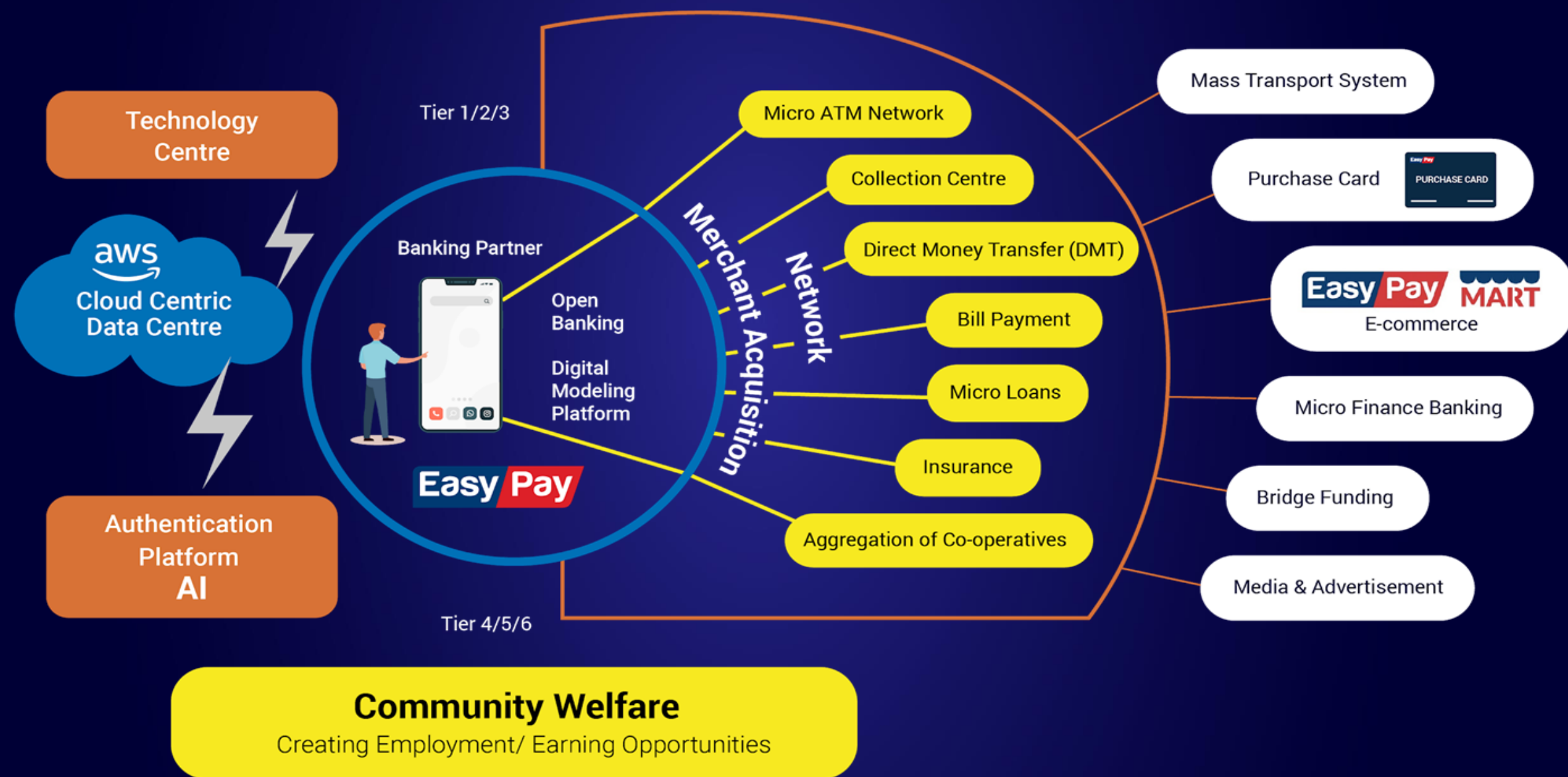
- Ordering online will be tension-free now! With the help of the EasyPay Biometrics Device, one can easily pay bills by sticking the thumb, right at the doorstep!



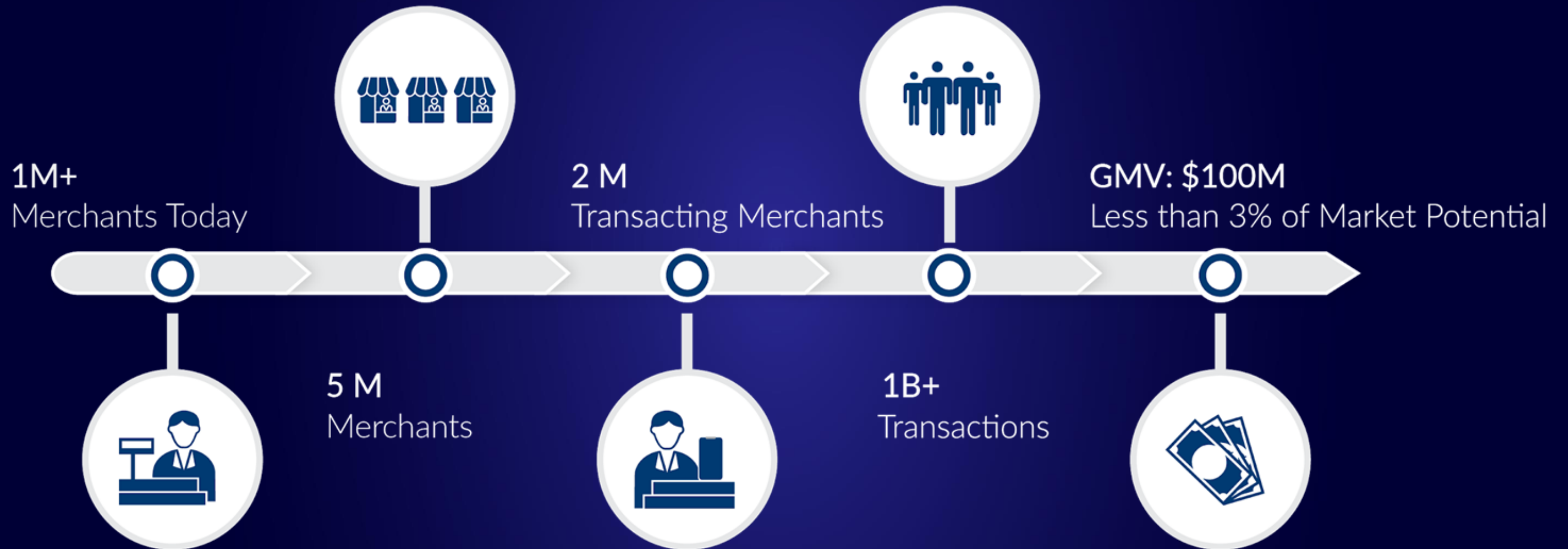
# The Positive Adoption & Impact of Easy Pay's Paisa Nikal App

- Increased transactions - 25X +
- Over 3 billion transaction value as of December 2020.
- Witnessed more than 2,00,000 transactions in a day, largely from the rural belt.
- More than 25 million people have used Paisa Nikal App for convenient banking services in the pandemic period.
- Most transactions and withdrawals have ranged between Rs. 2000 and Rs. 2,500 in rural areas, and Rs. 2,500 to 3,500 in urban areas.
- There are almost a Million registered retailers of Paisa Nikal App across India.

# Futuristic Overview - Way Ahead



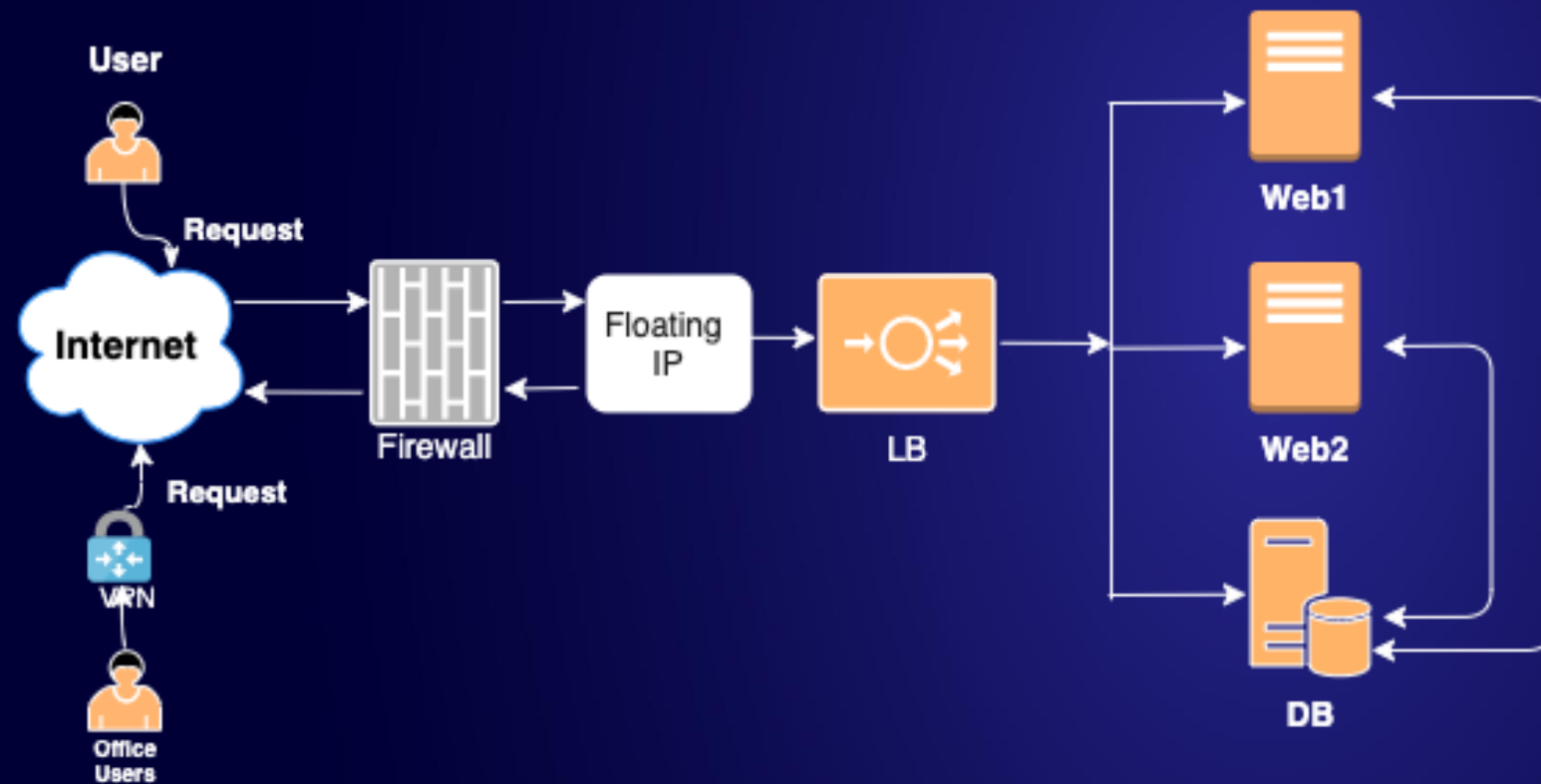
# Path to \$100 M Revenue



# *Evolution of Easy Pay with AWS*

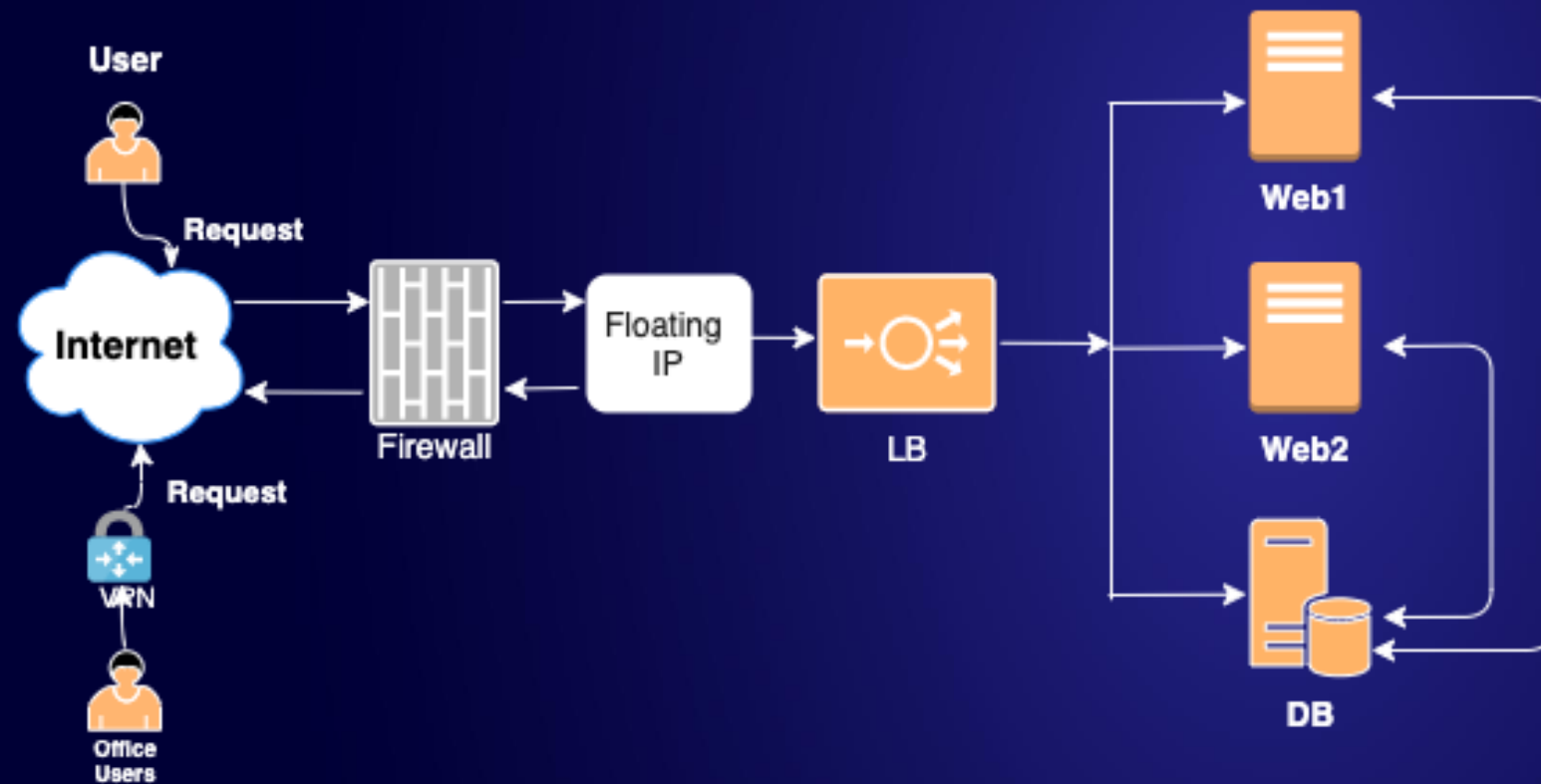
# Evolution of Easy Pay with AWS

In the beginning 2016,



# Evolution of Easy Pay with AWS

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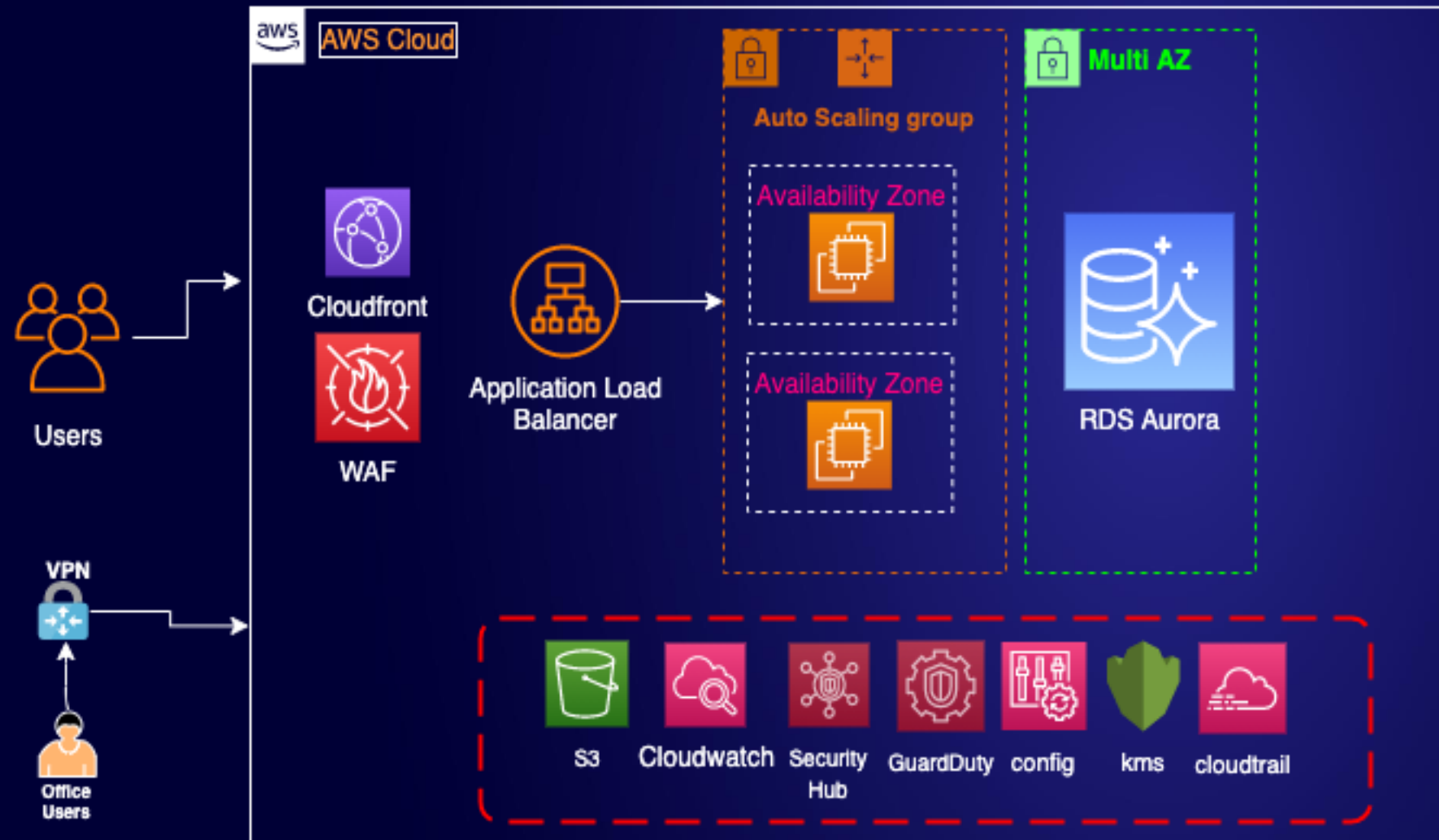
Problems:

- Single point of failure
- Network performance
- Durability
- Limited infra visibility
- Security & Compliance
- Dependency on colocation provider



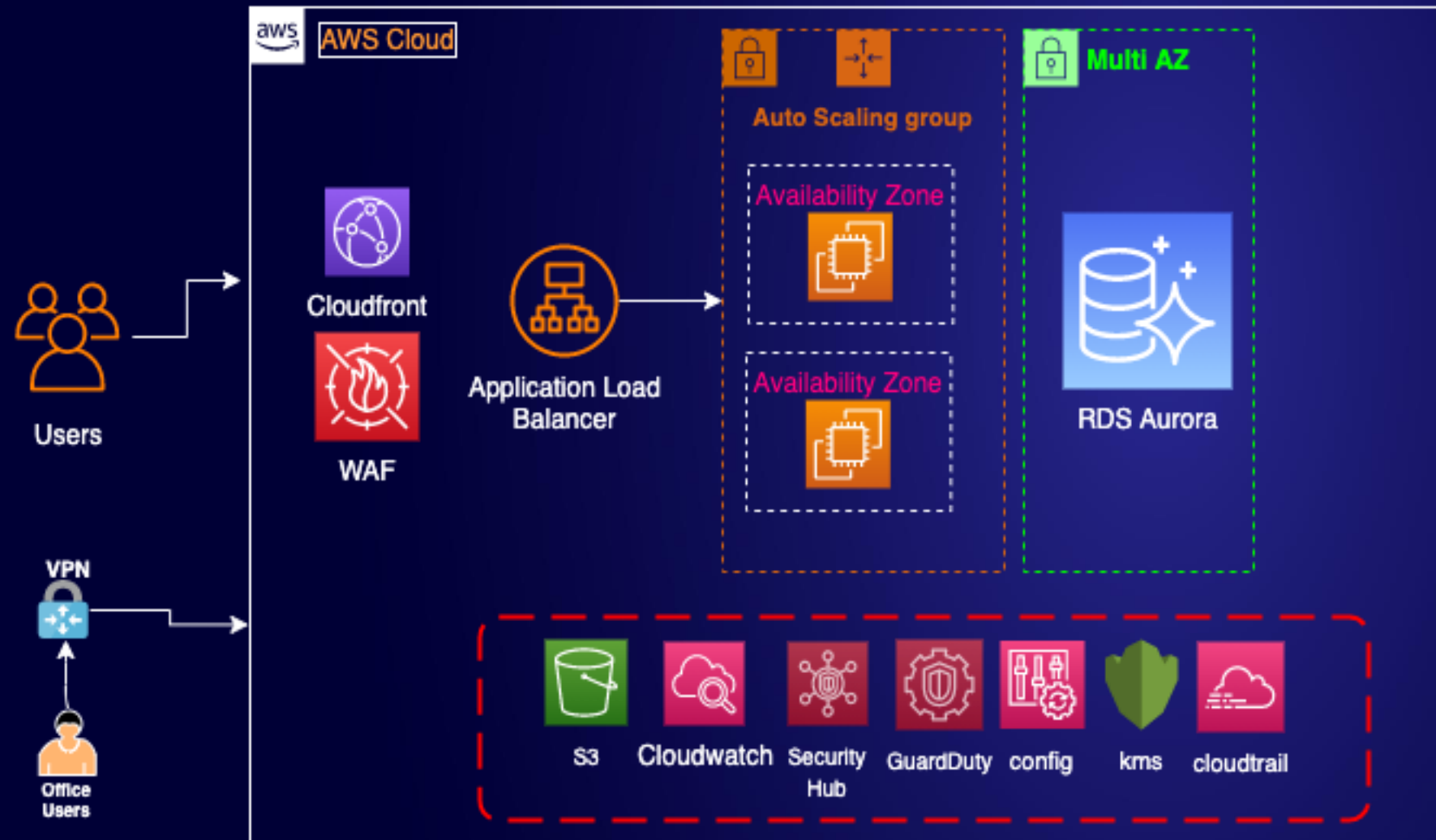
# Evolution of Easy Pay with AWS

In 2017,



# Evolution of Easy Pay with AWS

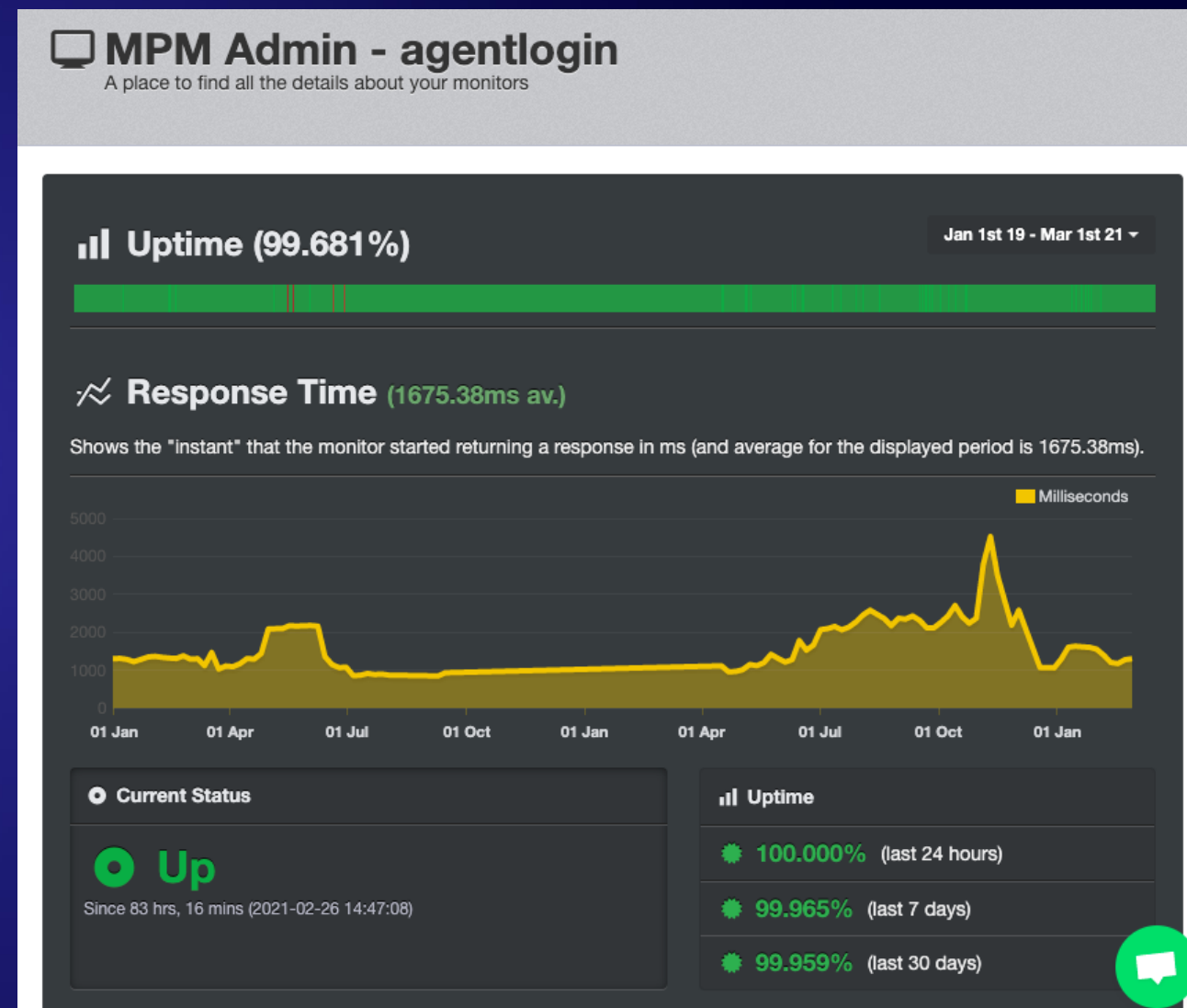
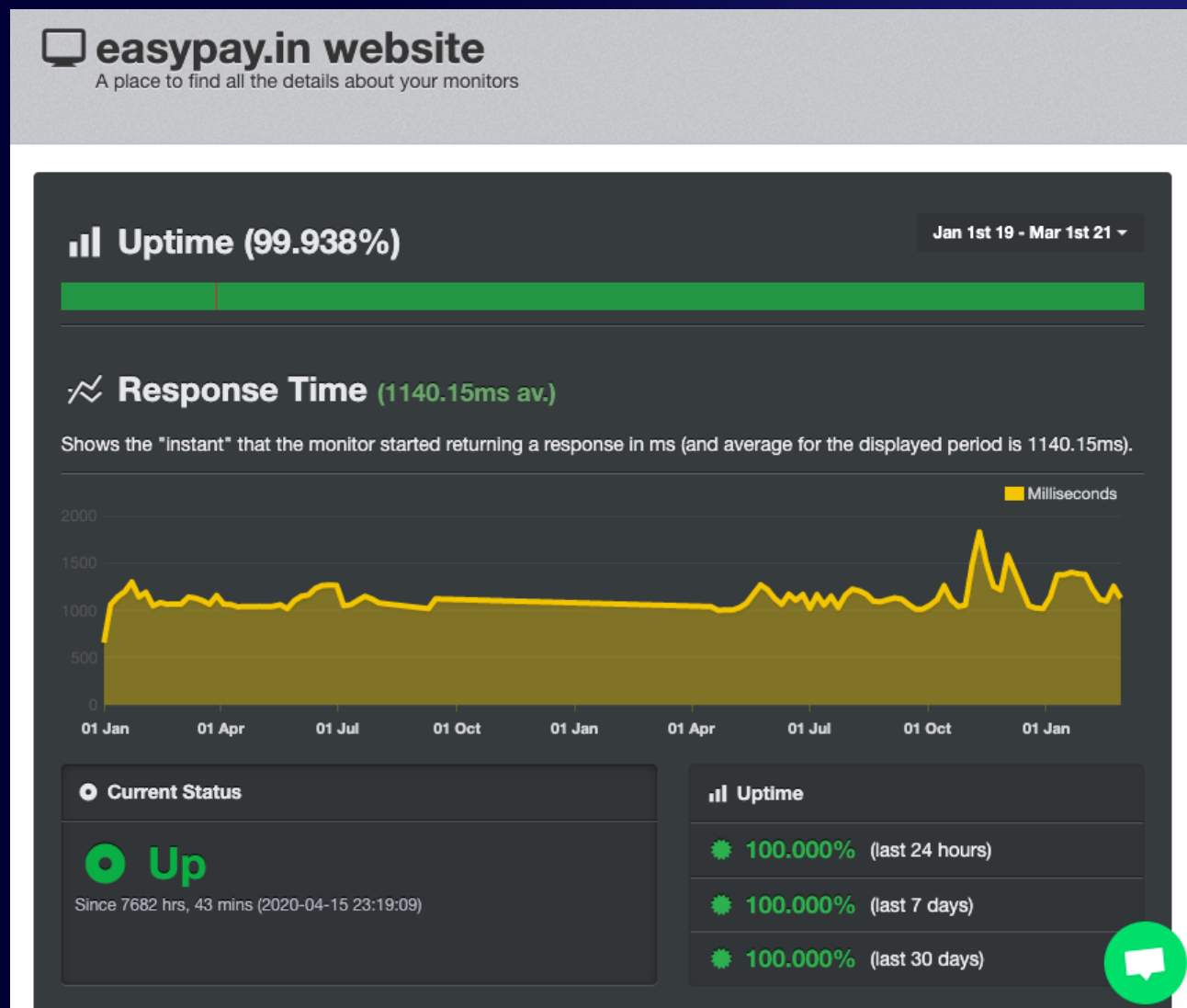
In 2017,



Benefits:

- High Availability
- Scalability
- Durability
- Security & Compliances

# High Availability



# Security & Compliance

## Security Strategy

- Prevent
- Detect
- Respond
- Remediate

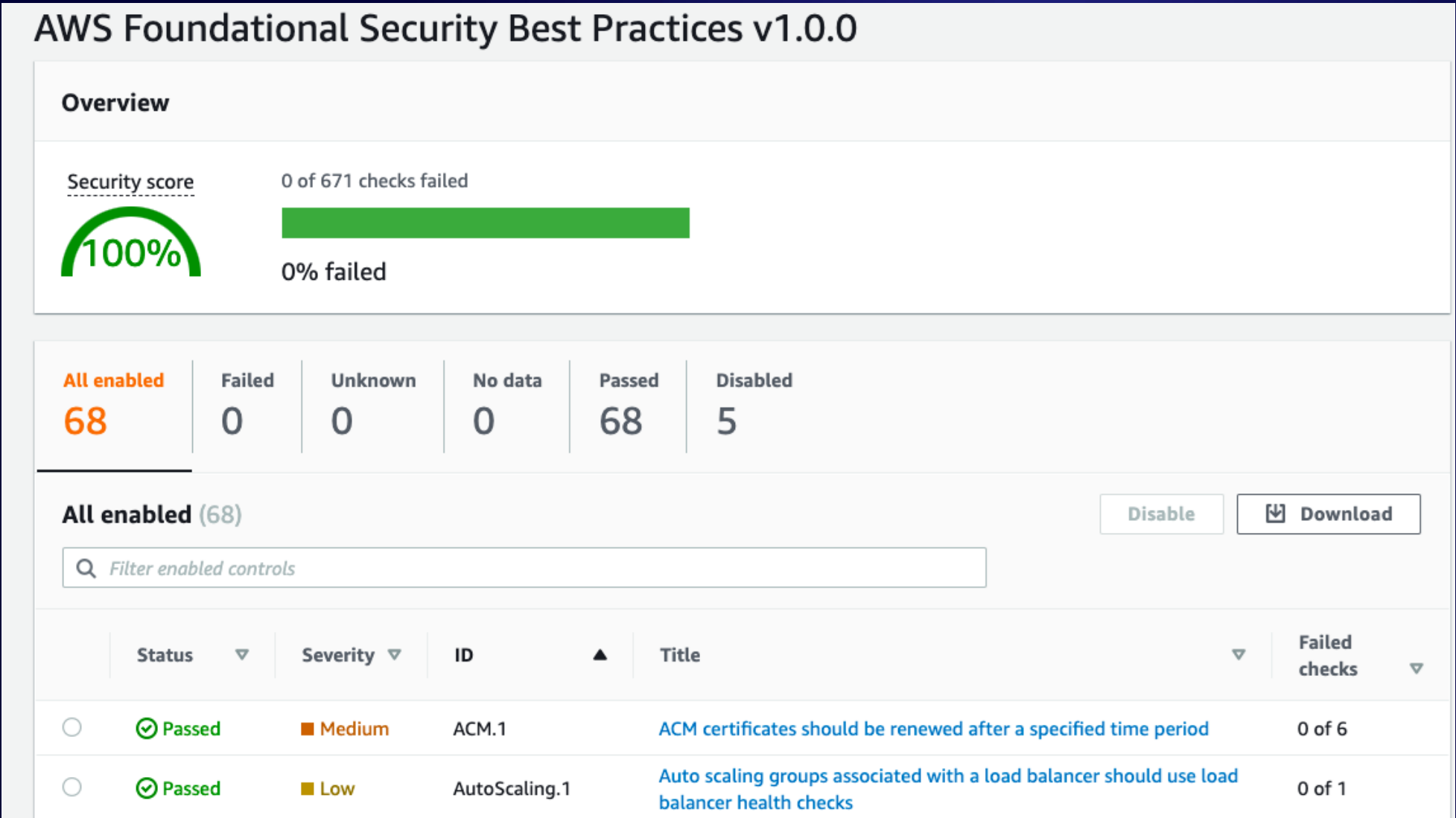
# Security & Compliance

## AWS Security Hub

- AWS Foundational Security Best Practices v1.0.0
- CIS AWS Foundations Benchmark v1.2.0
- PCI DSS v3.2.1

# Security & Compliance

## AWS Security Hub - AWS Foundational Security Best Practices v1.0.0



# Security & Compliance

## AWS Security Hub - CIS AWS Foundations Benchmark v1.2.0

CIS AWS Foundations Benchmark v1.2.0

Overview

Security score

0 of 142 checks failed

100%

0% failed

All enabled

43

Failed

0

Unknown

0

No data

0

Passed

43

Disabled

0

All enabled (43)

Disable

Download

Q Filter enabled controls

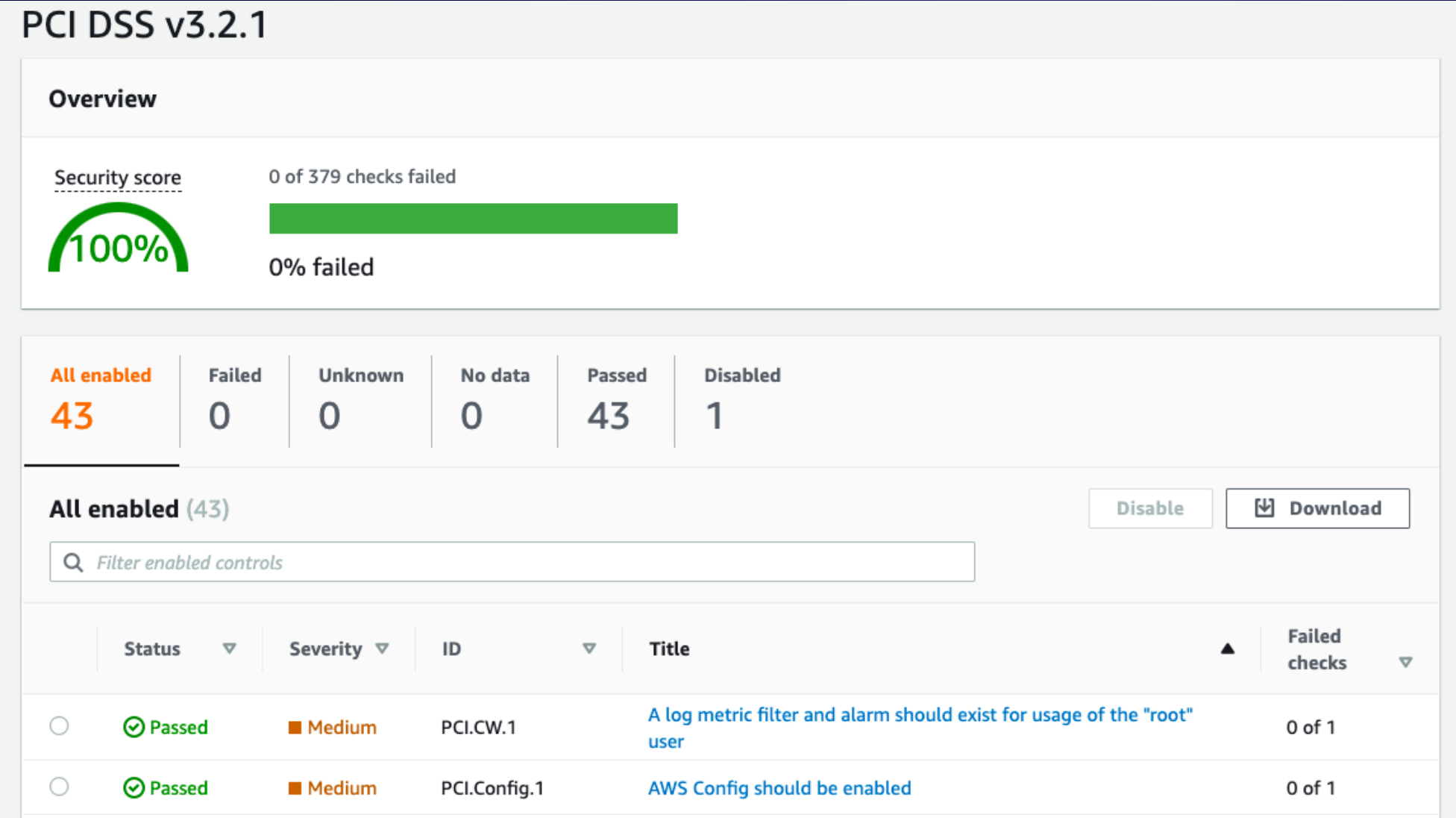
	Status	Severity	ID	Title	Failed checks
<input type="radio"/>	Passed	Critical	CIS.1.1	Avoid the use of the "root" account	0 of 1
<input type="radio"/>	Passed	Critical	CIS.1.12	Ensure no root account access key exists	0 of 1





# Security & Compliance

## AWS Security Hub - PCI DSS v3.2.1



# Security & Compliance

- AWS Well-Architected Framework Tool
- Amazon GuardDuty
- AWS Inspector
- AWS IAM Access Analyzer
- AWS Lambda

***“Invest in Innovation to Reinvent Revenue”***

***Hrishikeish Shirodkar***

# Thank you!

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