

# Sampatti Card

Building wealth for domestic workers

<https://www.sampatticard.in>

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# Problem Statement

Domestic workers are unable to get loans from banks despite having regular income

# The existing predatory loan market increase their vulnerabilities further

I earn Rs. 11,500 per month, but even then the bank did not approve my loan. I had to take a loan for college fees of my daughter from a relative. He gave me 50,000 and asked me to pay 2,500 every month until I repay the entire amount.

I have a monthly income of Rs. 15,000 and I needed a loan for the deposit of my house. I asked my employer and tried several private banks. It took a long time and a lot of hassle to finally get a loan. It is at the rate of interest of 2.5% per month but what to do?!

I needed a loan of Rs. 80,000 for a medical emergency. The only option for me was to be a part of a 'samuha' and get the loan at about 22%. It was a better option but I didn't have the time for all that.

I need only Rs. 30,000 for the marriage of my daughter but I really need it urgently. I have a committee of Rs, 50,000; I will bid this time and get it in case nothing else works out.

# This is a real problem for ~1 to 5 crore\* domestic workers in India

Even when...

average monthly wages are around Rs. 10,400

52.7% have been working at the same house for more than an year

On an average, a domestic worker works at 4 houses

20% have started receiving online salaries

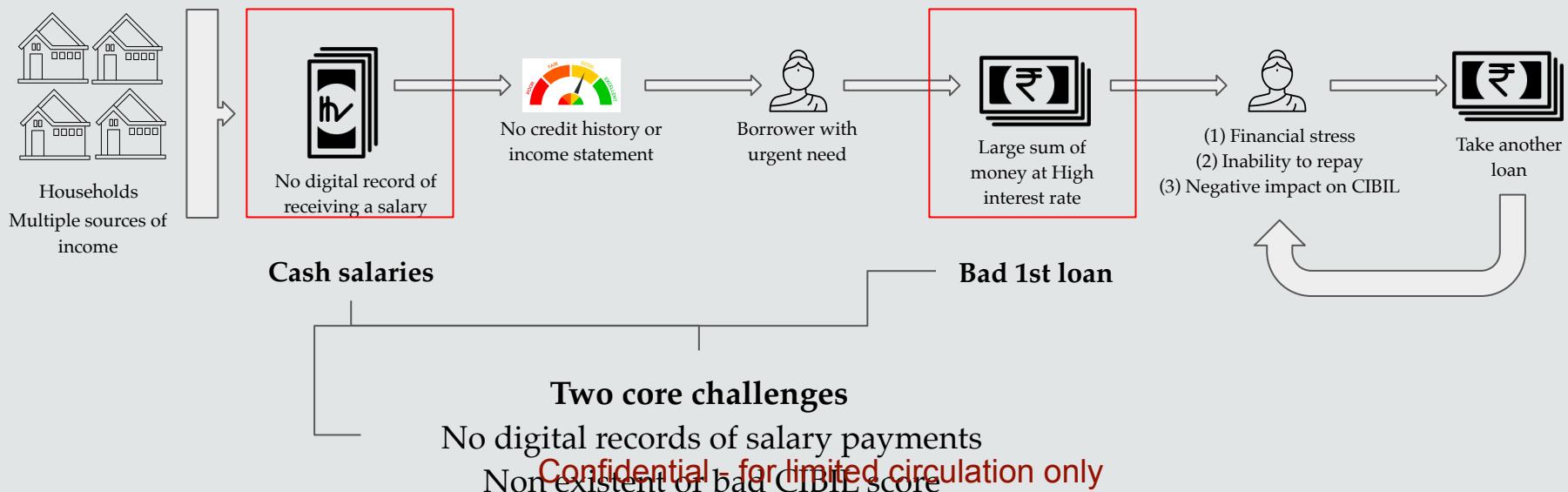
81% of urban women have bank account#

and 37% are in need of a personal loan

\*National Domestic Workers Movement and WIEGO (2014) estimation of number of female domestic workers

The data on this slide is a result of a primary survey performed by the team for 55 domestic workers across cities

# No salary records and bad loans destroy their CIBIL



# Women are more likely to use a phygital/hybrid solution for financial needs

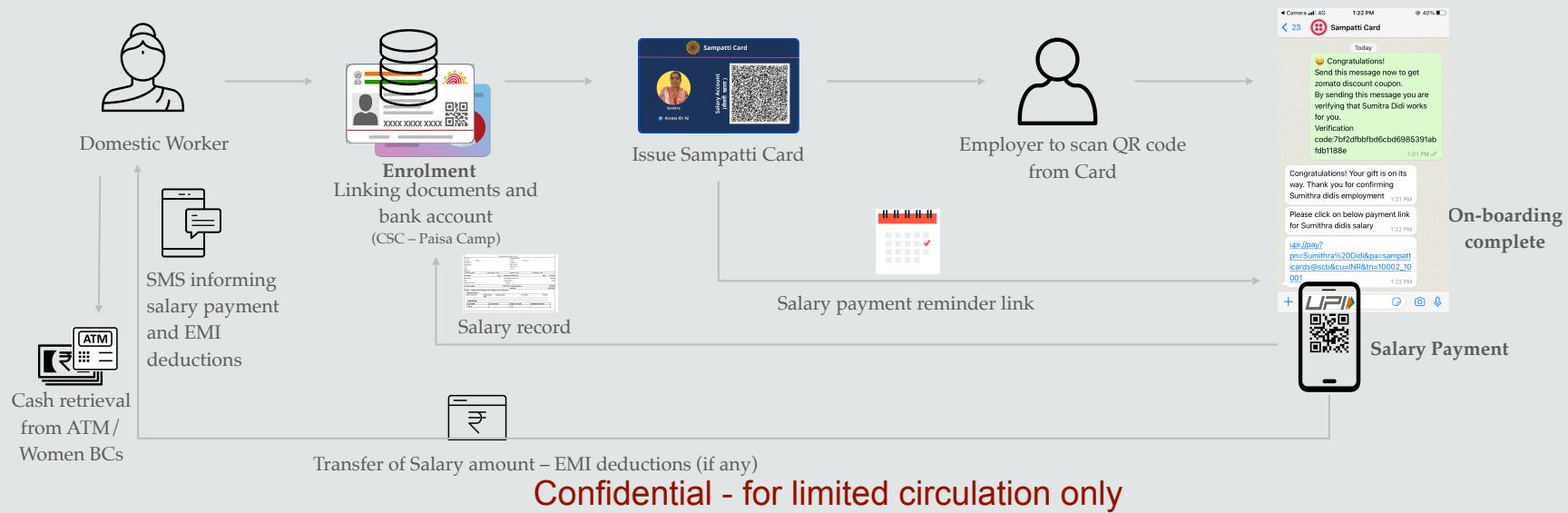
- 25% of the total adult female population own a smart phone\*
- Loan recovery methods has led to reduced trust by women on lending apps
- Women are dependent on family members (their children and spouse) to use smartphones and draw cash from ATMs

# Our Solution

Build income + repayment record and access to:

- Financial Instruments (easy and affordable loans, credit improvement plans, savings, insurance)
- Documentation support (instant access to critical documents /services by becoming their document aggregator)
- Welfare benefits (auto-application in all government schemes)
- Commercial services (recharge, travel tickets, tele-medicine, legal support)

# Sampatti Card will enable digital salary payment and credit score improvement



# Product Features



## Sampatti Card

| कार्ड के फ़ायदे                  |           |            | लोन की पात्रता * |  |  |
|----------------------------------|-----------|------------|------------------|--|--|
| • झटपट सस्ते लोन                 | महीने बाद | लोन की रकम | अधिकतम व्याज     |  |  |
| • सरकारी स्कॉल में मुफ्त पंजीकरण | 2 माह     | ₹ 10,000   | ₹ 3,000          |  |  |
| • दस्तावेजों की सुरक्षा          | 8 माह     | ₹ 50,000   | ₹ 10,000         |  |  |
|                                  | 12 माह    | ₹ 80,000   | ₹ 16,000         |  |  |
|                                  | 15 माह    | ₹ 1,00,000 | ₹ 18,000         |  |  |

लोन की पात्रता आपके सम्पत्ति कार्ड के इसमाल मिलती ही आय, और बैंक खाते की स्थिति पर भी निर्भर करता है। लोन देने का अतिरिक्त नियम बैंक के अधिकार क्षेत्र में है।

Give us a missed call at: +91-8197266977



### Voice banking service

*Quick information on account balance, credit limit and EMI*

खाते में मार्च महीने की कुल ताँχा,  
₹2,000 जमा।

खाते में मार्च महीने की कुल ताँखा, ₹2,000 जमा। इसमें से ₹2,000 की EMI (₹ 4) लोन खाते में जमा। अधिक जानकारी के लिए टोल फ्री नम्बर पर कॉल करें।

### SMS for updates

*Using vernacular and no jargon such as Dr, Cr, etc.*

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### Flexible loan repayment

*EMI not more than 25% of monthly income to not generate any financial stress*



EMI protection and insurance  
*Safeguards to prevent any lapse in EMI*



Incentivizing savings  
*Nudge to save small amounts from salary*

# We enter the market via existing trusted networks using a phygital approach

Establishing link through Labour Union network and referrals  
*(partnership with Rajasthan Mahila Kamgar Union is constituted)*



+



+

*...expanding the trust networks*

Going Phygital – Card and BPO and Mobile App



+



+



*...handholding through tech*

# Partnerships

- **Rajasthan Mahila Kamgar Union**
- **Resident Welfare Associations (Indore)**

-  **CredAvenue**  
(NBFC Platform)



(Hospital Partnership)

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# Sampatti Card is beneficial for the domestic worker as well as the employer



Instant line of credits after salary received through Sampatti card



Solving for documentation by creating a digilocker service



Bundle of services at an affordable subscription rate



Hassle free salary payment by directly clicking on the payment link

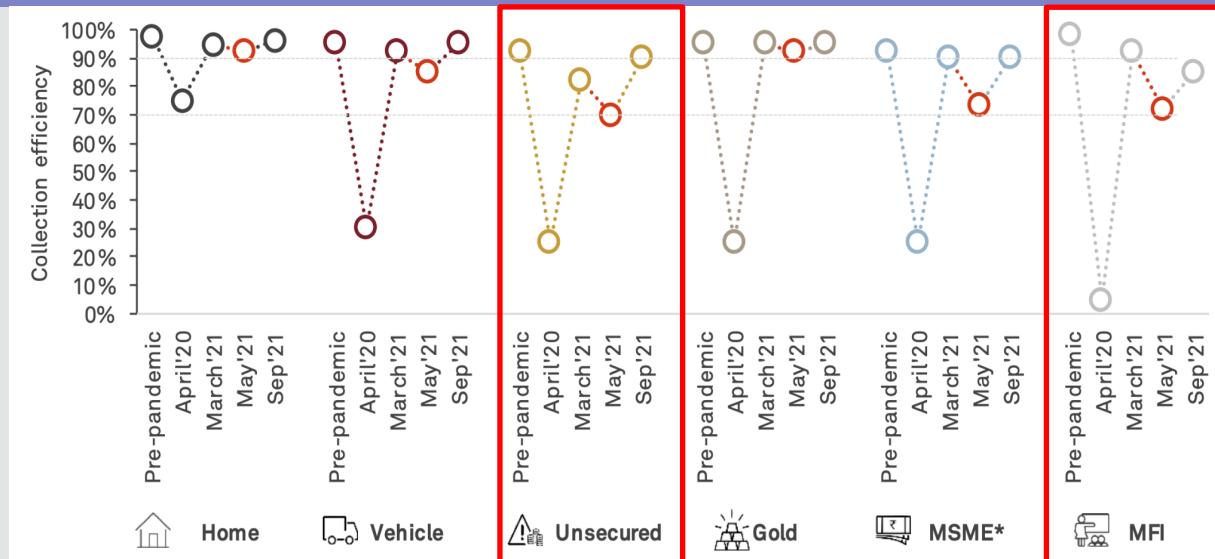


Receive proper documentation for salary payment



Access to employment histories of domestic workers

# ASSOCHAM data shows that collection efficiency for the MFI segment is comparable to other segments



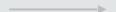
Source: CRISIL Ratings, company data

SHG women have regular repayments and low NPA rates (2.83% in 2021)

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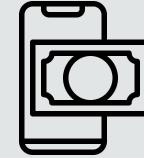
# Other lenders tap in the segment but are not operationally lean (most depend on creating JLGs) and are not solving for documentation

| Organisation  | Target Groups  | Loan Products   | Current Model  | Drawbacks  |
|---|--|---|--|--|
|  <b>Sewa</b><br>SEWA SMALL FINANCE BANK | Self-employed women workers (vendors, home-based workers, manual workers, producers) | Housing Loan, Home repair Loans and Gold Loans (1.5% per month)                                       | Women maintain savings account for a year to become eligible for loan. Bankathis perform credit assessment         | Only available for SEWA members in Ahmedabad (approx 4 lakh women) |
|  <b>equitas</b><br>SMALL FINANCE BANK   | MSME   | Business expansion. Closure of high-cost loans, H.Edu, Medical expenses, Renovation of house etc.     | B2C  | -  |
|  <b>ESAF</b><br>SMALL FINANCE BANK      | Women  | Education, General Loan (Similar to Personal Loan category) ticket size from 10k to 1 lakh            | Group guarantee loans, KYC and physical and domicile status of own premises or min 1 year rented home Credit score | Group guarantee is mandatory for availing loans                    |
|  <b>Fusion</b>                          | Women living in rural and semi-urban areas   | Income generation loans, cross sell loans, emergency loans, top-up loans                              | Joint Liability Group lending model of Grameen.  | Local JLG not scalable   |
|  <b>ANAPPURNA FINANCE</b>               | Resource poor, urbanised and marginalised people in rural and semi-urban areas       | 10K - 80K loan amount, 10K loan and 2x - 30K for consumer durable goods @ 21.15%                      | Requirement pass financial literacy training and a local group avails loans. Monthly meetings with borrowers.      | Financial literacy test makes the target segment very small        |
|  <b>B S S Microfinance Limited</b>      | Poor women for income generation and poverty alleviation                             | 12K - 50K @ 25% with fortnightly repayment. GST loan >25k   | Formation of localised JLG   | Local JLG not scalable   |
|  <b>W</b>                               | Poor women   | 35K - 50K for income generation, 2.5K - 10K for micro product and 7.5k-15k for mid-term loan @ 20-35% | Formation of localised JLG   | Local JLG not scalable   |



Formulating Joint Liability Groups/SHGs\* and EMI collection is operationally heavy and cost intensive for legacy banks

| Organisation  | Target Groups  | Loan Products   | Current Model  | Drawbacks   |
|---|--|---|--|---|
|  <b>D Kosh</b>        | 120 million blue collar workers                                | Loan upto 1 Lakh  | Self Help Group model, risk is distributed amongst people, credit sharing      | Heavy operations in organising groups                     |
|  <b>AVAIL</b>         | Blue collar workers  | Fixed interest rate of 2% per month, 5000 - 1 lakh, processing fee of 40000/-lakh | B2B2C outreach through platforms   | Short term loans, only salaried individuals               |
|  <b>Gig benefits</b>  | Gig economy workers and freelancers                            | Instant linked investment products  | B2B Membership model of Rs 99/year   | Lending solution not provided                             |
|  <b>BIENO FINANCE</b> | Gig-economy workers  | 2 - 5 lakh @ 15-18%   | B2B2C outreach through platforms Focus on improving credit score               | Reach limited to platform workers                         |
|  <b>SUPER MONEY</b>   | Online sellers, gig workers, offsite workers and entrepreneurs | Rs 2500- Re 50,000 personal loans   | B2B2C outreach through platforms   | Reach limited to platform workers                         |
|  <b>PERK FINANCE</b>  | 124 Mn households. (Income between INR 1.4 Lakh to 4.5 Lakh)   | 5k - 1 Lakh loans   | Partnering with the employer to access salary for payroll-linked lending model | Not applicable for workers with cash salaries             |
|  <b>Bambino</b>     | Women  | 15k to 60k @ 22-26% rate of interest, processing fee - 0.2%                       | Group loans, paperless processing  | Does not service bad credit scores or builds credit score |
|   | Women (Rural)  | 1k - 10k @ 9.95% per annum  | Self Help Group model, risk is distributed amongst people, credit sharing      | Heavy operations in organising groups                     |



Huge trust deficit and unavailability of smart phones make fintech apps a bad product for our target group

# Our differential interest earnings and subscription based bundled services will keep us cashflow positive

## Assumptions:

Scaling to 1,000 domestic workers in first 6months.

Extending loan to 500 domestic workers at 25% rate of interest and 2% loan processing fees with a default of 10%

Converting 10% domestic workers for bundled subscription services

| PL Statement (Over 6 months) |  |          |
|------------------------------|--|----------|
| Sr. No.                      | Line item  | Total    |
| 1                            | Revenue<br>Differential interest, loan processing fees, subscription fees                                | ₹827,500 |
| 2                            | Cost<br>Defaults, transferring salaries, customer care, printing sampatti cost, whatsapp, SMS, marketing | ₹369,395 |
| 3                            | Profit   | ₹458,105 |

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# Meet our team!!



**Vrashali Khandelwal**

Sector expertise in Urban Informality, Social Security; Urban researcher with past experience in government consulting and policy design; ex-CMGGA, ex-EY, ex-Central Square Foundation. BITS Pilani Alumnus, Co-Founder Falwalas



**Saurabh Kumar Karn**

Adept at designing tech-products, an engineer by training with strong experience in Data, Policy and Legal Technology. Teach For India Alumnus, ex-Sony, ex-Central Square Foundation