



IndiaStack

Presence-less, paperless, and
cashless service delivery

Leveraging For Mutual Funds

Impact



63 **Raoul Pal**
@RaoulGMI

Following



I have never seen a more transformation technology for an entire economy than India Stack/Aadhaar is for India. Mind Blown. **#India**

RETWEETS

53

LIKES

113



7:12 PM - 26 Feb 2017



17



53



113



*"India has, without question, made the largest technological breakthrough of any nation in living memory. Its technology advancement has left even Silicon Valley standing. India has built the world's first national digital infrastructure, leaping at least two generations of financial technologies and has built something at least **as important as the railroad was to the UK or the interstate highways was to the US.** India is now the most attractive investment opportunity in the world."*

India Stack



The India Stack



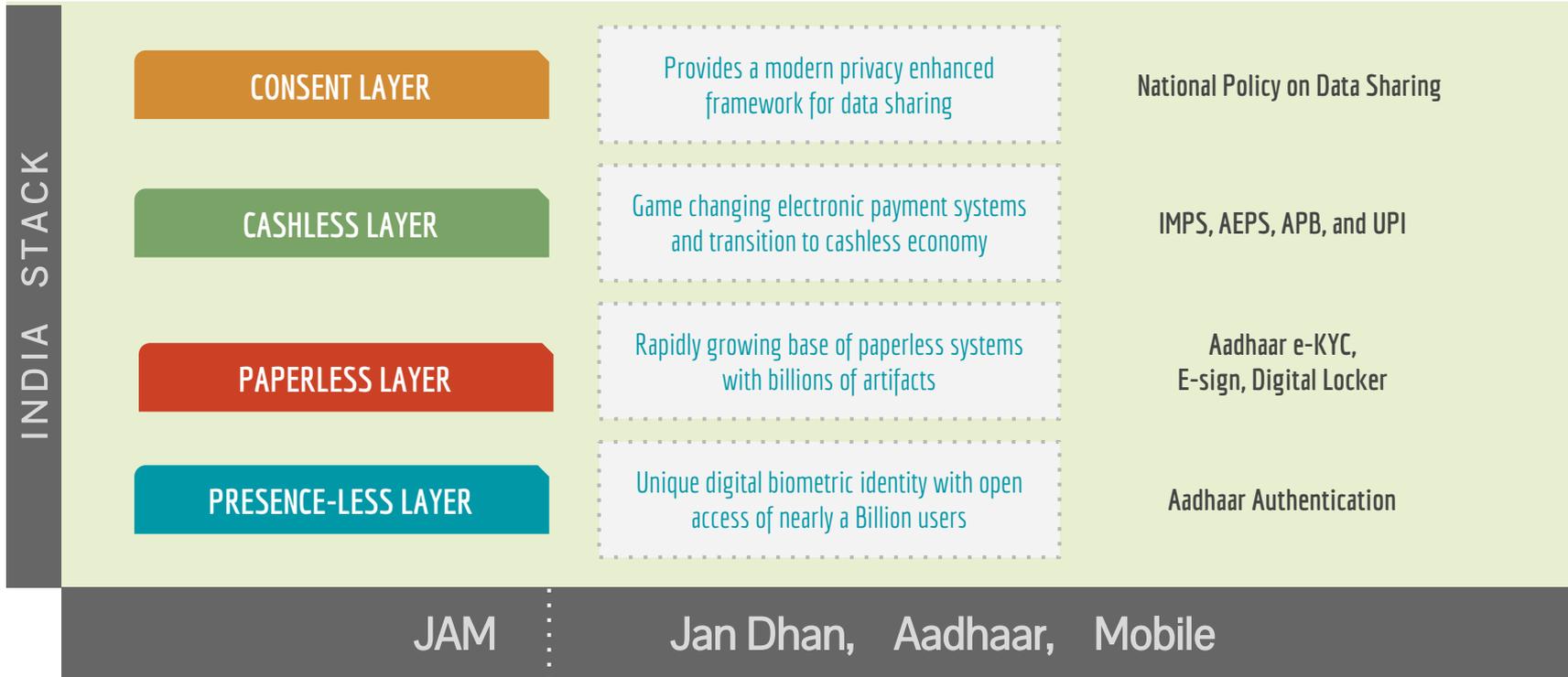
SUBSIDIES
(DBT)

COMMERCE
(GST)

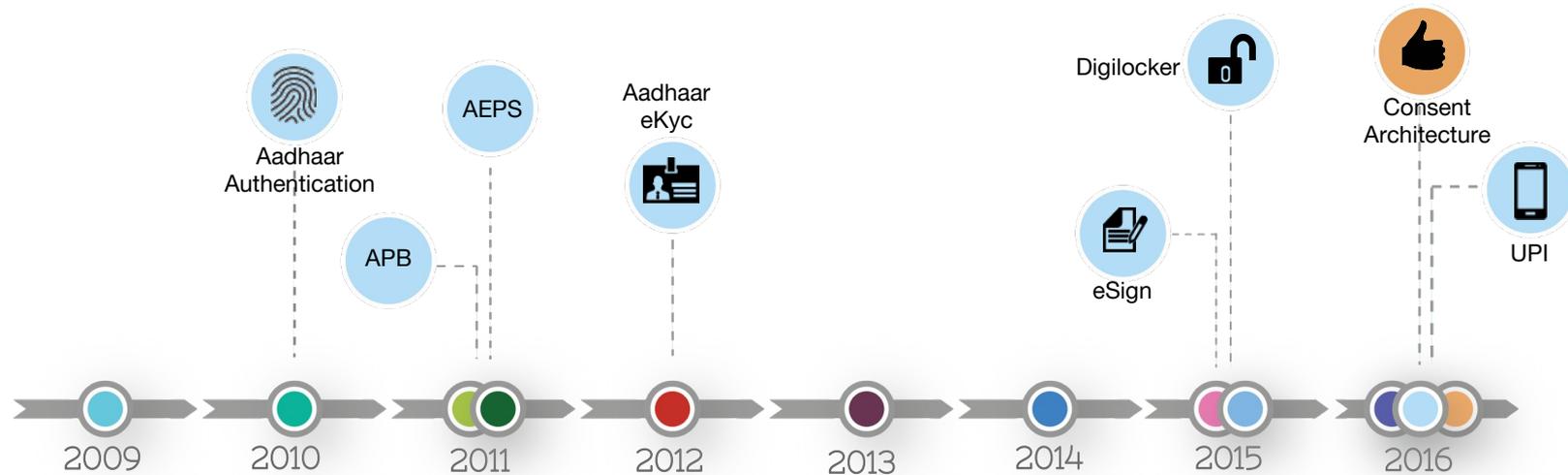
BILLS
(BBPS)

TOLLS
(ETC)

OTHERS



The Evolution of the India Stack – Built on JAM



JdY	100 M	190 M	250+ M
Aadhaar	600 M	950 M	1+ B
Mobile	944 M	1005 M	1+ B

 Jan Dhan

289 Mn

Jan Dhan bank accounts



Aadhaar

1.16 Bn

Enrolments in 6.75 yrs since launch



Mobile

350 Mn

Smartphones



600 Mn

Authentications/month
500M unique ids



1060 Mn

Phone numbers



340 Mn

eKYC in 3 years
75 Mn unique ids



399 Mn

APB Accounts Linked
1.2 B Transactions worth 4.5 B USD in 3 years



>2.5 Mn

e-Sign in 15 months
>0.8 Mn unique ids



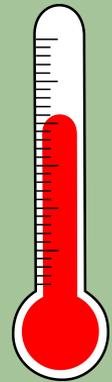
4.8 Mn 6.9 Mn 1+ Bn

Digilocker users, Uploaded Docs, Issued Docs
2 years

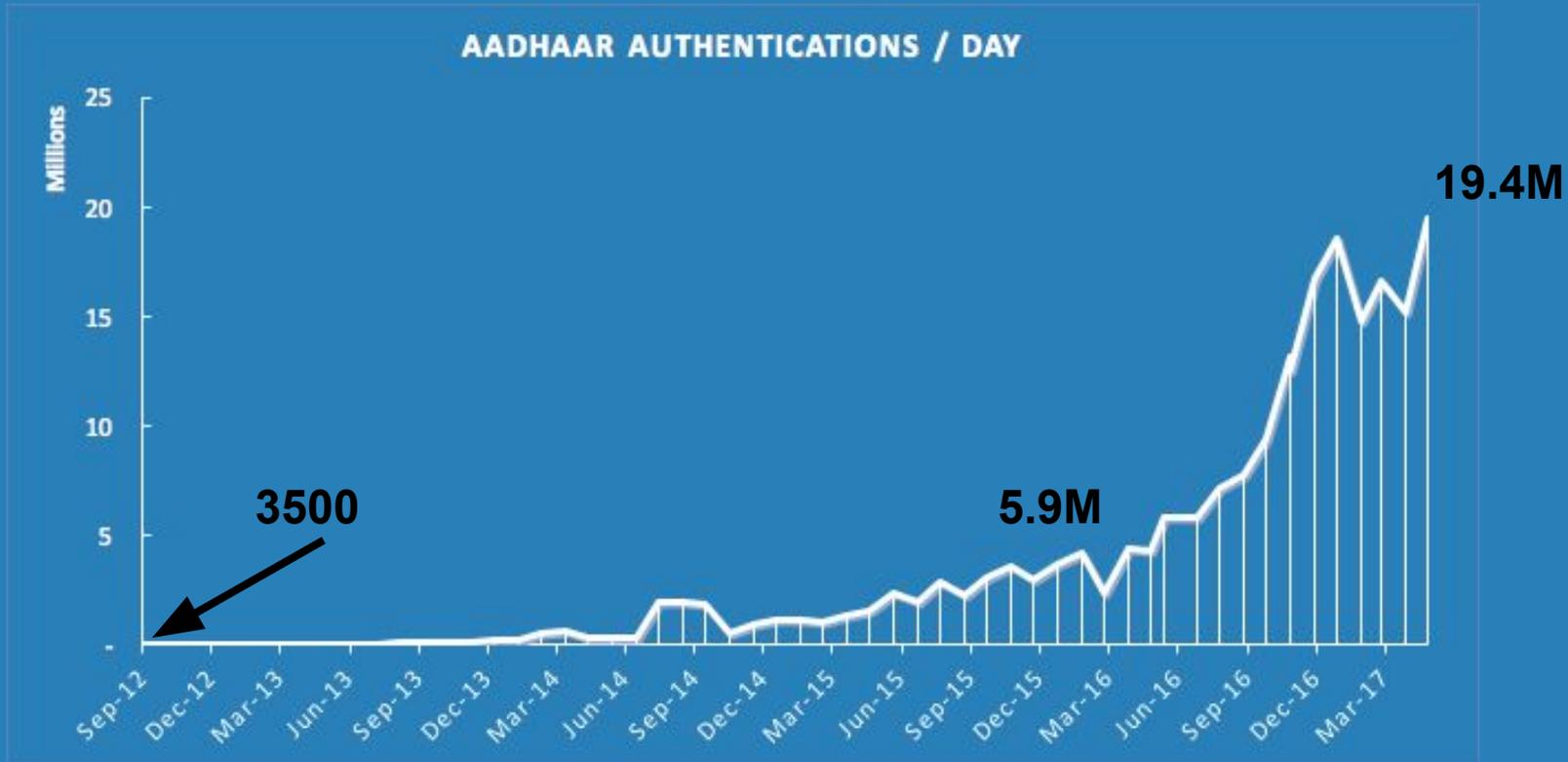


9M+

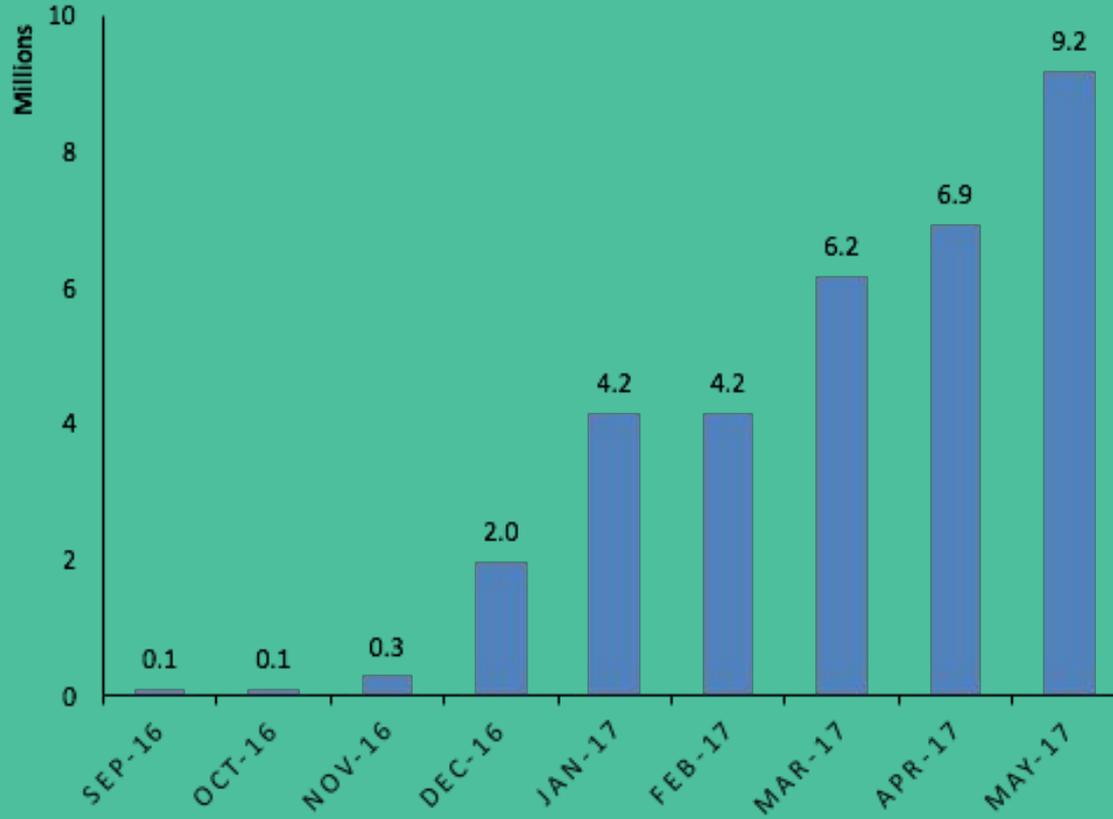
UPI Transactions in
May alone!



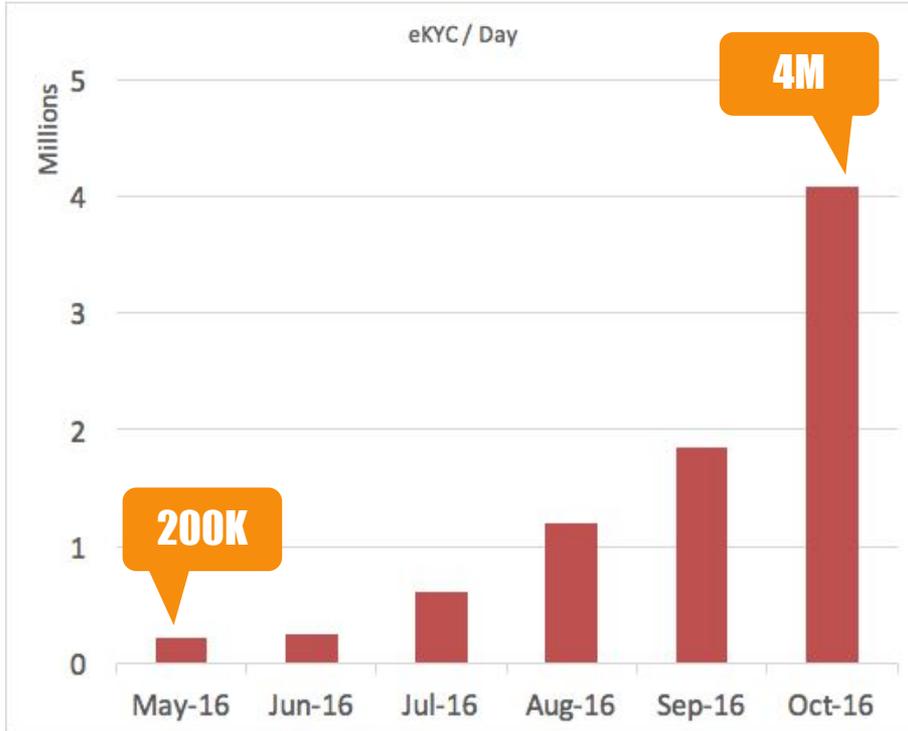
Aadhaar Authentications have grown by a **factor of 3.5**



UPI, and BHIM launch!



India Stack – Taking Off



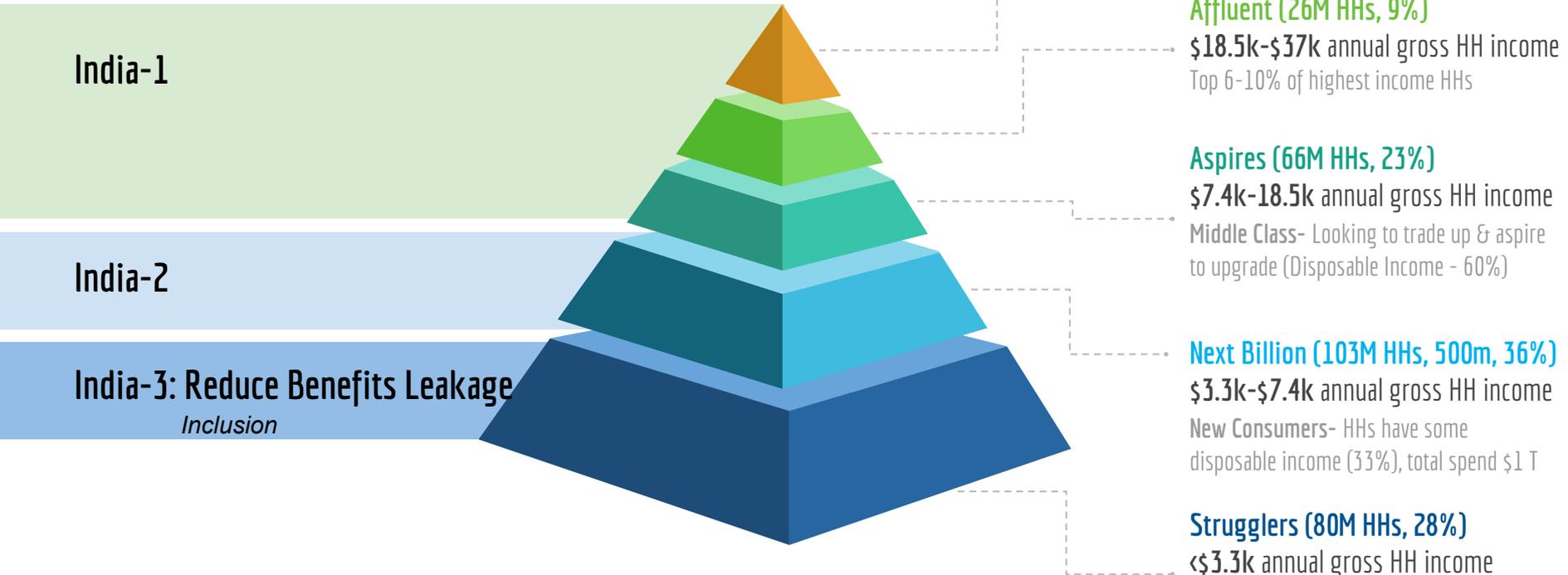
eKYC has seen tremendous growth in recent months!

Changing India, one India at
a time!



Changing India – India-3

How India will rise out of poverty over the next 20 years!

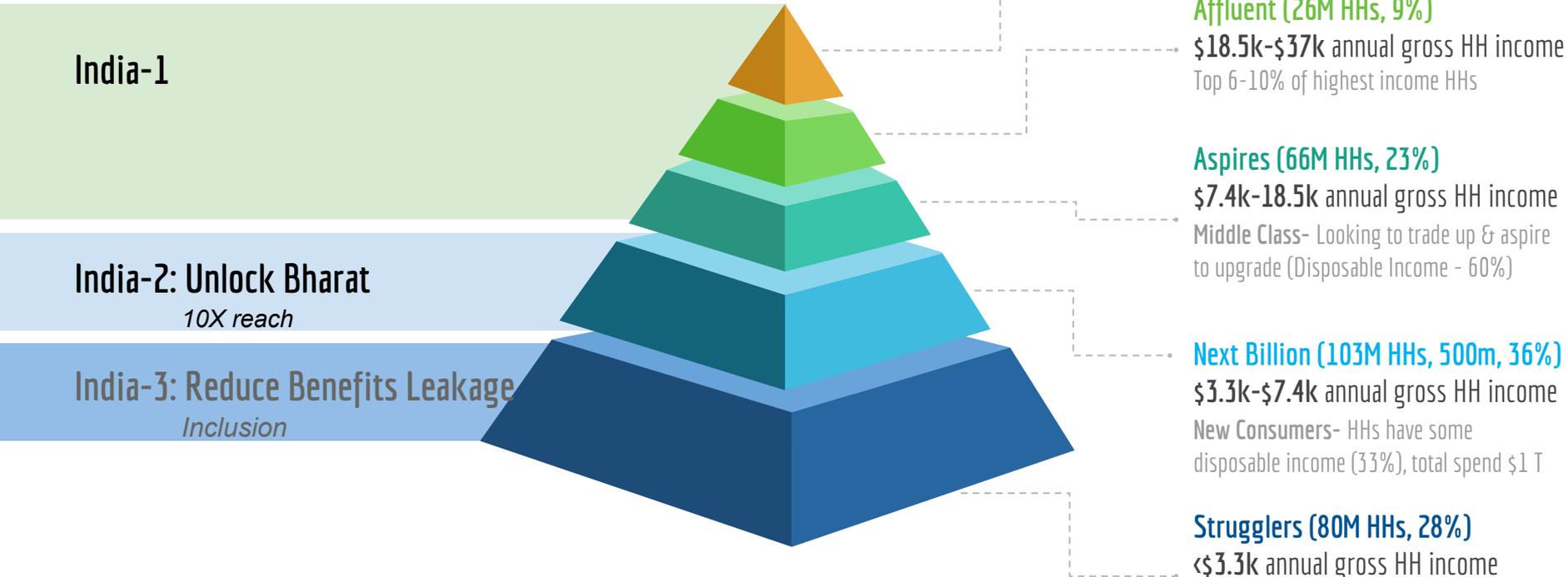


1. Annual gross income based on 2010 prices. 2. The 10\$ Trillion Prize p.28

Source : <http://www.ibtimes.com>, <http://www.indiaonlinepages.com>, <http://www.thenational.ae> <https://www.mckinsey.com>, <http://timesofindia.indiatimes.com>

Changing India - India-2

How India will rise out of poverty over the next 20 years!



1. Annual gross income based on 2010 prices. 2. The 10\$ Trillion Prize p.28

Source : <http://www.ibtimes.com>, <http://www.indiaonlinepages.com>, <http://www.thenational.ae> <https://www.mckinsey.com>, <http://timesofindia.indiatimes.com>

Unlocking India-2 (Bharat)

Bringing economic mobility to the country



Changing India – India-1

How India will rise out of poverty over the next 20 years!



India 1: New Consumption Patterns

*Process Reinvention, Social Trust,
Logistics, Entertainment*

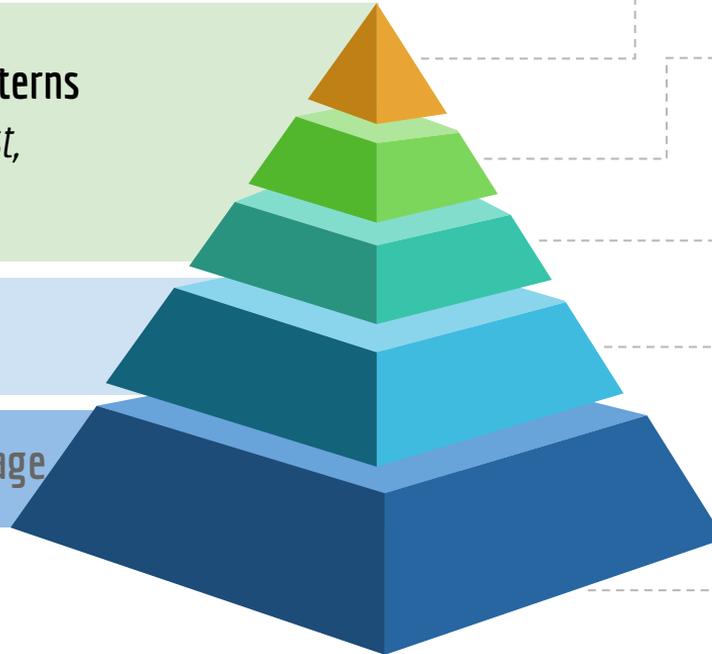
10X effectiveness

India 2: Unlock Bharat

10X reach

India 3: Reduce Benefits Leakage

Inclusion



Elite (11M HHs, 4%)

>\$37k annual gross HH income
Wealthiest class in India

Affluent (26M HHs, 9%)

\$18.5k-\$37k annual gross HH income
Top 6-10% of highest income HHs

Aspires (66M HHs, 23%)

\$7.4k-18.5k annual gross HH income
Middle Class- Looking to trade up & aspire
to upgrade (Disposable Income - 60%)

Next Billion (103M HHs, 500m, 36%)

\$3.3k-\$7.4k annual gross HH income
New Consumers- HHs have some
disposable income (33%), total spend \$1 T

Strugglers (80M HHs, 28%)

<\$3.3k annual gross HH income
HHs with the majority of spend on basic
needs such as food, shelter, power & water

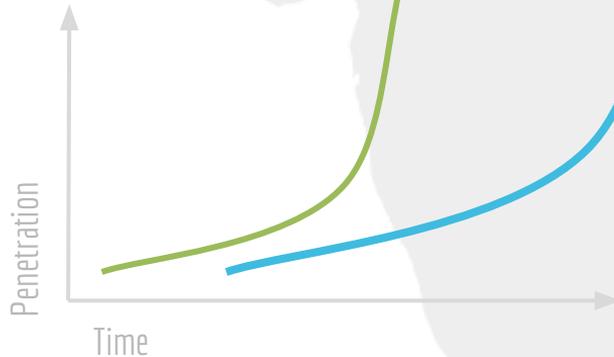
1. Annual gross income based on 2010 prices. 2. The 10\$ Trillion Prize p.28

Source : <http://www.ibtimes.com>, <http://www.indiaonlinepages.com>, <http://www.thenational.ae> <https://www.mckinsey.com>, <http://timesofindia.indiatimes.com>

Contrasting India-1 and India-2

India-1

Almost fully penetrated
 Created winners like FK,
 Amazon India, HDFC Bank
 New Consumption patterns



India-2 (Bharat)

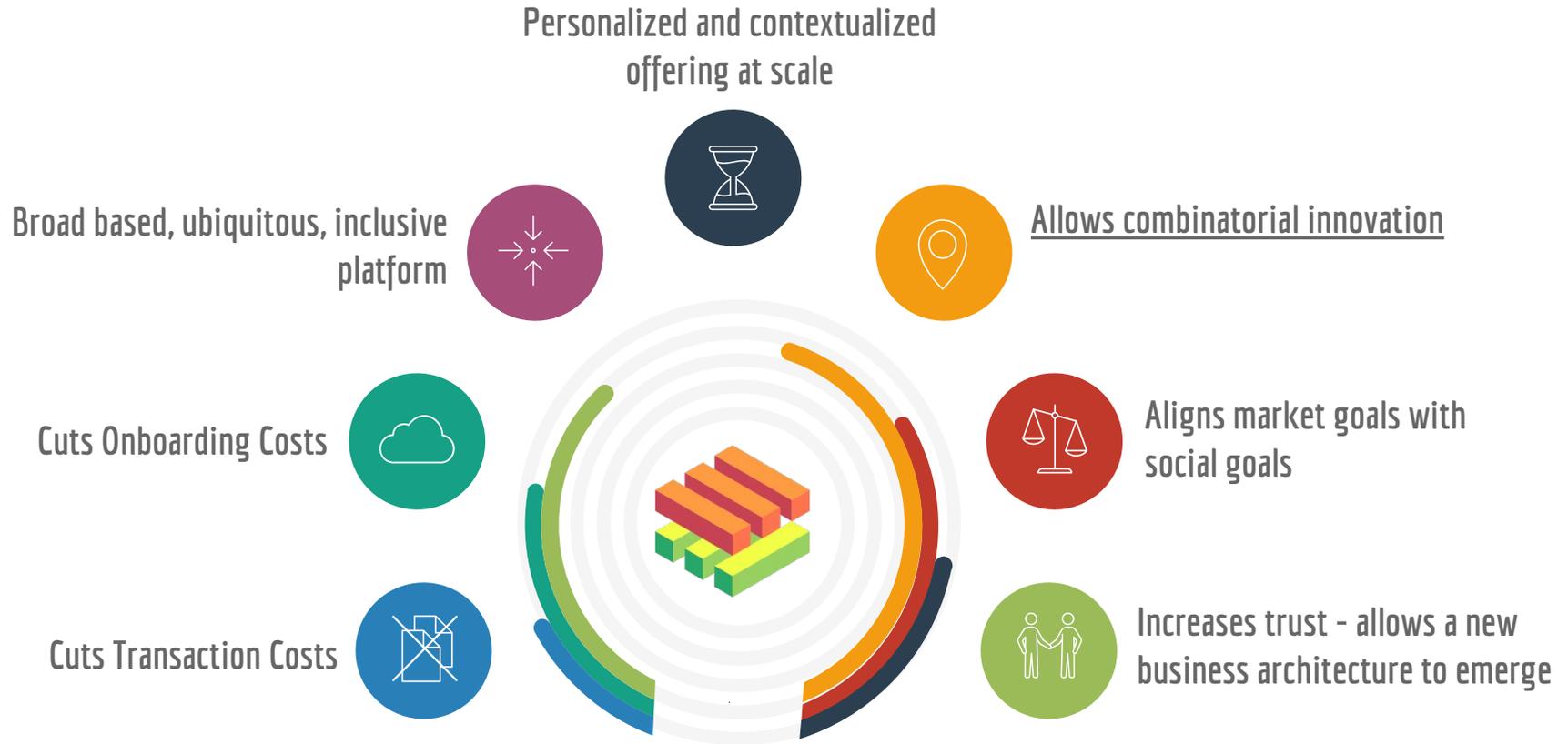
Sizeable discretionary spending power and appetite:

- Consumption Spend is \$1T in 2020
- Unrecognized profit pools
- China scale: 36% of population = -500M people

Unknown and unverified business models

China or US Copy-paste business models **won't work**

Why is the India Stack disruptive?



Processes Reinvention



Retail Customer Onboarding - Reimagining the User journey
with Aadhaar, eKYC, e-Sign and Digital Locker



Turnaround Time down from
6 days to 1 hour



Reduced Drop Offs



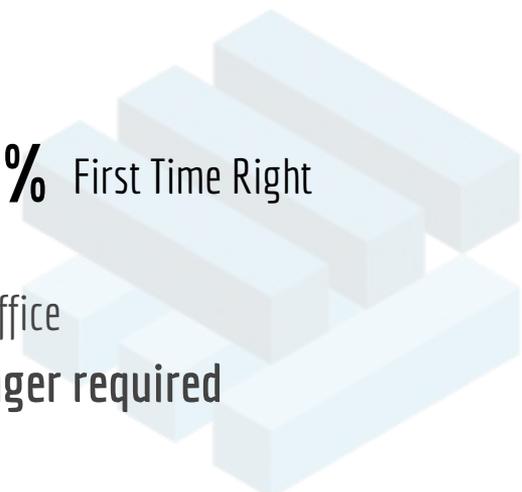
**Branch Capacity
Freed up by 10%**



> 99% First Time Right



**Back Office
No longer required**



Reimagining Channel Management - Digital Transformation with Aadhaar eKYC



Transaction Time down from

4 hours to 2 mins



Statement Processing time down from
1 hour to < 1 min



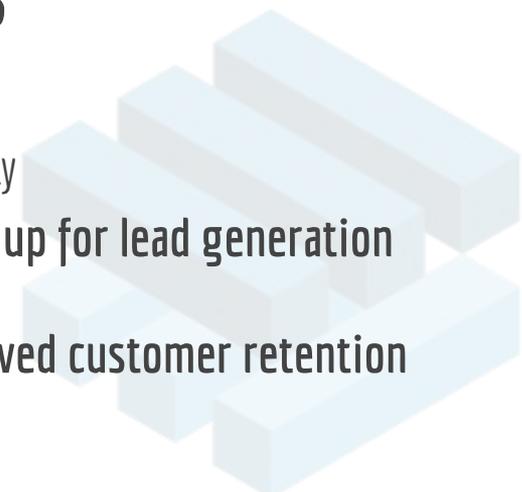
Reduced Operational cost



Capacity
Freed up for lead generation



Improved customer retention



Customer Onboarding - Digital Transformation with Aadhaar eKYC



On boarding time Time down from
1 day to 4 mins



Onboarding Rate
50M in < 2 months



Saved Rs 15 / SIM issued



Customer Experience
"Walk Out Working"



Saved 15,000 Trees



Financial Inclusion: Payments



Payments

80%

Internet users
will use digital
payments

50%

Consumer payment
transactions will be
non-cash (2020)

100M

Users will contribute
50% of spends via
digital payments
(2017)

50%

Transactions on
digital payments
will be < INR 100

\$500Bn

Value that will
flow through
digital payments
(2018)

Total value of digital payments in India by 2020 is estimated to be **USD 1 Trillion**

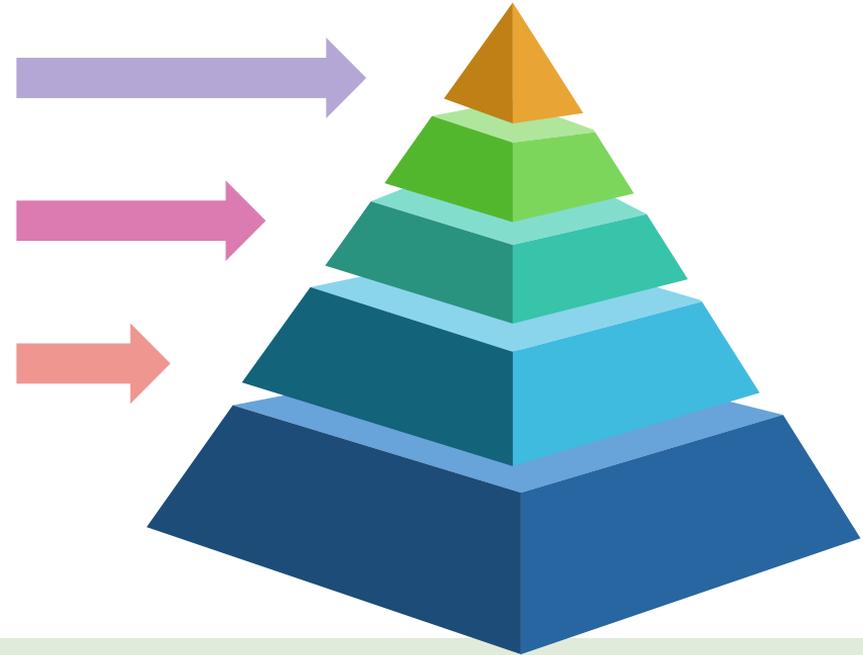
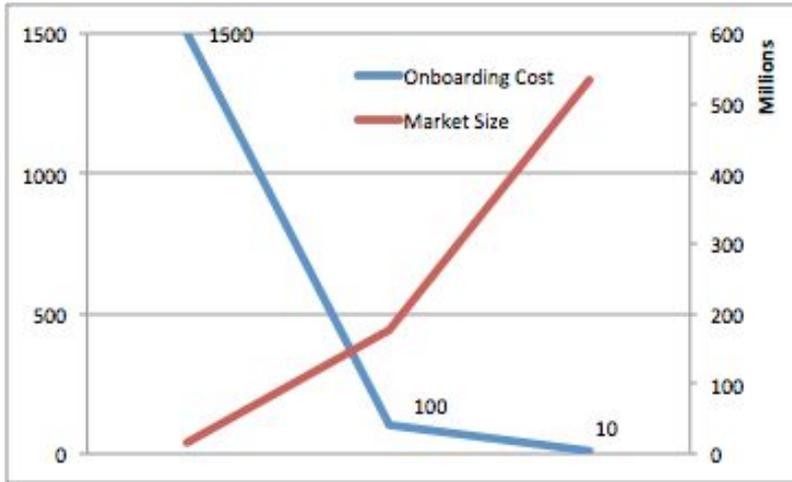
A large graphic of five yellow rays emanating from a central point, resembling a sunburst, is positioned behind the title text.

Financial Inclusion: Savings

Making Investments Accessible



Small Savings at Scale



Low Cost, High Volume, Low Ticket Size

Sachet Sized Transactions!

With reduced costs, minimum ticket sizes will come down,
volumes will go up!

TXn Cost	Comm.	Break Even Ticket Size
Rs 50	50 bps	Rs 10,000
Rs 5	50 bps	Rs 1,000
Rs 2	50 bps	Rs 400



To Increase Market Size 10x or 50x

Cost of Doing Business Must Come Down!

Your Innovation Engine



Combinatorial
Innovation



Consented Data:
Contextual/Personal



Sachet: Low cost –
High volume



MUTUALFUNDS *Sahi Hai*



Thank You