

policybazaar.com  
paisabazaar.com

Earnings Call  
Quarter ended Dec 2022

# What do we do?

## **Policybazaar**

Insurance marketplace focused on the Indian middle-class families buying protection against the 3Ds (Death, Disease and Disability)

We provide end to end insurance solutions to the retail consumers (choice of products, the most convenient way of buying and policy management & claim support). We believe quality of business which includes honest customer declarations and risk assessment, along with proper disclosure on products is critical for the long term growth of the industry, and we are a positive force in that endeavor.

## **Paisabazaar**

Credit marketplace focused on credit availability and convenience for all

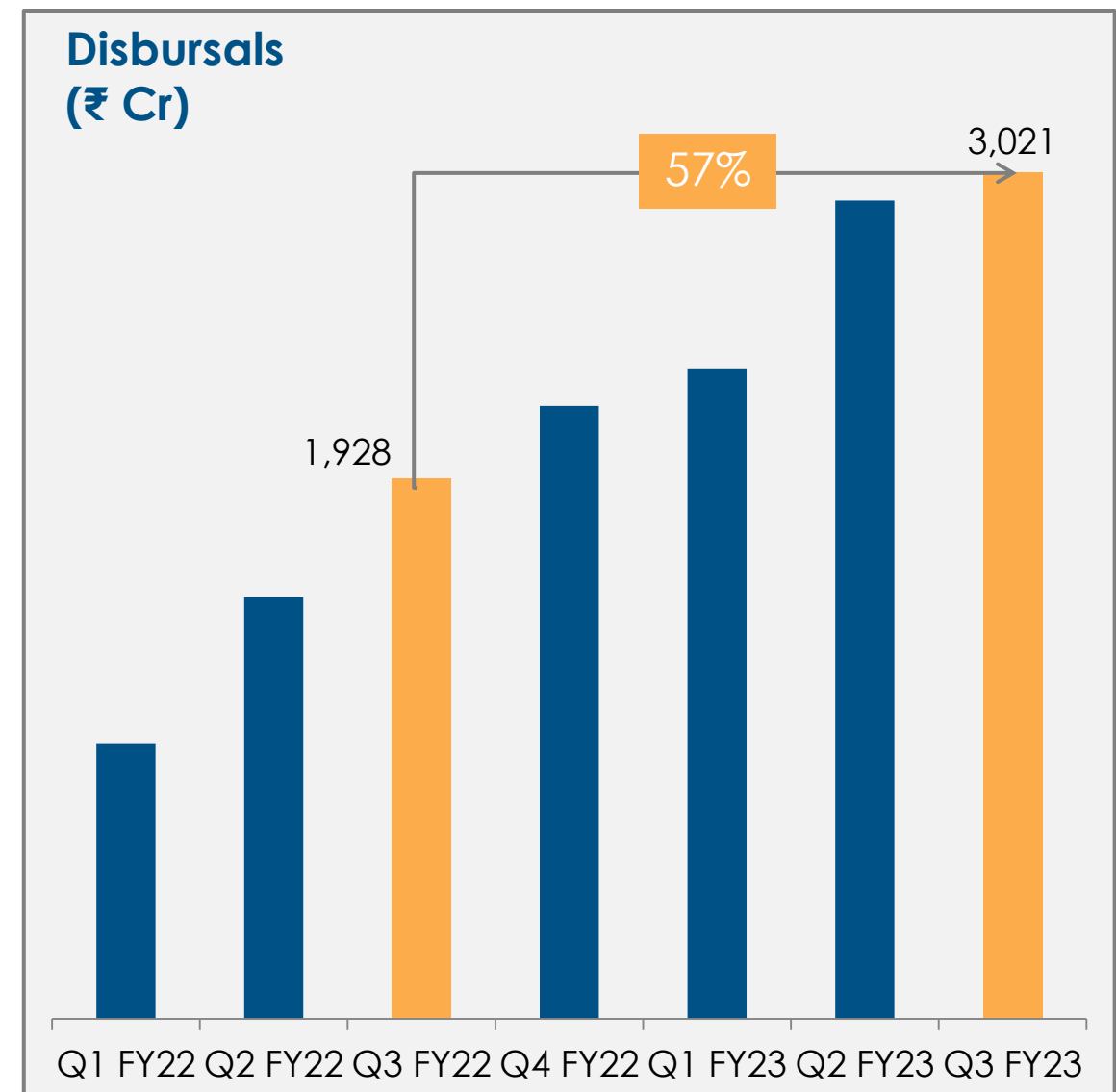
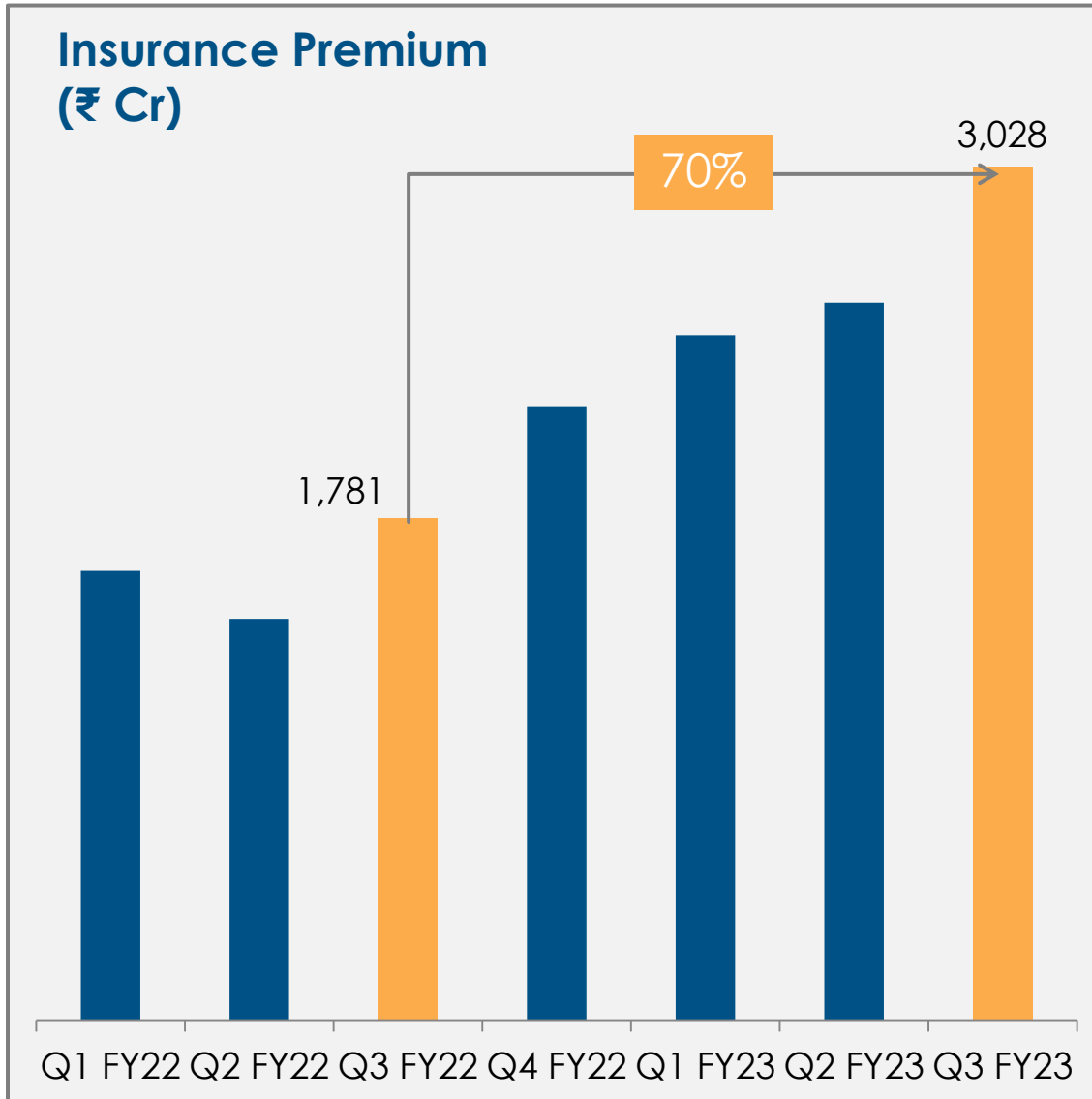
We provide credit options across consumer segments and help them make the right decisions using proprietary algorithms. Paisabazaar is also the largest destination for consumers to access their credit score and manage the same.

## **PB Partners**

Enablement platform for more than 100k partners to help them manage insurance sales using technology

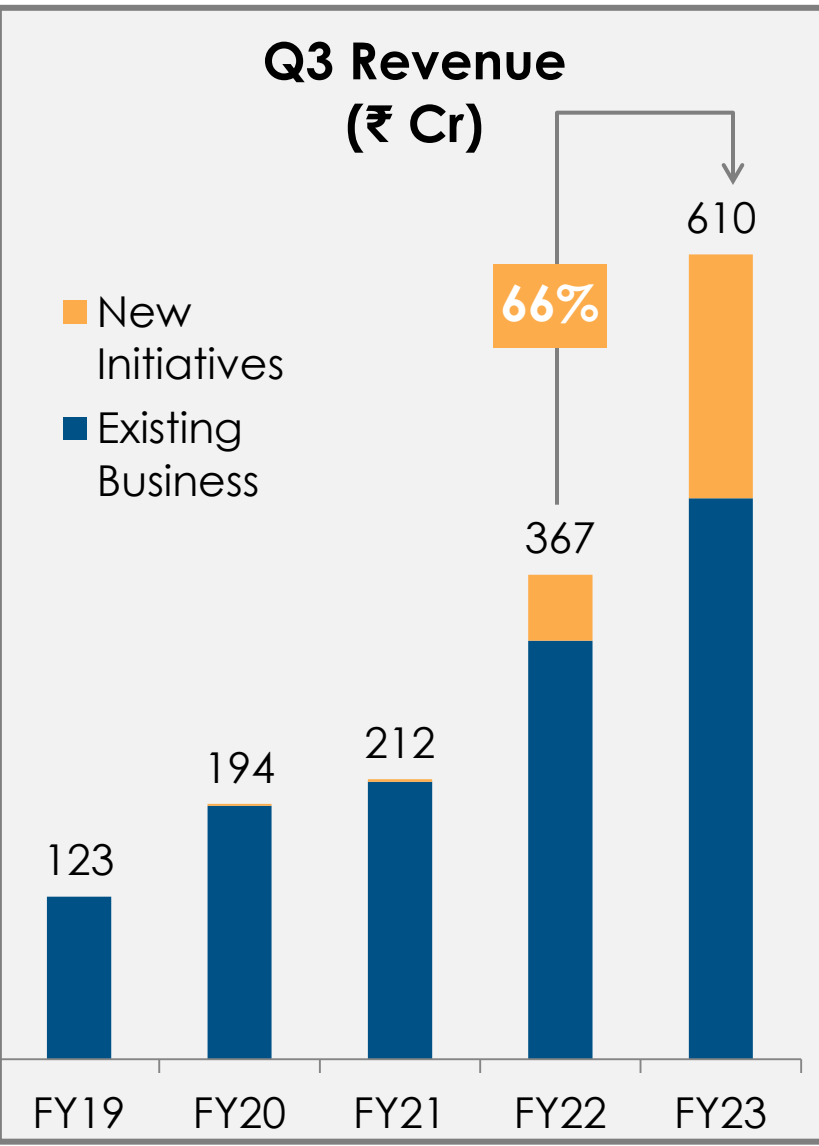
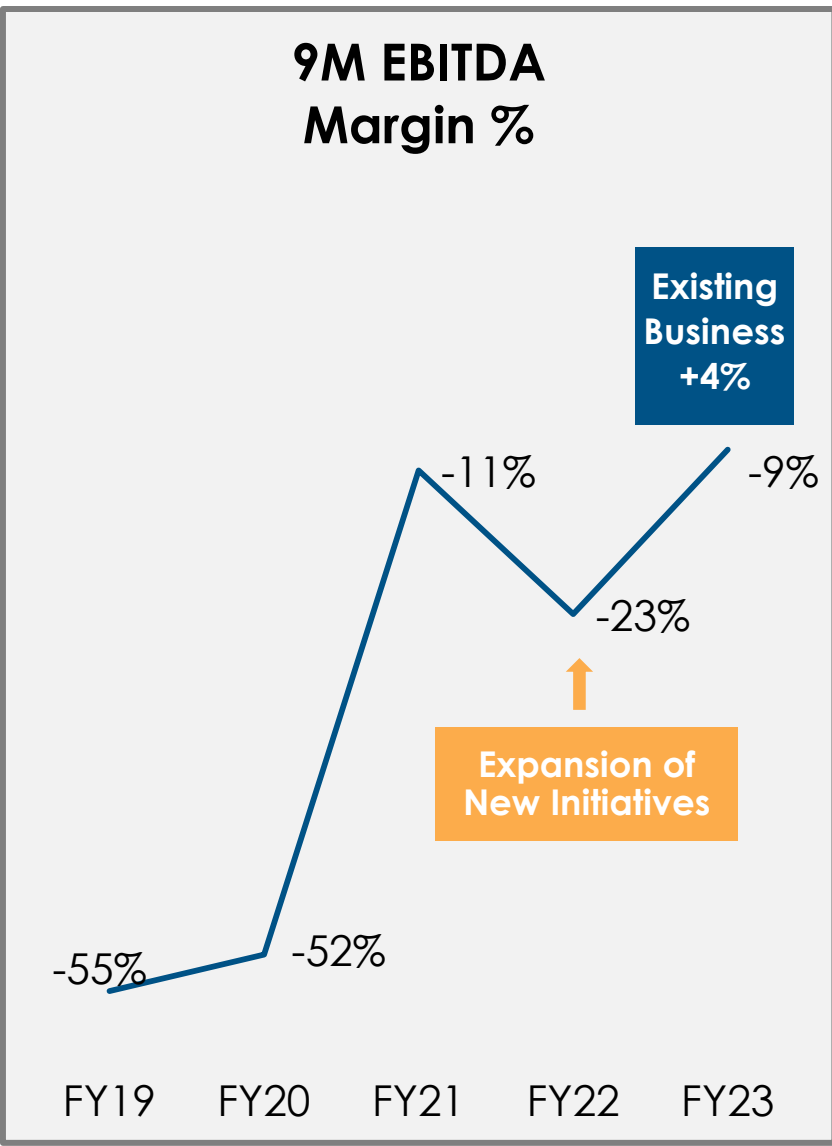
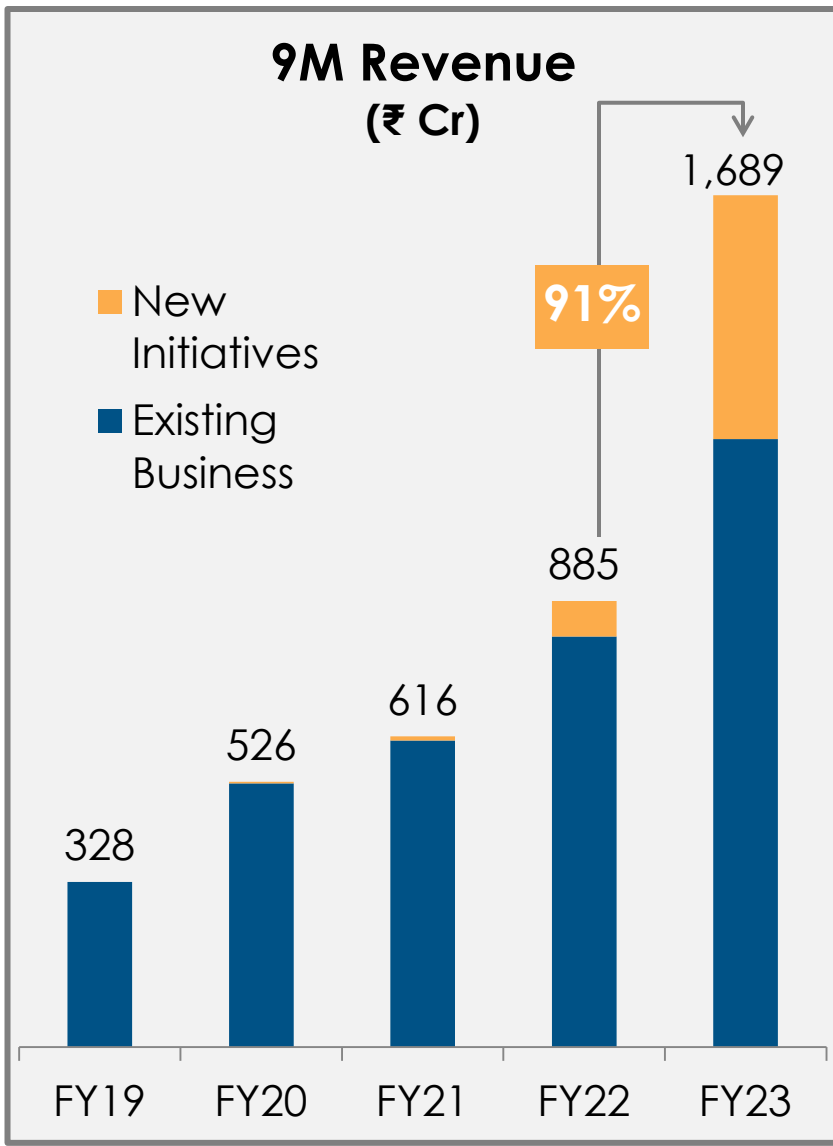
# Q3 FY23: Insurance Premium grew 70% YoY

## Credit Disbursal grew 57% YoY



# Consistent Revenue Growth over the years

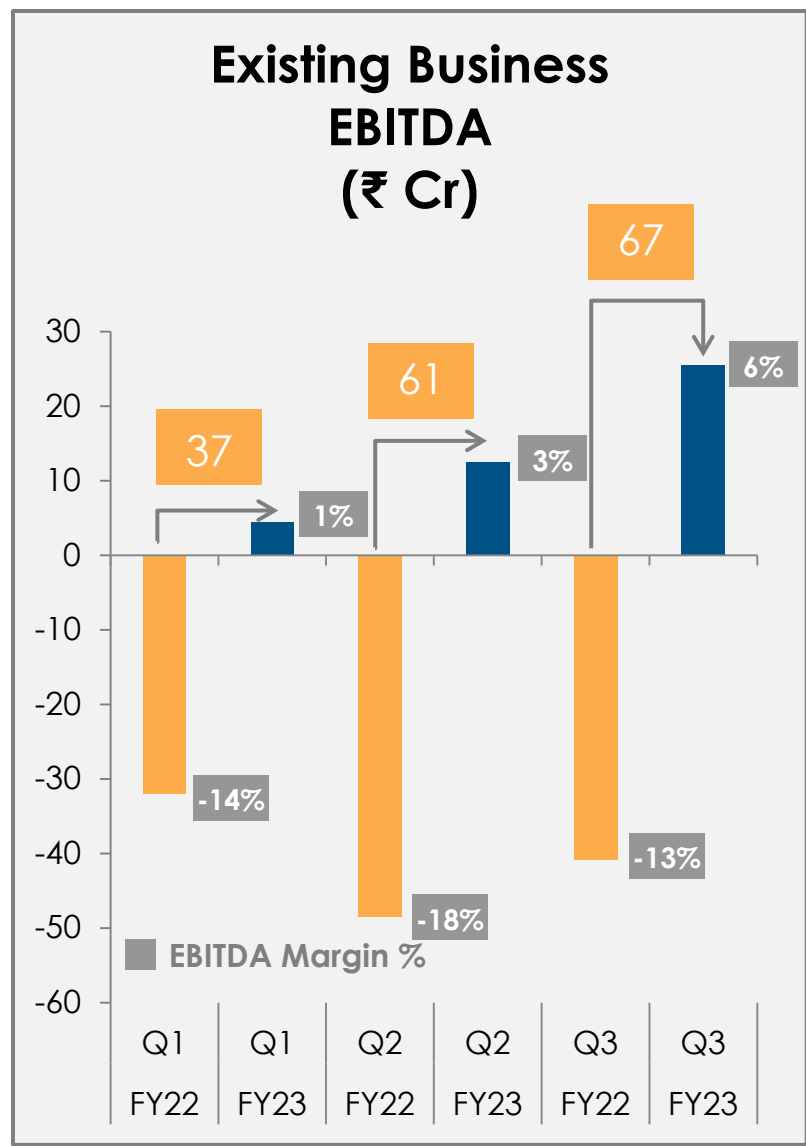
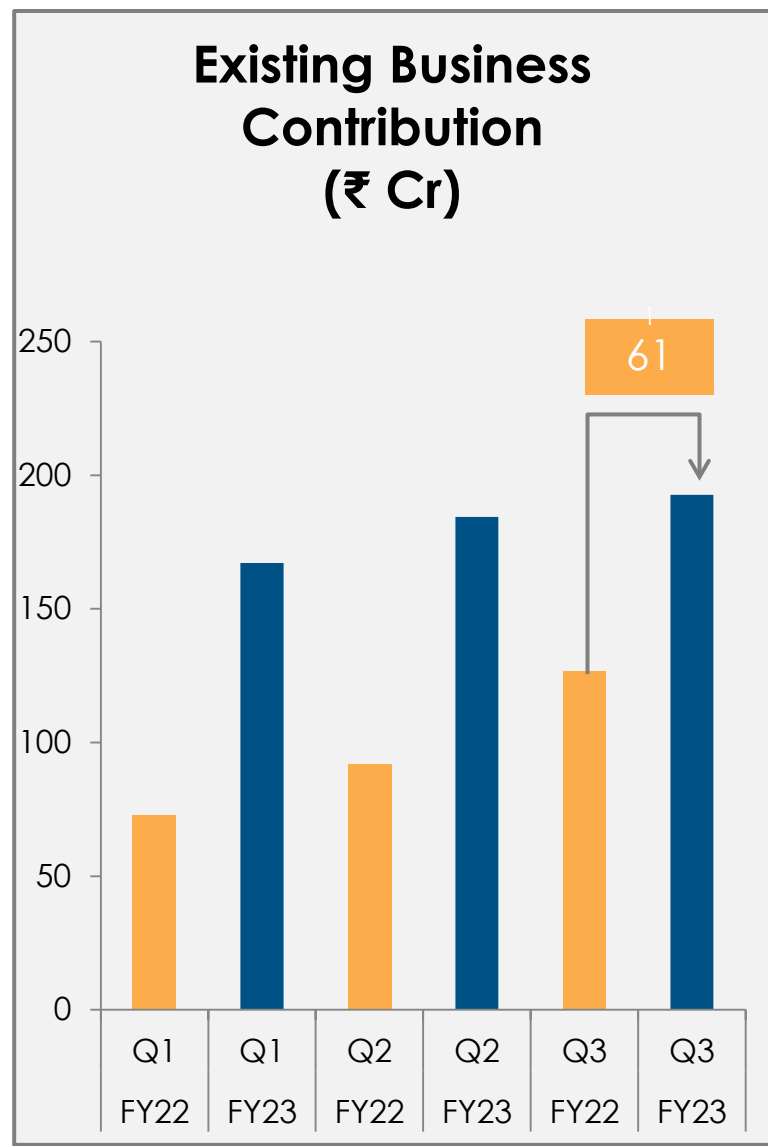
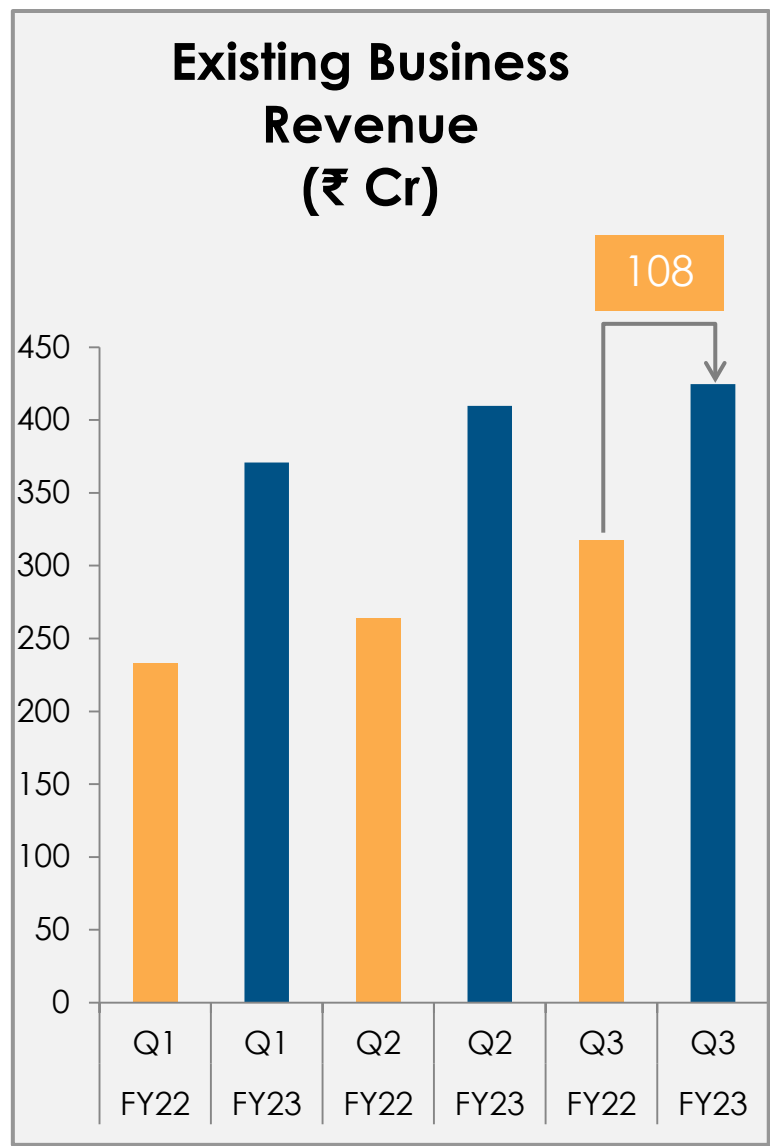
With improving margins



EBITDA referred here is Adjusted EBITDA (non-GAAP)

# Existing Business profitability through growth

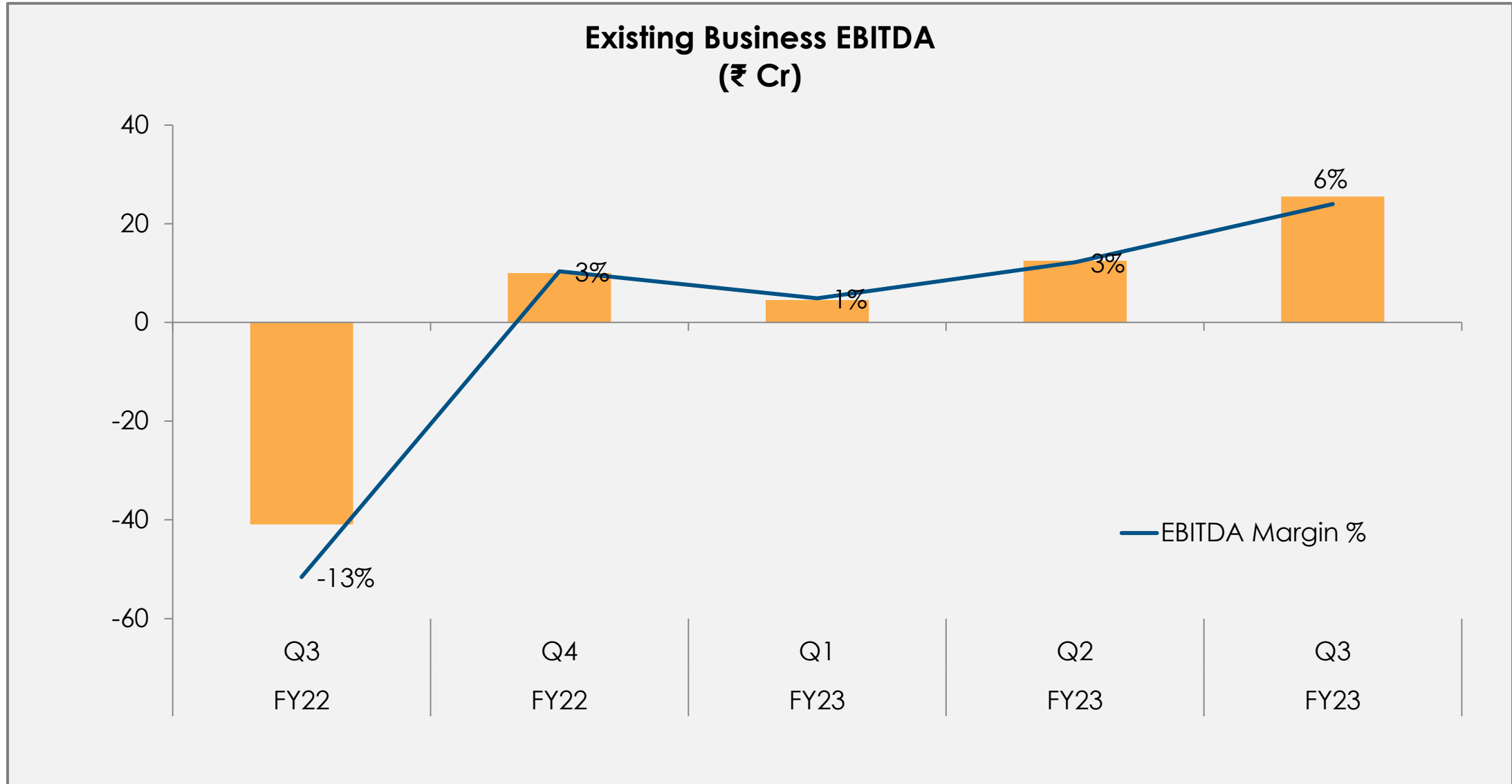
Average EBITDA up by ₹55 Cr per quarter in FY23



EBITDA referred here is Adjusted EBITDA (non-GAAP)

# Q3 YoY – Existing Business

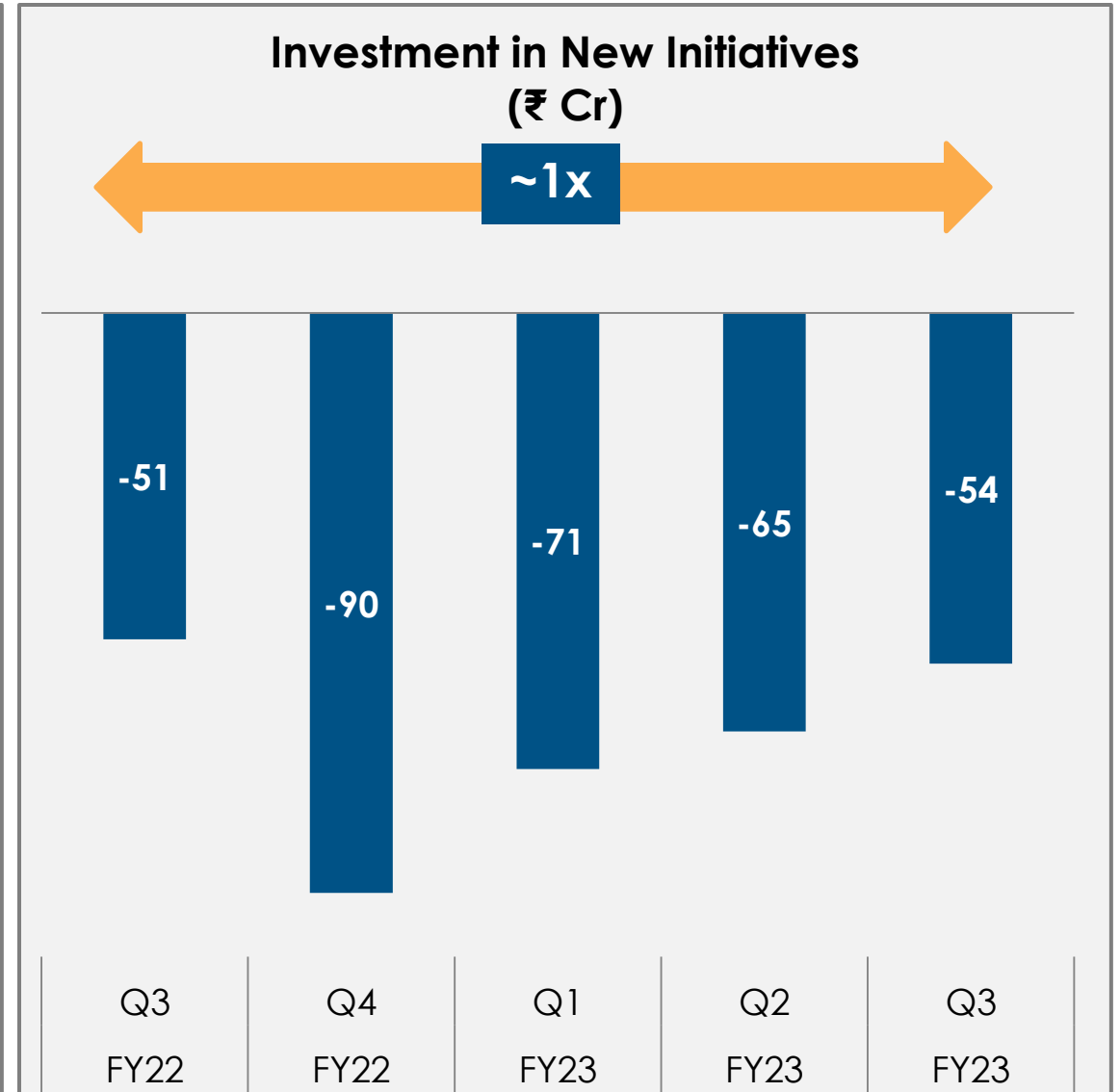
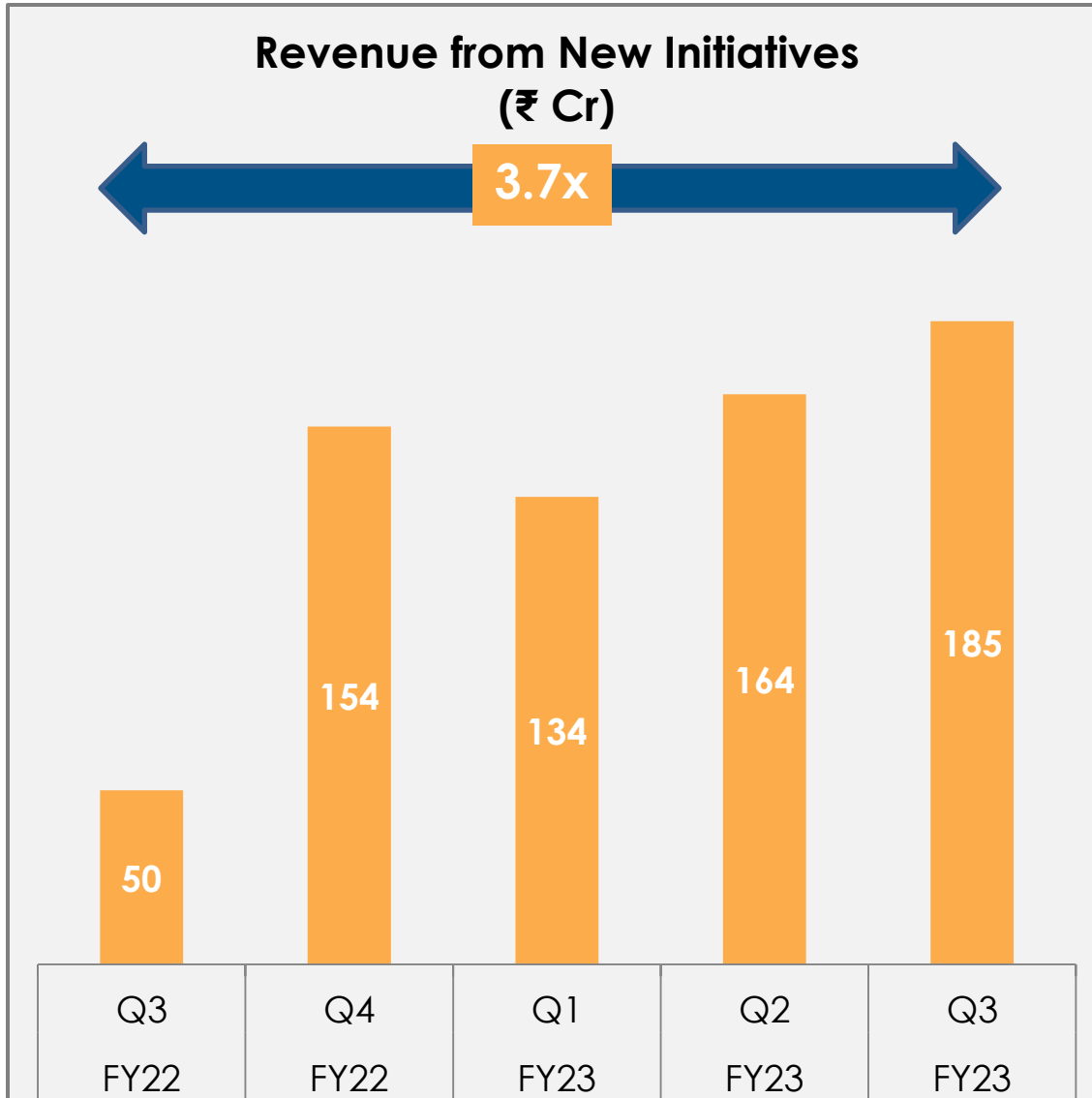
Existing Business continues improvement in Margin & Profitability



EBITDA referred here is Adjusted EBITDA (non-GAAP)

# Q3 YoY – New Initiatives

New initiatives continue to focus on growing efficiently



₹ Crores	Q3 FY22			Q3 FY23			YoY		
	Total	Existing Business	New Initiatives	Total	Existing Business	New Initiatives	Total	Existing Business	New Initiatives
Revenue	367	317	50	610	425	185	66%	34%	270%
Contribution (non-GAAP)#	86	127	-41	159	188	-28	86%	48%	31%
Contribution %	23%	40%	-82%	26%	44%	-15%			
Adjusted EBITDA (non-GAAP)	-91	-41	-51	-28	26	-54	69%	163%	-7%
EBITDA %	-25%	-13%	-101%	-5%	6%	-29%			

# - Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)



# EBITDA up by ₹164 Cr for Existing Business

For 9 Months YoY

₹ Crores	9M FY22			9M FY23			YoY		
	Total	Existing Business	New Initiatives	Total	Existing Business	New Initiatives	Total	Existing Business	New Initiatives
Revenue	885	814	71	1,689	1,206	483	91%	48%	585%
Contribution (non-GAAP)#	234	291	-58	415	539	-125	77%	85%	-117%
Contribution %	26%	36%	-82%	25%	45%	-26%			
Adjusted EBITDA (non-GAAP)	-202	-121	-81	-147	43	-190	27%	135%	-134%
EBITDA %	-23%	-15%	-115%	-9%	4%	-39%			

# – Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)

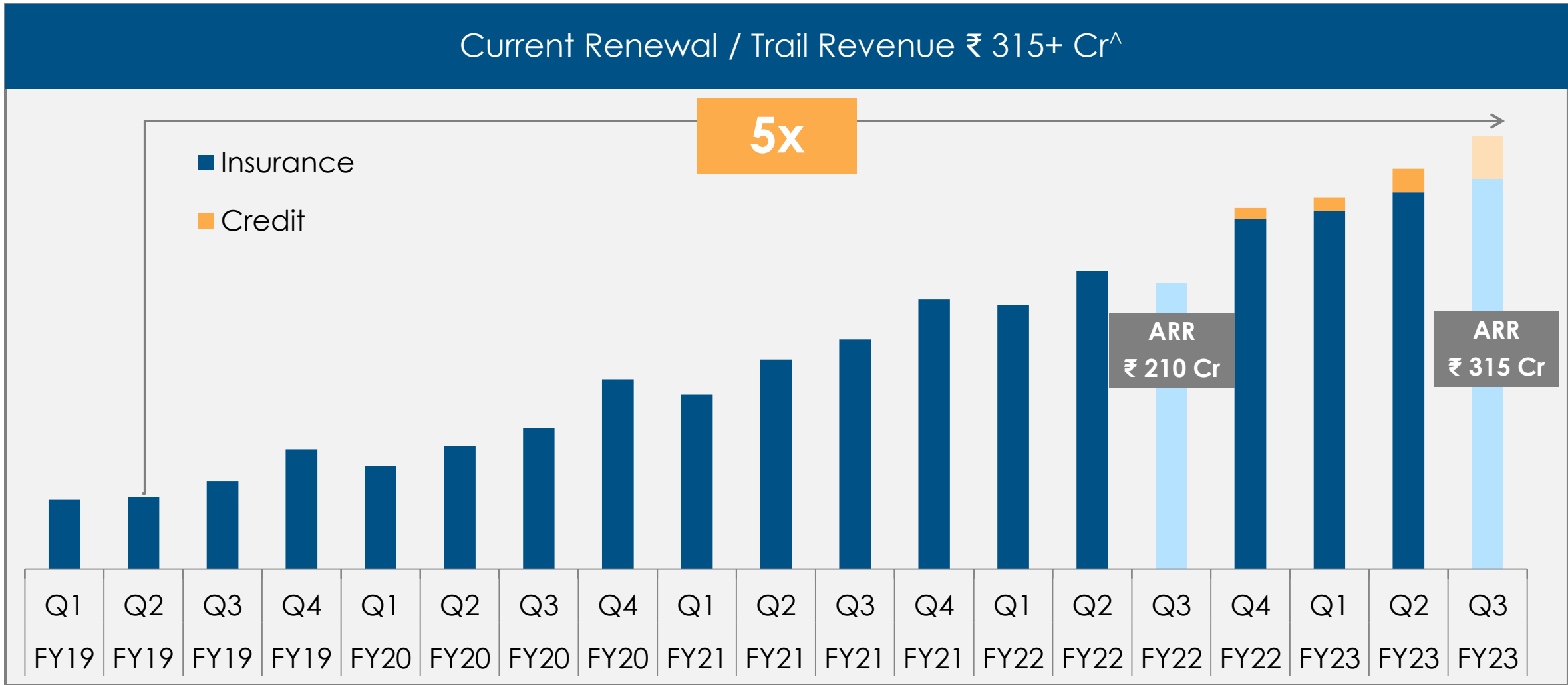
## Operating leverage exhibited in Existing Business

₹ Crores	9M FY22	9M FY23	Δ
Revenue	814	1,206	392 (48% YoY)
Contribution (non-GAAP) <sup>#</sup>	291	539	248 (85% YoY)
Adjusted EBITDA (non-GAAP)	-121	43	164 (135% YoY)

# – Contribution: Revenue minus Direct Costs (Employee direct cost + Acquisition Marketing)

# Renewal / Trail revenue

At an annualized run rate of ₹315+ Cr



<sup>^</sup>: Based on ARR of Q3, Unaudited management accounts

# PAT losses reduced by ~71% YoY

On track for PAT breakeven in FY24

₹ Crores	Q3 FY22	Q4 FY22	Q1 FY23	Q2 FY23	Q3 FY23
Adjusted EBITDA (non-GAAP)	-91	-80	-66	-53	-28
ESOP Charges	226	175	168	174	105
One-time Expenses					
EBITDA	-317	-255	-234	-226	-133
Depreciation	11	12	13	16	18
Finance Cost	4	4	4	6	6
Other Income	34	51	47	60	69
PAT	-298	-220	-204	-187	-87

## Improving Efficiency &amp; Customer Experience

- “Har Family Hogi Insured!” We aim to protect every family in India against the financial impact of Death, disease & disability by having Health and Life insurance. We have extended our TV campaigns in regional languages like Tamil, Telugu and Marathi
- Scale is key for a marketplace: we are at an annual run rate ^ of insurance premium of over ₹ 12,000+ Cr growing at 70% YoY
- ₹ c.286# Cr ARR renewal revenue^ which has 85% Margins
- Our consistent efforts to improve customer service and claims support are paying off with multiple heartening customer messages and is reflected by a CSAT\* of 88% for Q3 FY23
- Quality of business in terms of Claims ratios and Retention rates makes our business profitable for our partners
- High disclosure rates & fraud detection are helping improve claims settlement ratios for our partners. We offer on-ground claims support in 114 cities.
- Continued focus on product & process innovation, supported by the change in regulation to “use & file” mechanism
- Increasing efficiency of operations
  - More than 80% of Motor (four and two wheeler insurance) and travel insurance transactions continue to be unassisted
  - New insurance premium per enquiry has increased by 21% YoY#\*
  - Physical leg of the business delivering meaningful impact on Health and Life Insurance businesses
    - Steady growth in premium per enquiry
    - Increasing percentage of business via this hybrid mode

# Regulatory update

## BUDGET FY24

### Budget FY24

- Gains of maturity proceeds of non-ULIP policies for annual premiums in excess of ₹5 Lacs for policies issued after April 1, 2023 to be taxable under "income from other sources" (thus max marginal tax rate)
  - We are focused on middle class consumers than on wealth management category
  - The likely impact for us is under 1%
- Government nudging tax payers to move towards the new tax regime which will likely push higher focus on protection category by the industry



## AML

### Anti Money Laundering (AML) Guidelines

- IRDAI extended the timeline for implementation of Guidelines to January 01, 2023 for General and Health insurers
- Sales processes updated to ensure due compliance with the KYC requirements



### Exposure Draft on Long-Term Motor Products

- 3 year policies for Private cars, 5 year policies for Two-Wheelers
- Similar to the proposal of August 2018, which was later withdrawn in 2020
- May lead to affordability issues / forced selling by the vehicle financiers, increased complexity, and higher consumer grievance

## Improving Efficiency & Customer Experience

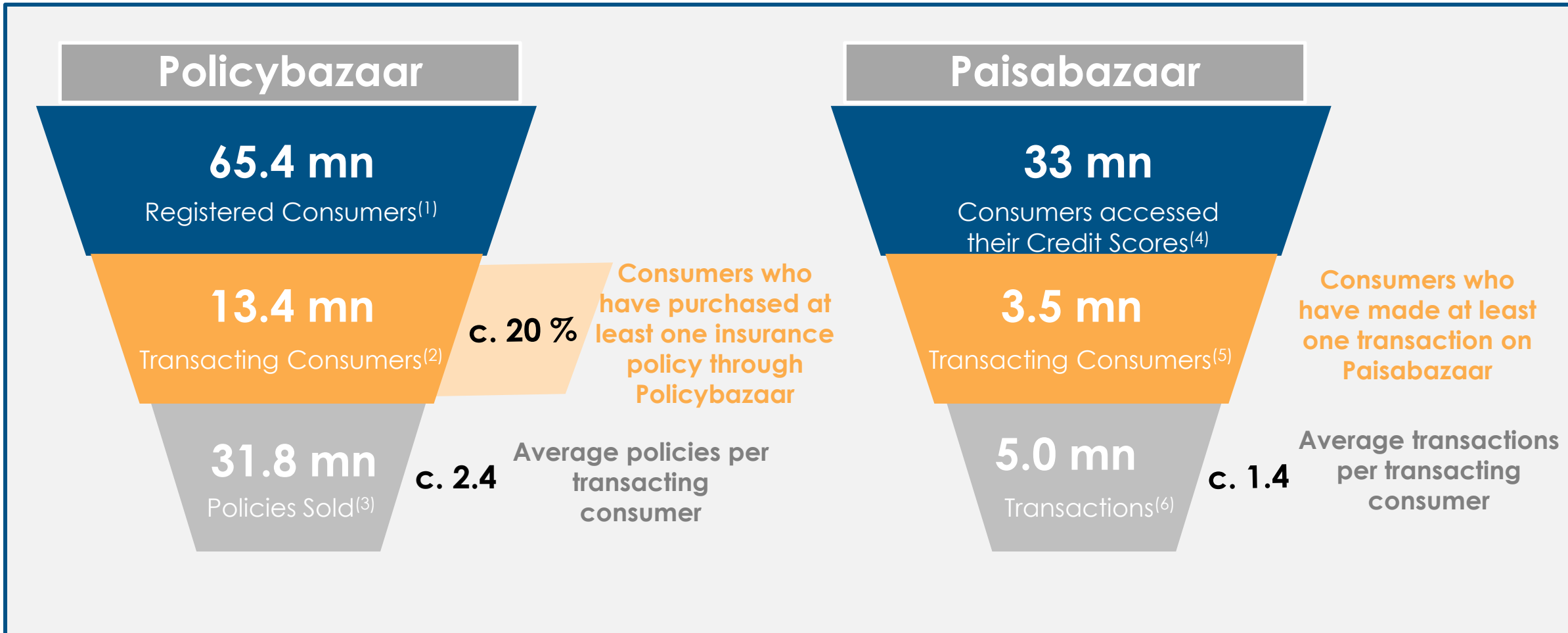
- Lending business grew 57% YoY and currently is at a disbursement<sup>^</sup> ARR of ₹12,000 Cr. Credit Card issuance at 5 Lacs ARR (growing at more than 125%YoY)
- Over 3.3 Cr customers have accessed Credit score on Paisabazaar platform till date, representing 14%\* of India's active credit score customers
- 76%+ disbursements are from existing customers<sup>\$</sup> demonstrating strong repeat behavior
- Lending business is transformed post COVID with strong margin focus and is now almost breakeven.
- Digitization is becoming significant in Lending – currently led by Credit cards where ~75% of Cards issued in Q3 were end-to-end (E2E) digital<sup>#</sup>. Unsecured lending will follow. As the lending moves to more E2E digital, a digital marketplace with improving experience like ours would stand to benefit
- Co-created product strategy is shaping up well with products like Step-up Card, Duet Credit Card; Credit line products all gaining good traction

<sup>^</sup> ARR of Q3 FY23

<sup>\*</sup>, #Unaudited management estimates

<sup>\$</sup> Consumers who have ever accessed credit score from Paisabazaar

# Two leading consumer destinations



1. Consumers registered on Policybazaar platform as of Dec 31, 2022
2. Cumulative number of unique Consumers who bought at least one product on Policybazaar since its inception till Dec 31, 2022
3. Cumulative number of new life and non-life insurance policies sold and non-life insurance renewals on Policybazaar since its inception till Dec 31, 2022
4. Consumers who accessed their credit scores through Paisabazaar
5. Cumulative number of unique Consumers who made at least one transaction on Paisabazaar since its inception till Dec 31, 2022
6. Cumulative number of transactions made on Paisabazaar since its inception till Dec 31, 2022



policy bazaar 

# INDIA'S LARGEST MARKETPLACE FOR INSURANCE

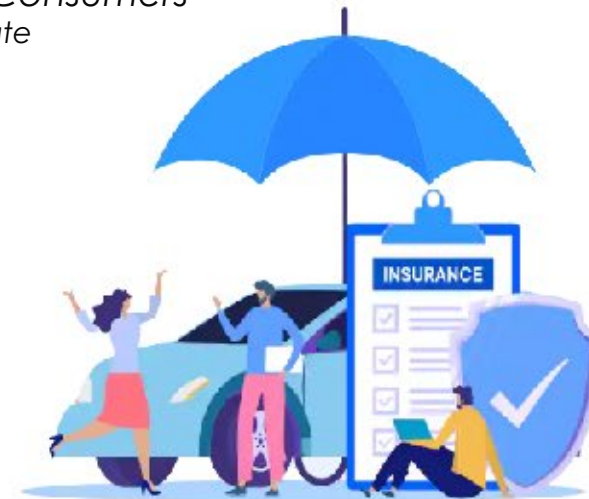


**93%**  
Market share  
(online aggregators)<sup>^</sup>



**₹ 3,028 Cr**  
Insurance premium  
(Q3 FY23)

**13.4mn**  
Transacting Consumers  
till date



**70%**  
YoY growth



**31.8mn**  
Insurance Policies sold  
(till date)

**₹ 12,000+ Cr**  
Insurance premium  
(ARR Q3 FY23)

**51**  
Insurance  
Partners



**₹ 1,563**  
New insurance premium  
per enquiry per month\*  
(9M FY23)

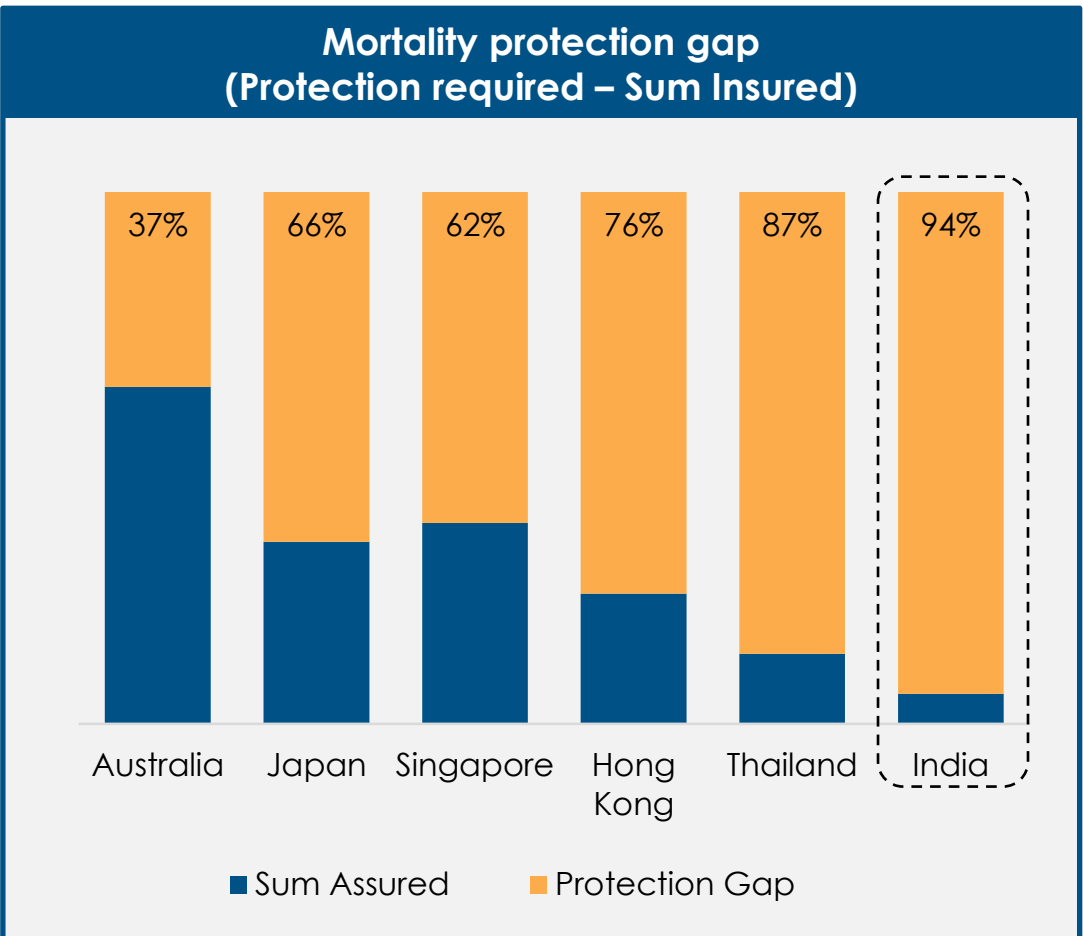
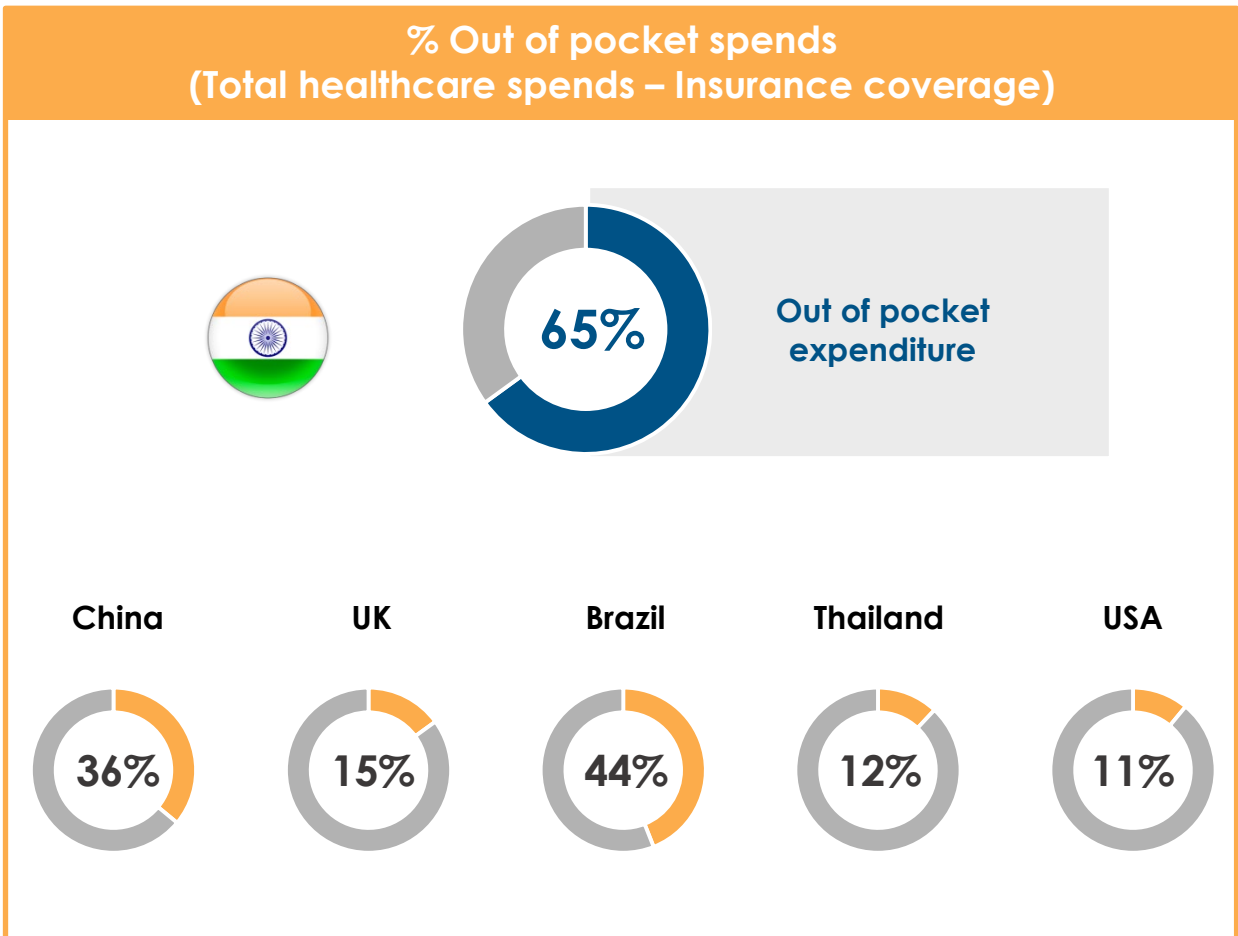
<sup>^</sup> Market share is as per the Frost & Sullivan Report titled "State of Insurance and Consumer Credit Market of India: Unlocking the Digital Opportunity" dated October 19, 2021

\* New insurance premium - India Business (excluding PoSP)

# India continues to have one of the widest protection gaps; Health & Term Insurance is needed

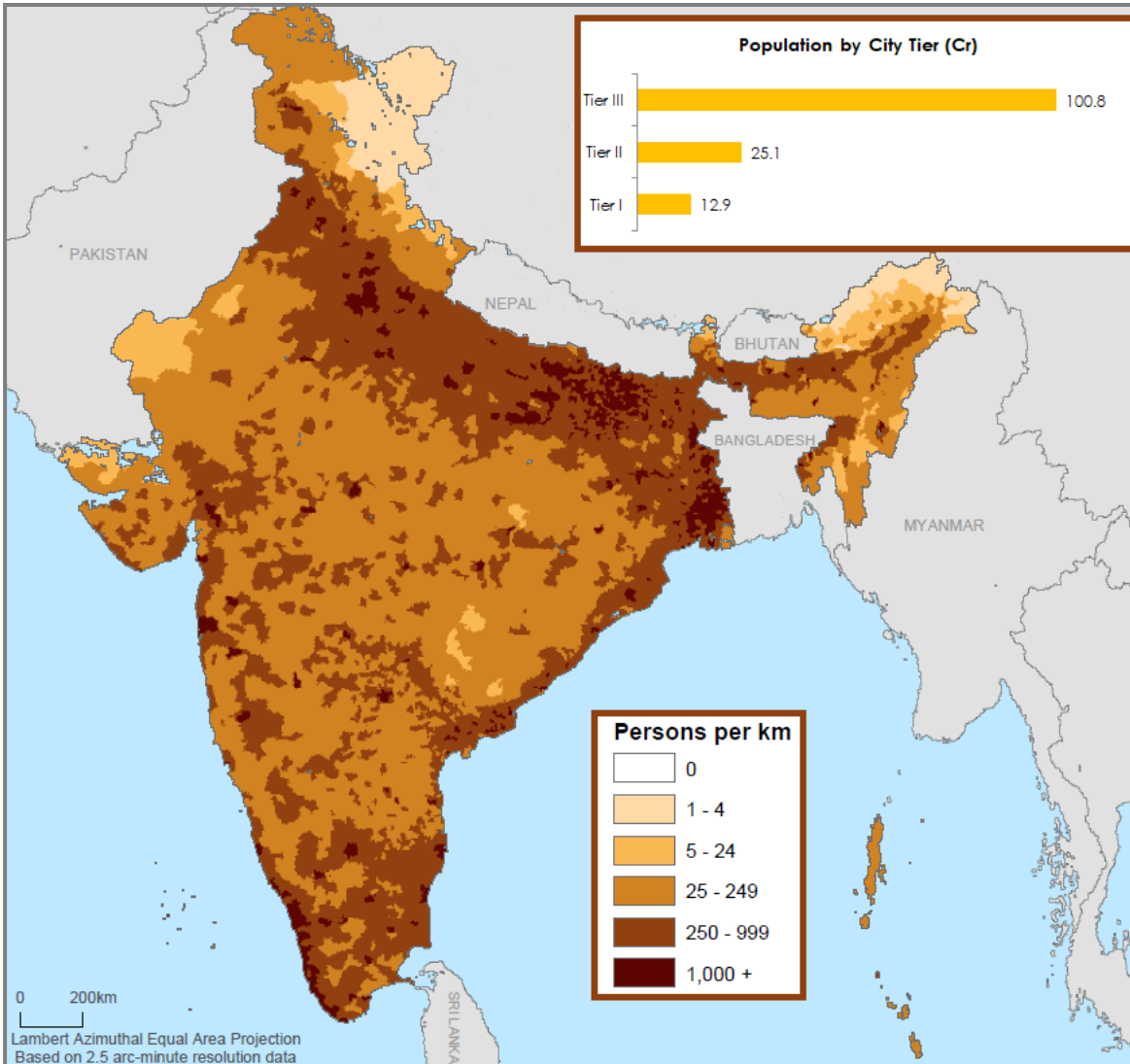
65% of Healthcare spend is out of pocket

94% of income is not protected

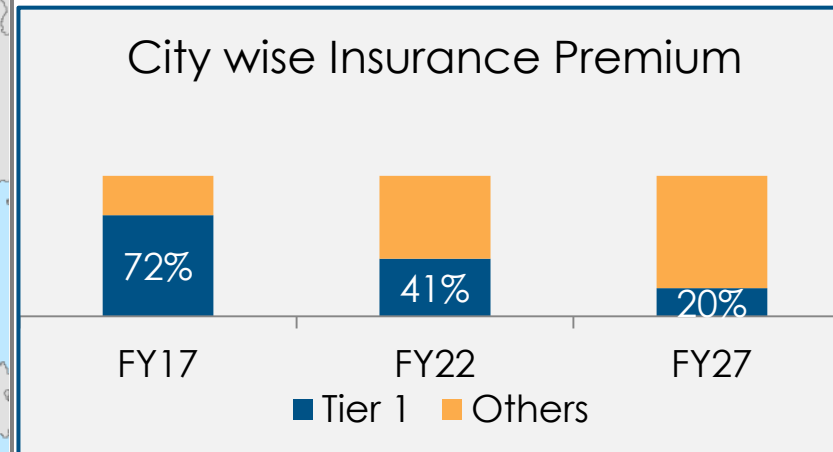


Note: 1. Mortality protection gap figures are as of 2015 ; 2. Out of pocket expense % figures are as of 2016 (Source – Swiss Re Report on Mortality Protection Gap)

## The future is in Tier 2 & 3 cities



Geography	Penetration (%)			Density (USD)		
	Life	Non-Life	Total	Life	Non-Life	Total
USA & Canada	3.1	8.8	11.8	1,878	5,392	7,270
Advanced EMEA	4.6	3.3	7.9	1,893	1,341	3,234
Emerging EMEA	0.7	1.2	1.9	30	50	80
Advanced Asia Pacific	6.2	3.1	9.3	2,331	1,159	3,490
Emerging Asia Pacific	2.3	1.7	4.1	124	92	215
World	3.3	4.1	7.4	360	449	809
<b>India</b>	<b>3.2</b>	<b>1.0</b>	<b>4.2</b>	<b>59</b>	<b>19</b>	<b>78</b>

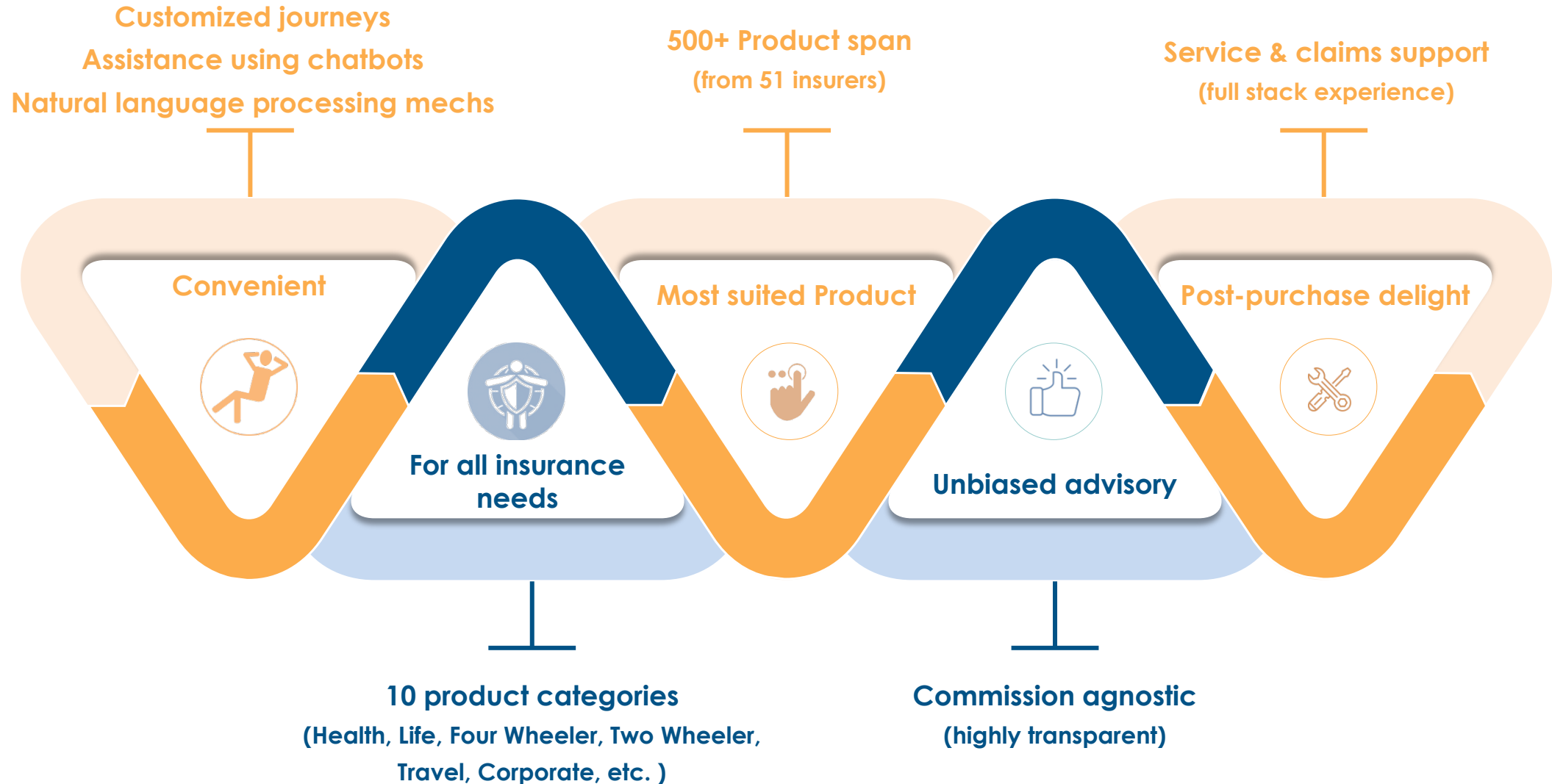


Tier 1 cities contribute 10% population of the country but 41% of Insurance premium

# PB Advantage for consumers

## Uniquely positioned for capturing mindshare

Policybazaar provides a holistic product suite with seamless experience



# PB Advantage for insurance partners

## Leverage data and technology to create best in class products and experiences



### Improved customer disclosures

- Data **disclosure directly from the customer** - bypassing agent channel which is prone to fraud
- Tech based document verification



### Extensive historical data

- **14 years digital vintage**: Rich data on customers & claims variables
- **c.13.4mn transacting customers** since inception



### Enhanced scoring using digital data

- Intricate data collected by PB which is unavailable in an offline environment
- Risk pricing simulation: Use of **digital variables exclusive to PB** in addition to traditional variables; niche/customized product conceptualization
- **Risk scores** calculated for **fraud** and shared with insurers at the time of case login



### Rich insights from voice analytics

- **100% of calls converted** to text & analysed for behavioural insights, thus sharp risk assessment for insurers
- **Reducing false positives** through customer conversation tone analytics

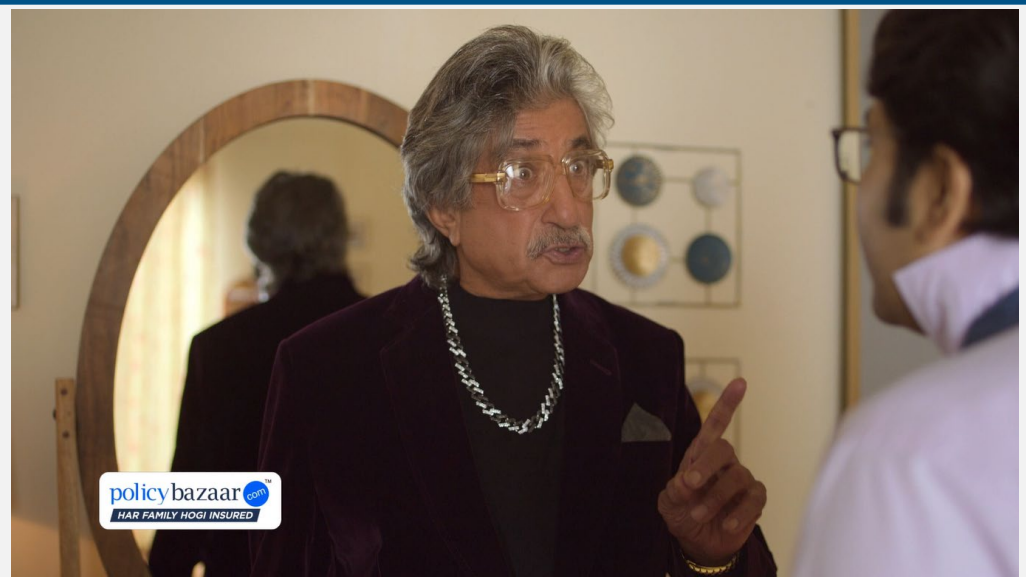
# FY23: Key Focus Areas

Insuring Indian Middle Class Families  
"Har Family Hogi Insured"



# Segmental Market Reach Approach

Awareness brand campaigns on TV in local / regional languages



Tamil




Telugu

Marathi

Hindi



# The best of both worlds: Online B2C + Offline Push

Direct to Consumer Retail Business		Intermediary Led Business
Online B2C	Online B2C + Offline Push	B2B2C
		
Consumer Led business	Consumer Led business	Agent Led / Initiated business
Consumers	Consumers	Consumers
<ul style="list-style-type: none"> <li>• Tele-assistance during purchase</li> <li>• Choices of products &amp; pricing</li> <li>• Tech &amp; customer-center based service / claims assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Tele-assistance + Human touch</li> <li>• Choices of products &amp; pricing</li> <li>• Tech &amp; customer-center based service / claims assistance</li> </ul>	<ul style="list-style-type: none"> <li>• Human touch</li> <li>• Low choices of products &amp; pricing</li> <li>• Limited service / claims assistance</li> </ul>
Insurers	Insurers	Insurers
<ul style="list-style-type: none"> <li>• Distribution Commission only</li> <li>• Sharp risk assessment + real-time control on claims / frauds / mis-selling</li> </ul>	<ul style="list-style-type: none"> <li>• Distribution Commission only</li> <li>• Sharp risk assessment + real-time control on claims / frauds / mis-selling</li> </ul>	<ul style="list-style-type: none"> <li>• Cost of maintaining the agency channel / B2B2C partners commission</li> <li>• Cannot control high claims / frauds / mis-selling</li> </ul>

# New channels of access

## Offline Push through stores & in-person appointments



### Website / Mobile site

- Choice of products, pricing, combos
- Unassisted purchase
- Service – book health tests, upload documents, etc.



### Telephone

- Assistance during purchase
- Service coordination – medicals + documentation



### Chat

- Assistance during purchase through chatbots
- One-click renewals
- Real-time updates on service & claims requests



### Video Call / Video Uploads

- Higher trust factor
- Video medicals / KYC
- Fraud detection – liveliness scores
- Motor claims



### Retail Store

- Walk in purchase
- Human touch
- Service & Claims assistance
- Multiple product purchase & combos

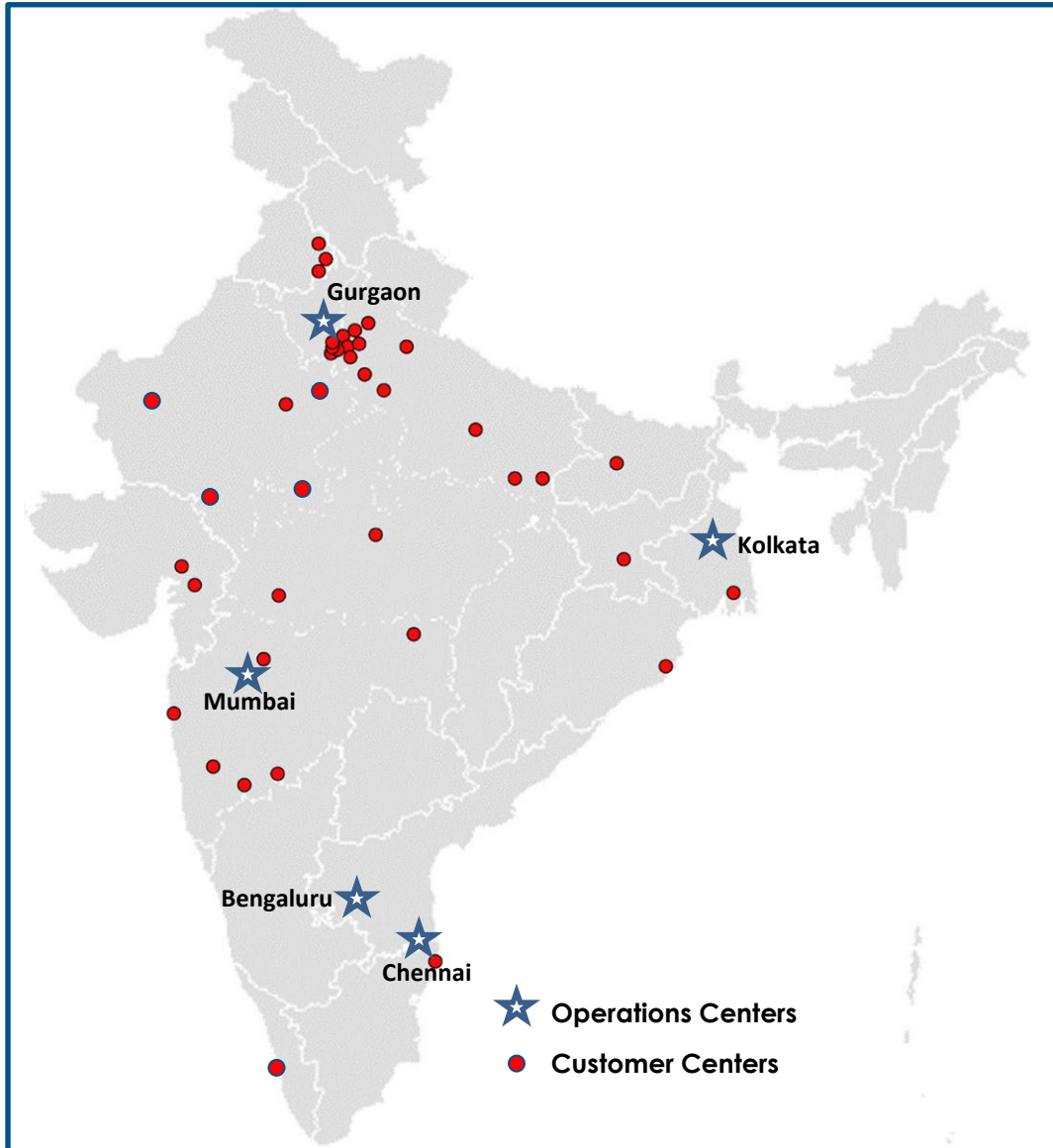


### In person

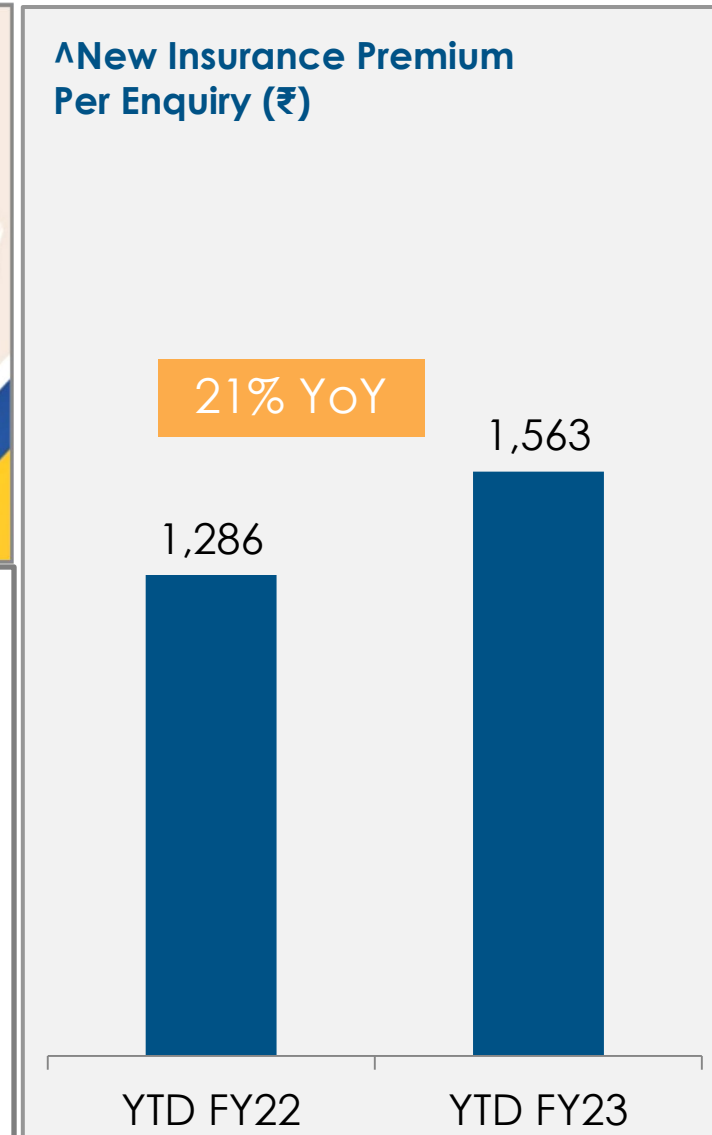
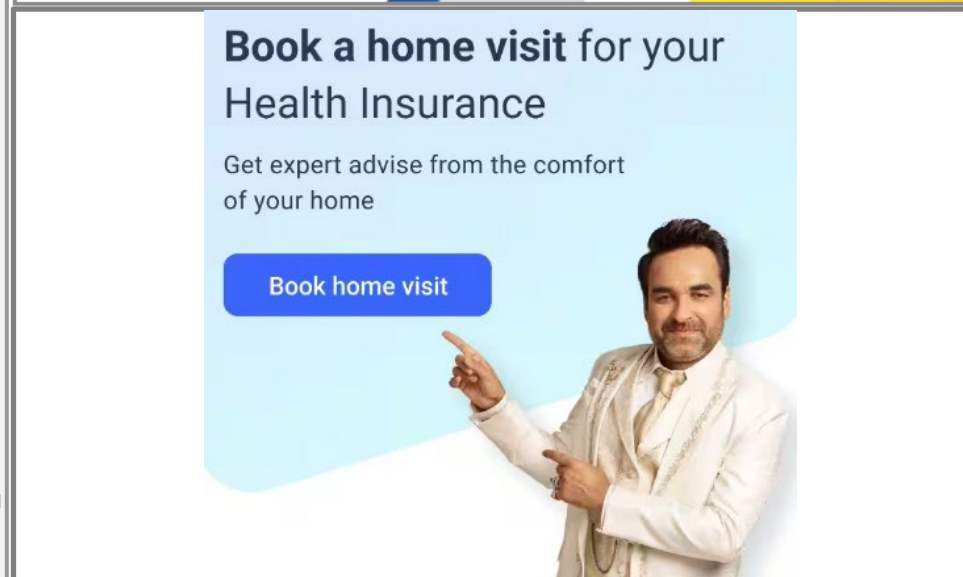
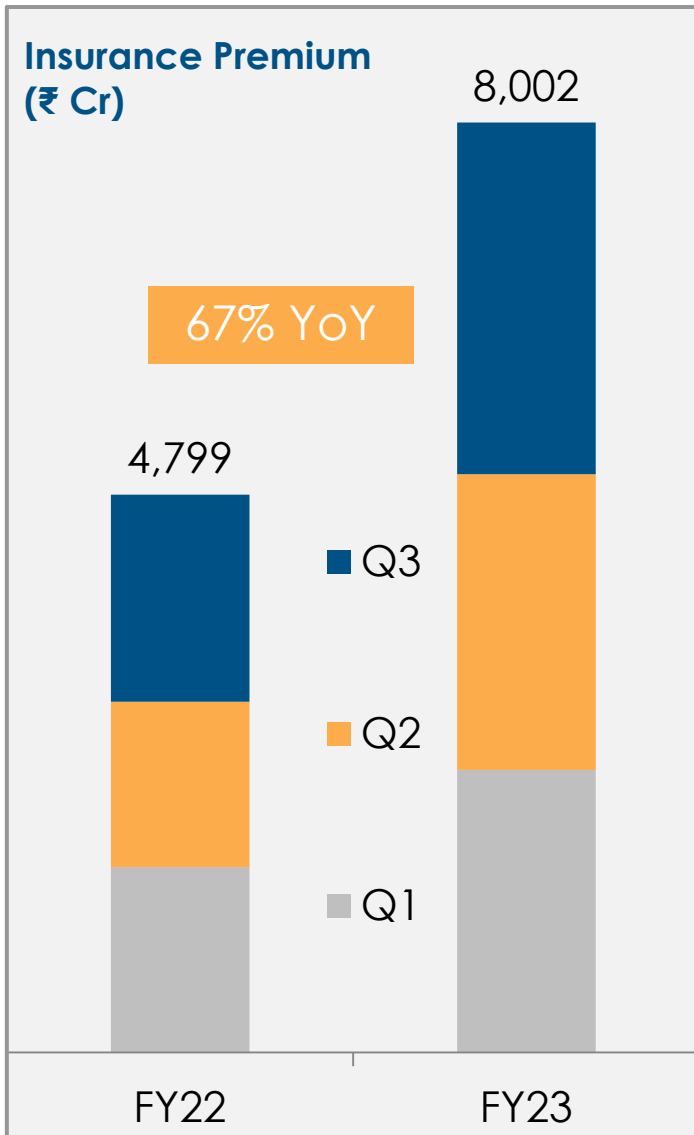
- Convenience of location
- Human touch
- Service & Claims assistance
- Multiple product purchase & combos

# Offline stores: 62 insurance centres in 51 cities

## On-ground sales support in 125+ cities



- Omni-channel experience for trust building
- Extension of PB experience from tele-assistance to human-touch & physical accessibility
- One stop solution for consumers who don't want to transact online



^Unaudited management accounts

\* New insurance premium - India Business (excluding PoSP)

# Term insurance

## New-age products for all consumers

### Salaried consumers

policybazaar.com  
NAB FAMILY HOPE INSURED

“NEW LAUNCH”

100% refund\*  
on Term Premium

**₹1 Crore**  
life cover starting  
@ ₹950/month\*

View Plans

A wide variety of offerings  
Zero cost Term Plan

### Housewives & Self-employed consumers

Cover Your Spouse!  
Give extra security for your family's future

Term insurance plans for ₹1 Cr Sum Assured for housewives  
Surrogate underwriting using non-conventional variables

### NRI consumers

Term Plans in India are 50% cheaper than Abroad

Term Insurance Plans for NRI's

Premium (Starts from)	Get (Cover Upto)
₹1,071* Per Month	₹2Cr
₹1,523* Per Month	₹3Cr
₹2,407* Per Month	₹5Cr

View All Plans

Affordable & comprehensive plans for NRIs and PIOs

# Health Insurance

## Catering to all insurance needs: Special products

### Consumers with Pre-Existing Diseases get Day 1 Cover

**1 KA 2**

Buy 1x Cover (₹5 Lacs)    Get 2x Cover from Day 1 (₹10 Lacs)

Aapke Customer ko mile pehle din se hi 2x coverage at no major cost!

### Senior Citizen Plans

### Global Health Coverage

### Special Maternity Plans

## MATERNITY INSURANCE POLICY

- ### Riders
- Room Rent Waiver
  - Hospital Cash Benefit
  - Critical Illness Cover
  - Personal Accident Cover
  - OPD Care
  - NCB protection
  - Inflation protection
  - Domiciliary hospitalization

Unbundled offers: Choose the features you want !



### Policy benefits

These benefits are part of your insurance cover. You can check plans as per your desired benefits

Pre-hospitalization covered

Post-hospitalization covered

Day care treatments

No claim bonus

Restoration benefits

Free health checkup

Doctor consultation and pharmacy

Maternity cover

Apply filters

### Existing disease waiting period

It is a time span before a select list of ailments get covered in your policy

No preference

Recommended

Covered after 1 year  
If you have an existing illness

Covered after 2 years

Covered after 3 years

### Policy period

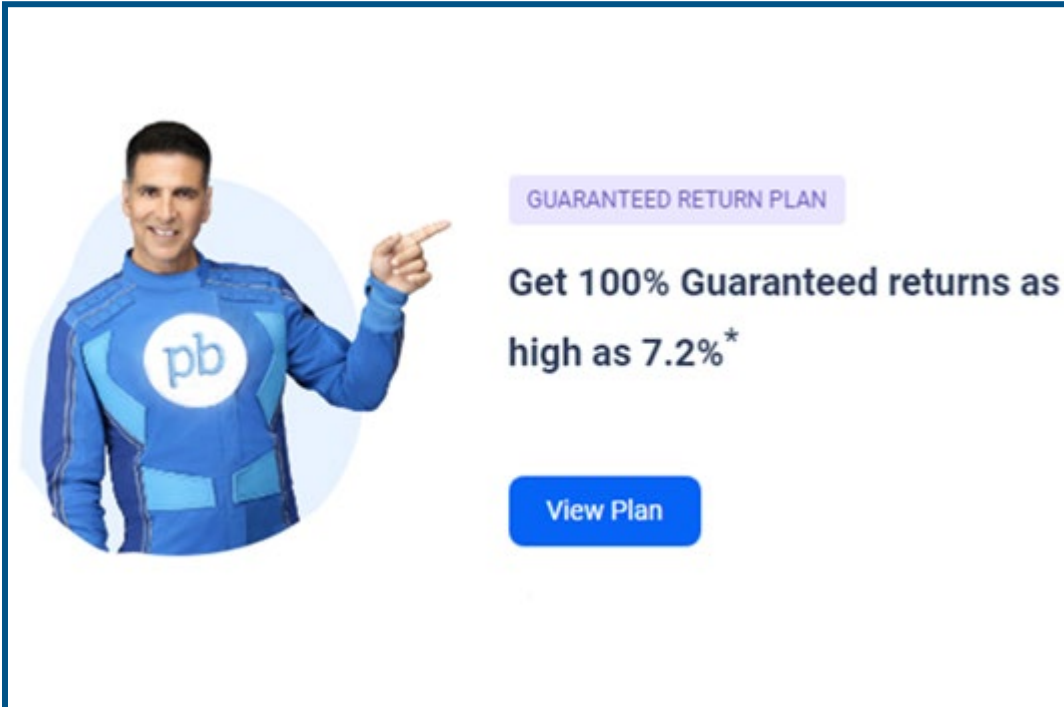
Selecting a multi-year plan saves your money and the trouble of remembering yearly renewal

1 year

2 years  
Save up to 10% on premium

Recommended

3 years  
Save up to 15% on premium



**GUARANTEED RETURN PLAN**

Get 100% Guaranteed returns as high as 7.2%\*

[View Plan](#)

Capital Guarantee Solutions

Returns beating Fixed / Term Deposit Interest Rates

Tax free for PB customers

### Creating product awareness through Celebrity Influencers





## Usage based plans: Pay-As-You-Drive

### Pay As You Go/Drive Insurance

Pay as you drive insurance plan allows a policyholder to save up on their own damage premium depending on the total number of kilometres covered in a policy year. It is a kind of comprehensive car insurance plan that helps a policyholder reduce his/her premium based on the usage of the car.



Get **Car Insurance** starting  
@ **only 2094/year<sup>#</sup>**



**Renew Policy In**  
2 Minutes



**20+ Insurers**  
To Choose From



**51 Lakh+**  
Vehicles Insured

#TP price for less than 1000 CC cars. All savings are provided by insurers as per IRDAI approved insurance plan. Standard T&C apply.

Compare & **Save upto 85%\*** on  
Car Insurance

Enter your car number

For e.g DL1AB1234

[View Prices](#)



Don't have  
car number >



Brand new  
car? Click here >

**New** • **Pay As You Consume!** Drive Less? Save more by **uploading the odometer reading** after payment [Know More >](#)

**BAJAJ Allianz**

IDV

₹7,12,260

Addons

Zero Dep: ₹ 9,802 [Add](#)

**₹ 8,836** →

✓ 24x7 Roadside Assistance

✓ Key & Lock Replacement

Spot Claims Upto Rs. 30,000

6-Month Repair Warranty

Free Garage Benefits

Free Pick-up & Drop

Whatsapp Claims

50% Advance Payment

Zero Paper Claims

Zero Paper Claims



Claims Settled **98.5%**

Select Annual Driving Limit **3000 km** ▾

[1 Cashless Garages >](#)

[Policy Details >](#)

### Pay As You Go Insurance Calculator

Which car do you drive?

Popular brands —


### Car Depreciation Calculator

Which car do you drive?

Popular brands —


**1** policybazaar.com HAR FAMILY HOGI INSURED

### Avail 7% early bird discount. Renew your Maruti Swift's policy now.

Current insurer Incl. 25% NCB discount

	IDV ₹4,81,602	Premium ₹5,572 Save ₹390
--	------------------	--------------------------------

Your new policy will start from 24 Feb, 2023

[Renew now](#)

**2** Just 4 days left! Renew your Maruti Swift's insurance today

Protect your NCB & avoid challan of up to ₹2,000/- by renewing now!

Current insurer Incl. 25% NCB discount

	IDV ₹4,81,602	Premium ₹5,155
--	------------------	-------------------

Current policy expires on 23 Feb, 2023 • Your new policy will start from the 24 Feb

[Renew now](#)

**3** policybazaar.com HAR FAMILY HOGI INSURED

### Your Maruti Swift's insurance expires at midnight. Renew Now!

Protect your NCB & avoid challan of up to ₹2,000/- by renewing now!

Current insurer Incl. 25% NCB discount

	IDV ₹4,81,602	Premium ₹5,155
--	------------------	-------------------

Current policy expires on 23 Feb, 2023 • Your new policy will start from tomorrow

[Renew now](#)

**4** policybazaar.com HAR FAMILY HOGI INSURED

### Policy expired! You can still get your 25% NCB discount by renewing now

Current insurer Incl. 25% NCB discount No inspection required

	IDV ₹4,81,602	Premium ₹5,155
--	------------------	-------------------

Your policy expired on 28 Dec, 2022

[Renew now](#)

# A data & technology driven approach to change the insurance landscape

## User friendly interface assisting customers throughout the lifecycle

Compare Premiums in 30 Seconds

NAME Mr.

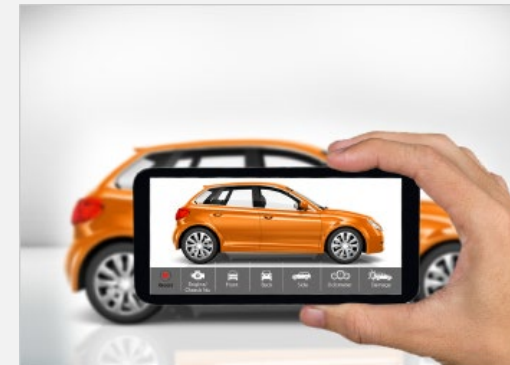
DOB DD  MM  YYYY

MOBILE +91

**Compare & Save Big**

By clicking on "Compare" you, agreed to our [Privacy Policy](#) and [Terms of use](#)

INSURER & PLAN	PAYOUT	COVER UPTO	CLAIMS SETTLED	PREMIUM
<b>ICICI PRUDENTIAL</b> iProtect Smart	1Cr	60 yrs Max Limit: 85 yrs	98.6%	₹1,299 5% Off ₹1,174 monthly
<b>HDFC Life</b> 3D Plus Life Option	1Cr	60 yrs Max Limit: 85 yrs	99.0%	₹1,248 5.5% Off ₹1,179 monthly
<b>MAX LIFE</b> Online Term Plus	1Cr	60 yrs Max Limit: 85 yrs	98.7%	₹1,059 monthly
<b>EGONLife</b> iTerm	1Cr	60 yrs Max Limit: 100 yrs	96.4%	₹981 monthly



Payment and Plan Summary

SELECT PAYMENT MODE

Credit Card  Debit Card  Net Banking

Pay using Credit Card

VISA MasterCard RuPay

Credit Card

Pay Rs. 582 (1 Month Premium) now & opt for standing instruction for all your subsequent premium payments.

Standing instruction shall be setup on this card

**Pay Securely**

Please do not Press "Back" or "Refresh" the Page

Fill-in customer details

Compare products across insurers

Self video inspection (Motor) or Telemedical (Life / Health) or upload docs

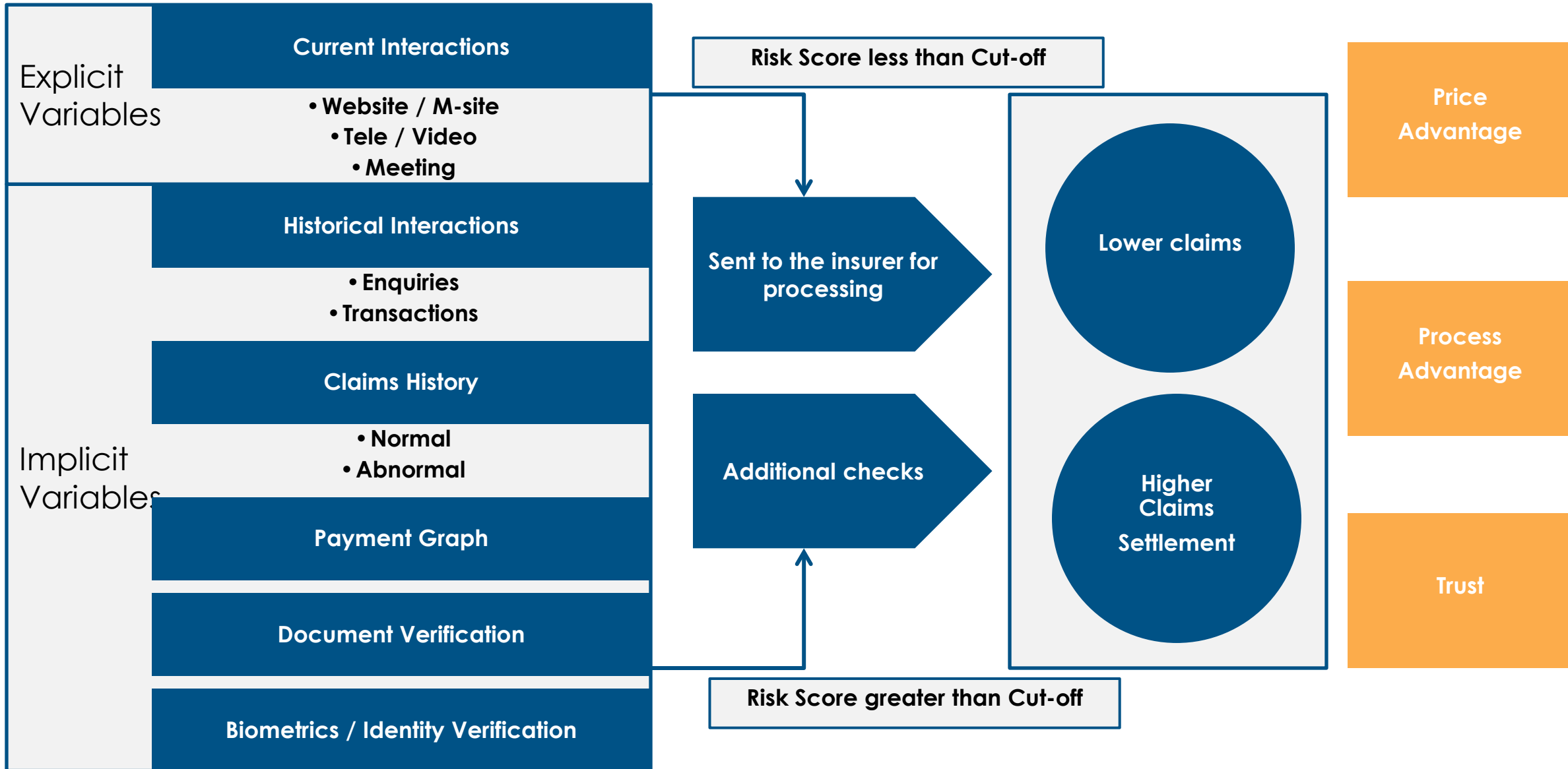
Easy payment process



### Unique customer journey through Chatbots

- ✓ Handles customer queries resulting in faster fulfilment
- ✓ Response within a minute
- ✓ Increased Unassisted Share of Business

# PB Risk framework used to detect fraud



# Customer Centricity is the key for us – reflective in 88% CSAT



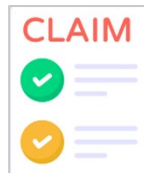
## Service Experience

- Pre-fill KYC details using CKYC and eKYC integrations, a central system for multiple purchases
- Medicals done at home enabled by insurer partners using dedicated Phlebotomists
- Automated documentation and other processes using tech, system based endorsements
- Use of mobile phone app-based videos for motor insurance surveys



## Relationship Management

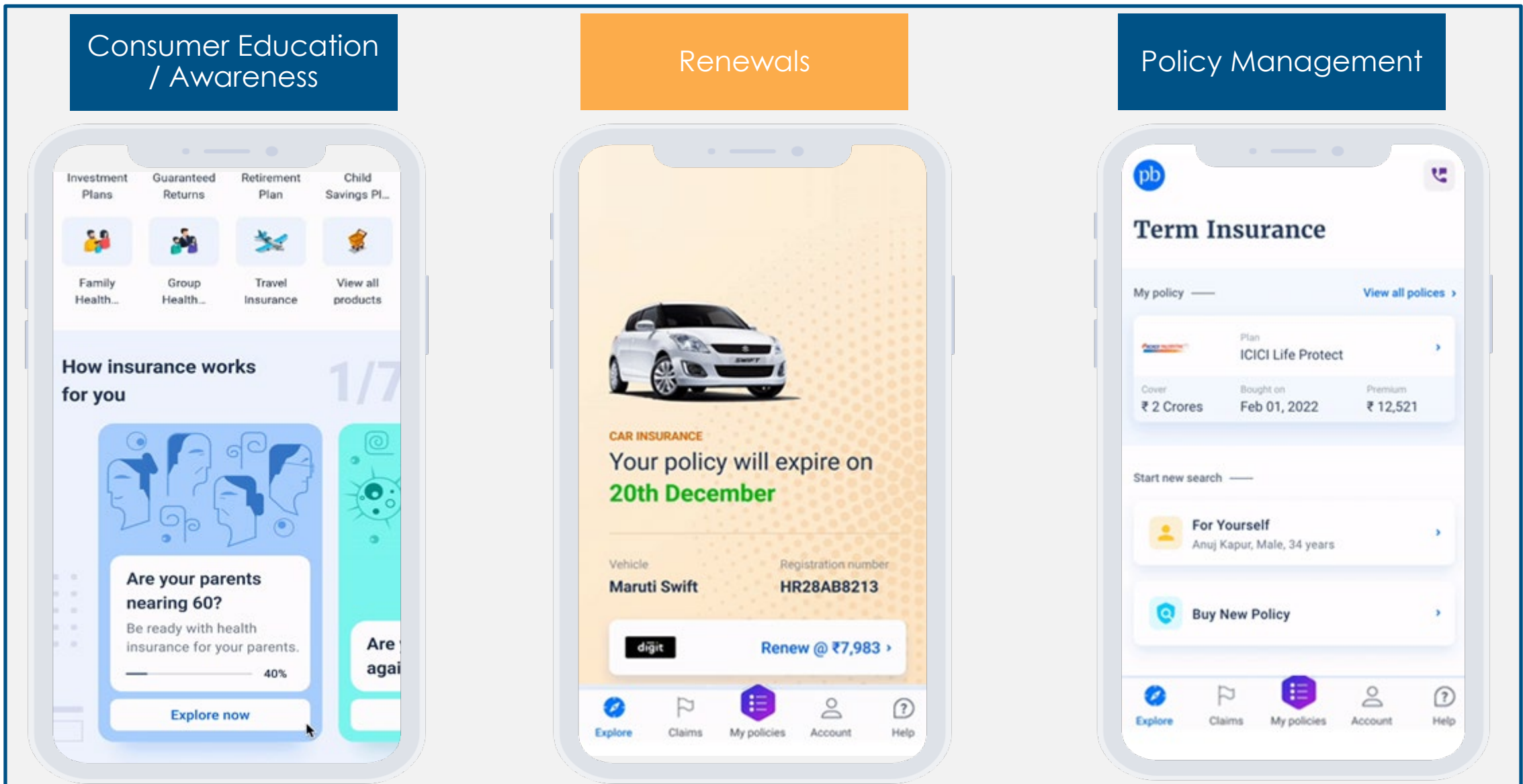
- 360 degree view
- Centralized KYC documentation
- Nominee management
- Easy renewals, add-on / rider purchases, cross-purchases



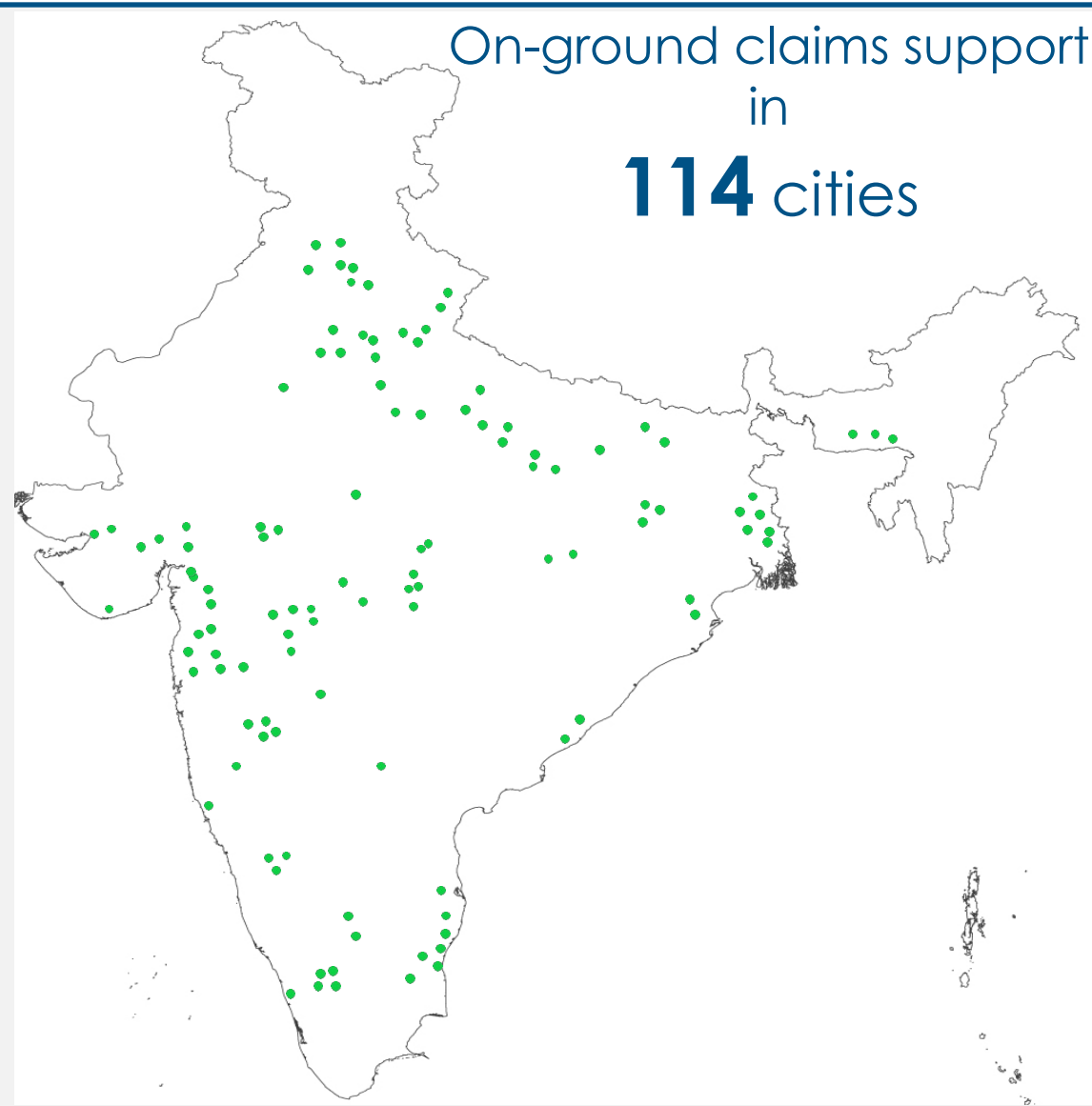
## Claims management

- On-ground support for Health & death claims in 114 cities
- App-based claims assistance during motor insurance claims, seamless coordination with consumer / surveyor / garage / insurer
- Assistance at the time of maturity for savings products

# A wholesome experience in the App



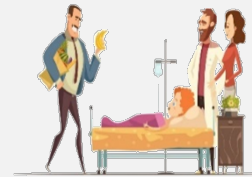
# Claims Assistance: 30 mins TAT



24X7 Dedicated Helpline  
**1800-258-5881**



**Dedicated Relationship Manager**  
Call or WhatsApp Relationship Manager at any time for any assistance

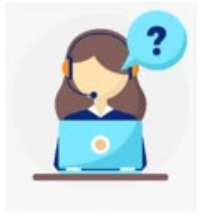


**30 min On-ground support**  
Claims expert visits home or hospital and help in claim settlement within 30 mins



**Assistance on rejected claims**  
500+ rejected claims are reopened & approved every month

## On-ground dedicated assistance at the time of claims



Dedicated relationship manager for online & offline support



On-ground support in 114 cities  
Walk-in stores in 51 cities



Free grief support programs  
For beneficiaries of term insurance  
in case of an unfortunate demise



Jorhat (Assam)



policybazaar.com

### Welcome to the PB family, Rishabh!

You have made the right decision of protecting the future of your loved ones by purchasing a term insurance policy.

**Policy Number**  
PB012345678901

**Sum Insured**  
₹1 Crore

Policy Name: XXXXXXXXXXXXX	policybazaar.com	
Policy No: PB012345678901		
Insured Name <b>Test</b>	Date of Birth XX/XX/XXXX	Nominee Name XXXXXX
Relationship Manager		
xxxxxxx	+91 956XXXXXXX	xxxxxxx@policybazaar.com
Claims Assistance: 0124-6384120		

You are very important to us, and our team will work tirelessly to make sure you experience our best-in-class insurance services. Here's a brief of the benefits of being a Policybazaar customer:

**Relationship Manager**  
Our dedicated relationship manager will personally help you with all your service queries.

**Claim Support**  
We will handhold your nominee at every step of the claim settlement process.

**Free Counseling**  
Your loved ones get access to grief support programs as well as claim-related financial & legal counseling.

Physical card sent to the customer, which they can safely keep with themselves or with the nominee

policybazaar.com

Policy Name: XXXXXXXXXXXXXXXX

Policy No: PB012345678901

Insured Name <b>Test</b>	Date of Birth XX/XX/XXXX	Nominee Name XXXXXX
Relationship Manager		
xxxxxxx	+91 956XXXXXXX	xxxxxxx@policybazaar.com
Claims Assistance: 0124-6384120		

paisabazaar.com

# INDIA'S LARGEST DIGITAL MARKETPLACE FOR CONSUMER CREDIT



**~19 Lacs**

Monthly Enquiries  
(credit products) ^



**~19 Lacs**

Transactions ARR ^



Consumer enquiries^ from

**1,000+ cities**

India's largest  
credit score awareness initiative

**~3.3 Cr**

Credit Score consumers^

**~20 Lacs**

New consumers added in  
Q3 FY23



**~₹12,700 Cr**

Loan disbursements ARR\*



**~5.2 Lacs**

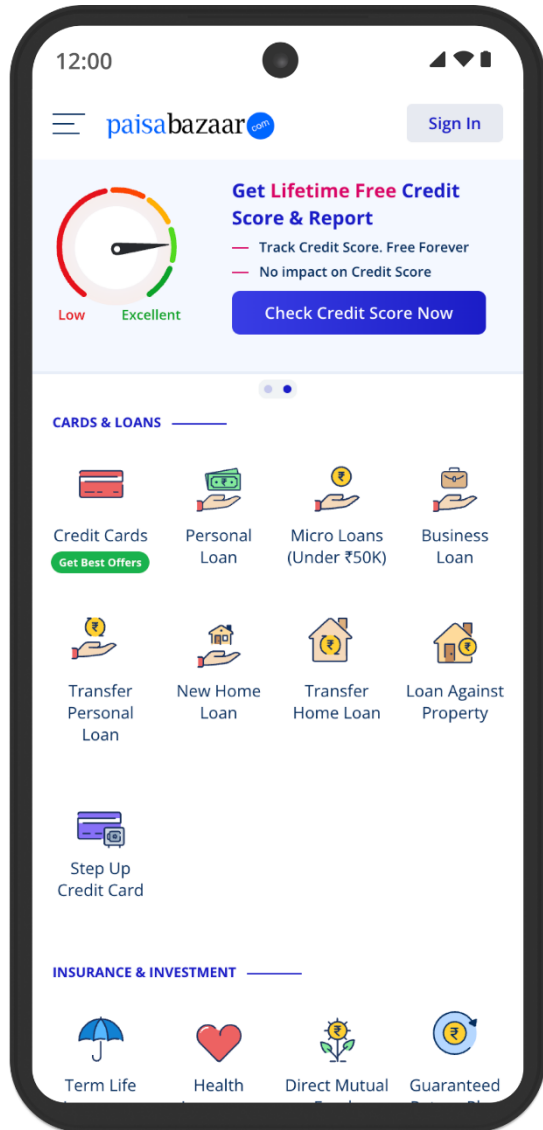
Credit Cards issued ARR\*



Acquiring a  
consumer every ^

**~3.9 seconds**

# Paisabazaar: Platform of Choice for India's credit needs



>14%\* of India's active credit score^ consumers on Paisabazaar



~9%\* of Credit enquiries in India happen on Paisabazaar



Independent, unbiased & transparent platform with E2E assistance



60+ partnerships including large banks, NBFCs & fintechs



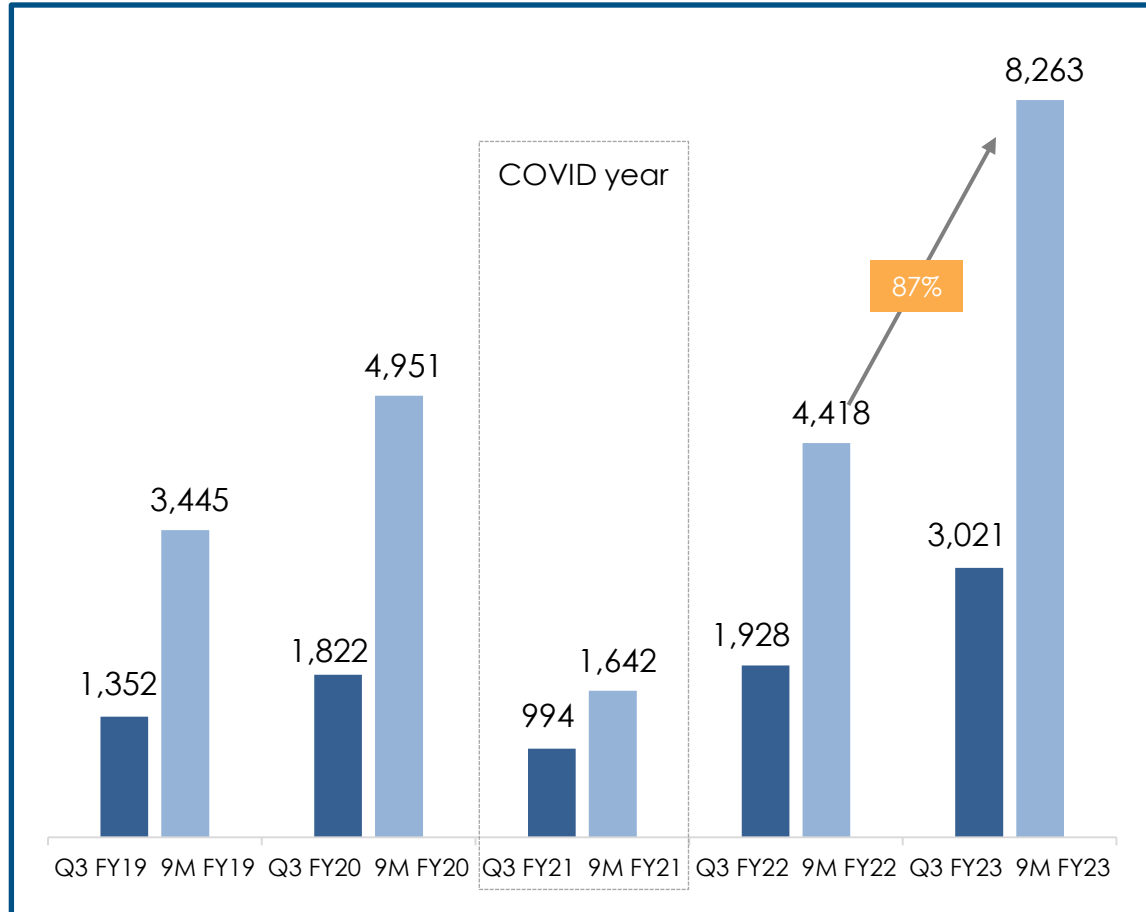
Best offers always - For all consumers  
Industry-first "**Chance of Approval**" algo to maximize approval rate

^ Consumers having at least 1 active trade line  
\* Management Estimates

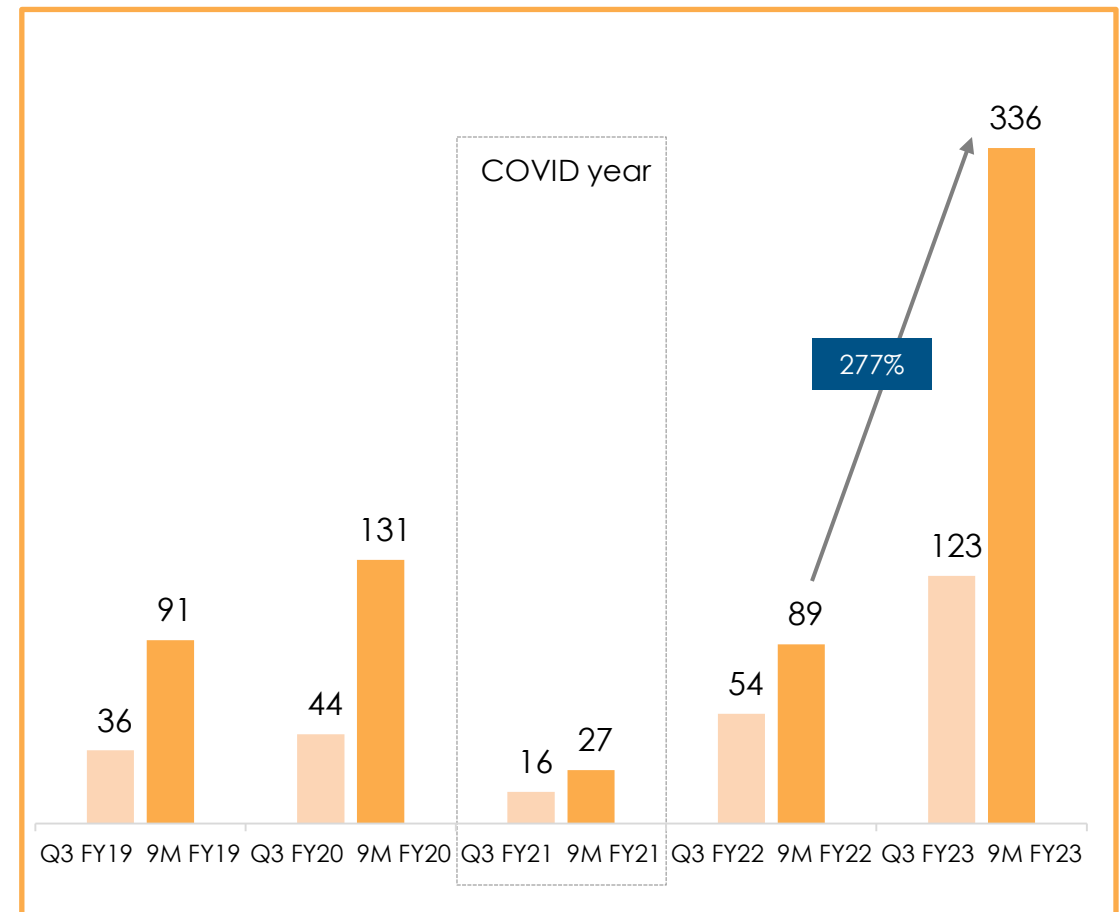
# 9M Disbursals growth @ 87% YoY

## Card issuance grows @ >200% YoY

Disbursals (₹ Cr)

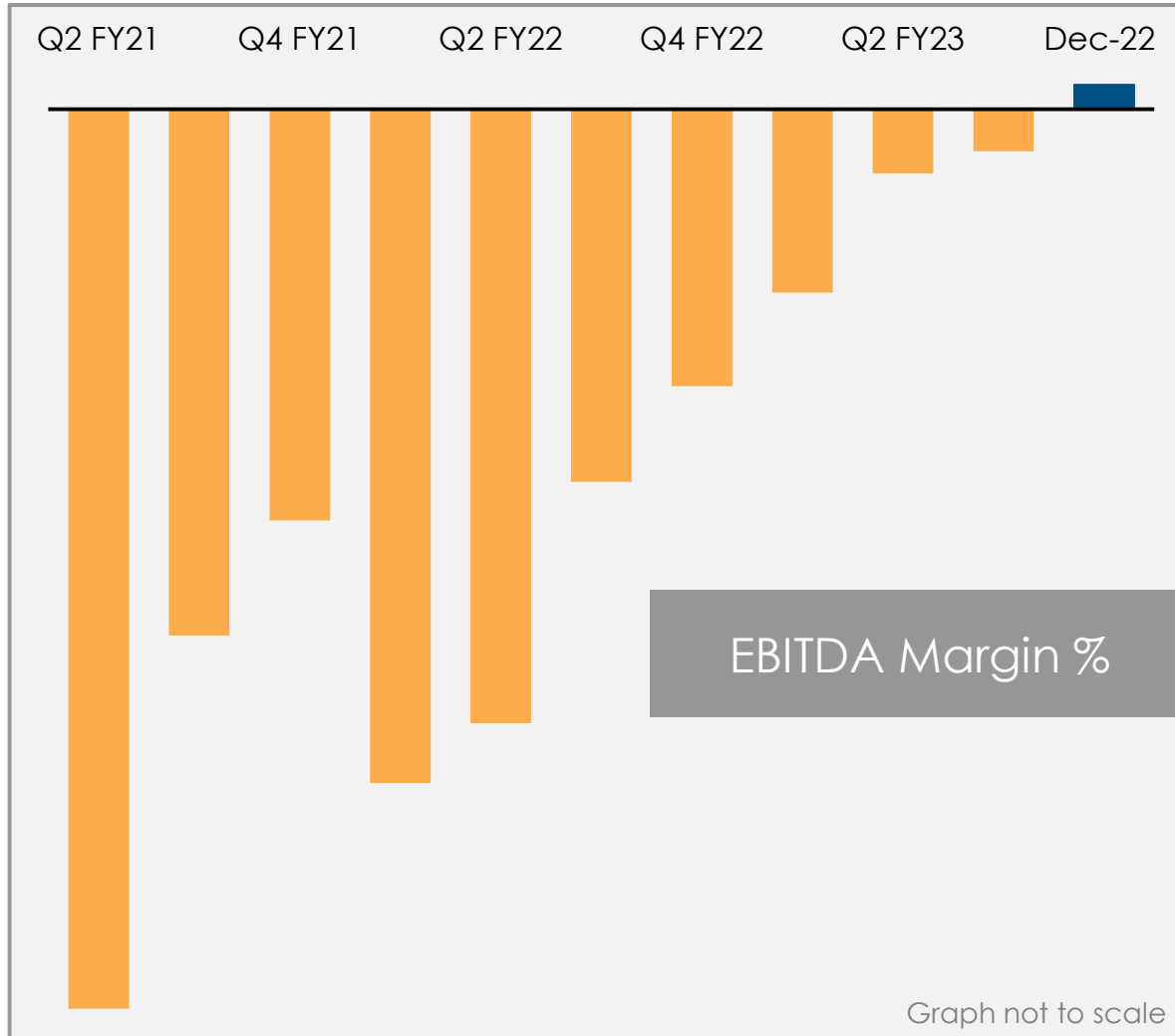


Credit cards issuance (k)



Credit Card issued prior to FY21 are management estimates

# Paisabazaar business is now EBITDA positive



EBITDA referred here is Adjusted EBITDA (non-GAAP)

Sustainable margins due to improved processes, better offerings & higher conversion rates

Continued investments in brand, product & tech capabilities to improve margins further

Co-created products driving trail revenue stream, helping margins

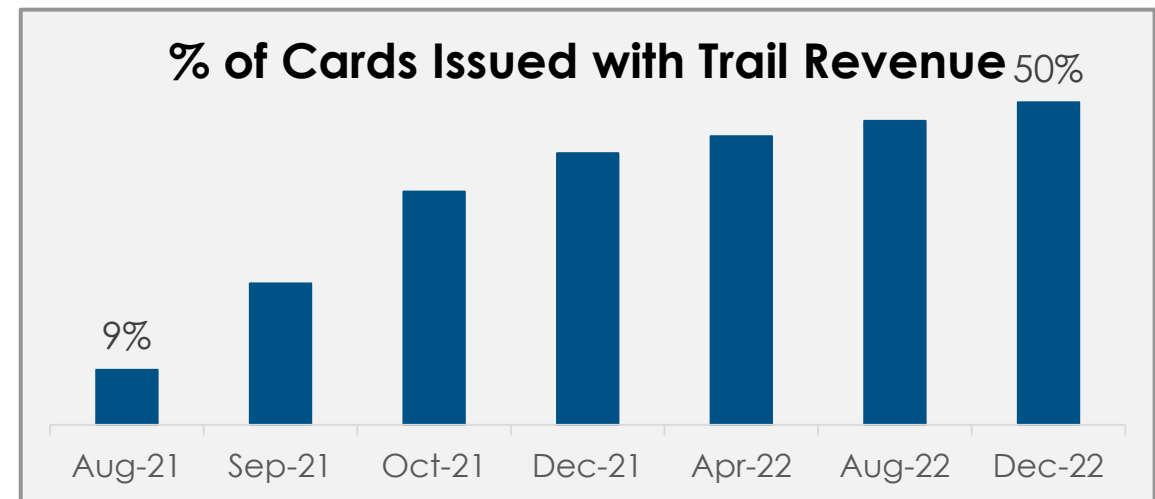
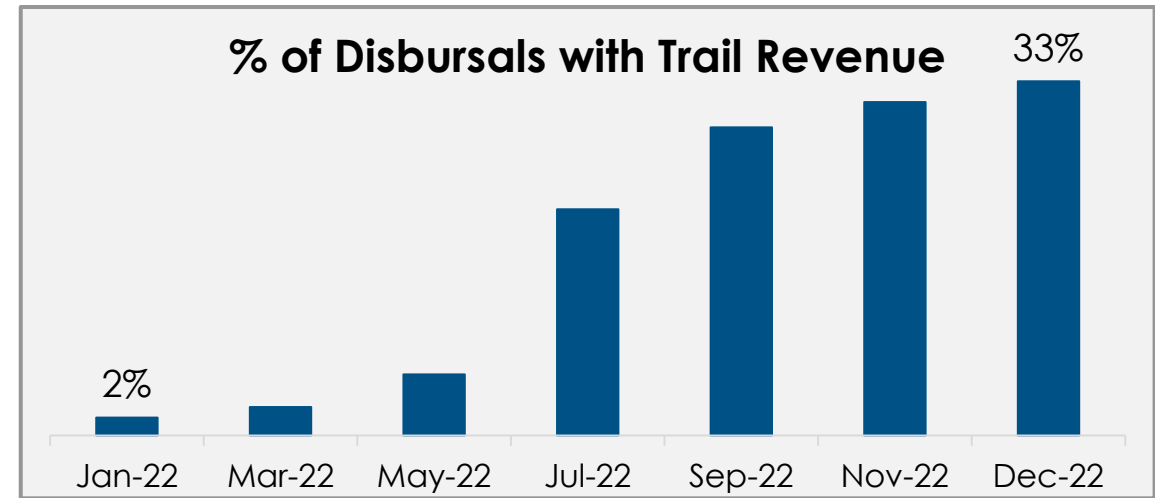
# Driven by co-created products

## Building a sustainable trail revenue stream

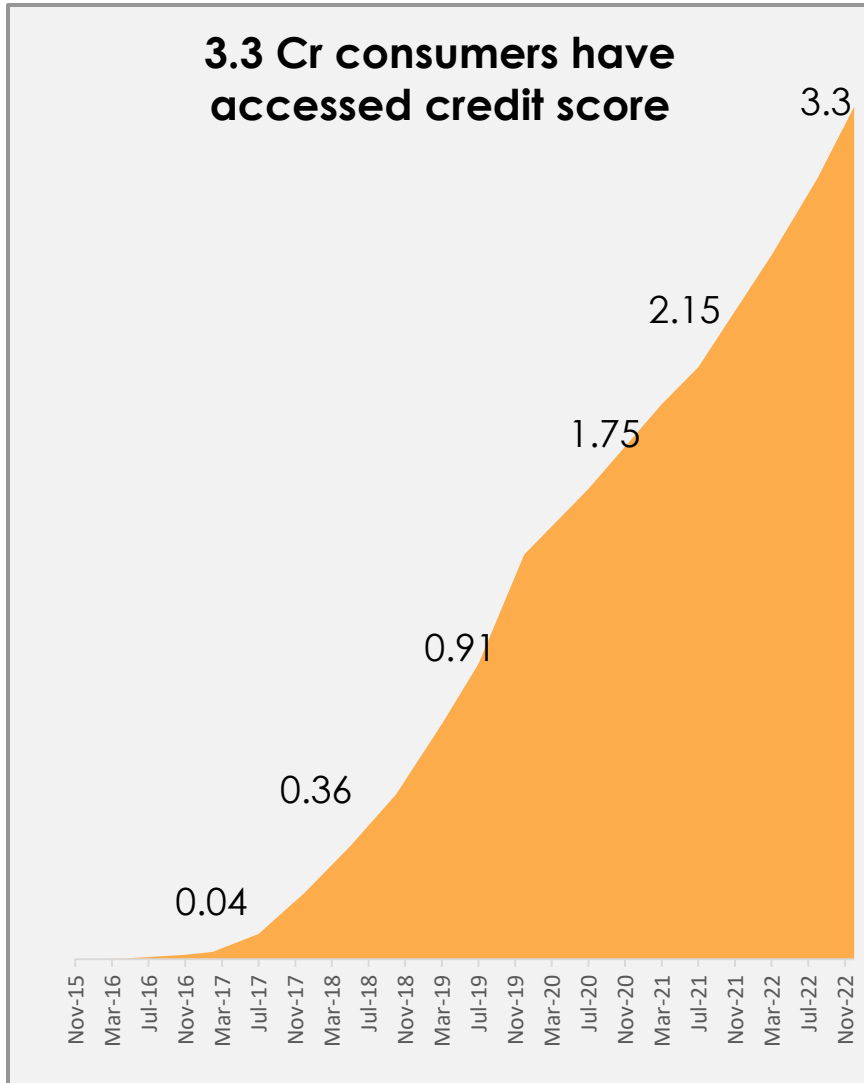
Trail revenue is revenue accrued in addition to the acquisition commissions over a period of time

This revenue helps build a steady revenue stream; improve margins

Through deep partner engagements, we are steadily transitioning our business to this revenue model



# Driving India's largest Credit Score Awareness Initiative



Strong product proposition

Free for life always, with monthly updates

Access to credit score from all 4 Credit Bureaus in the country

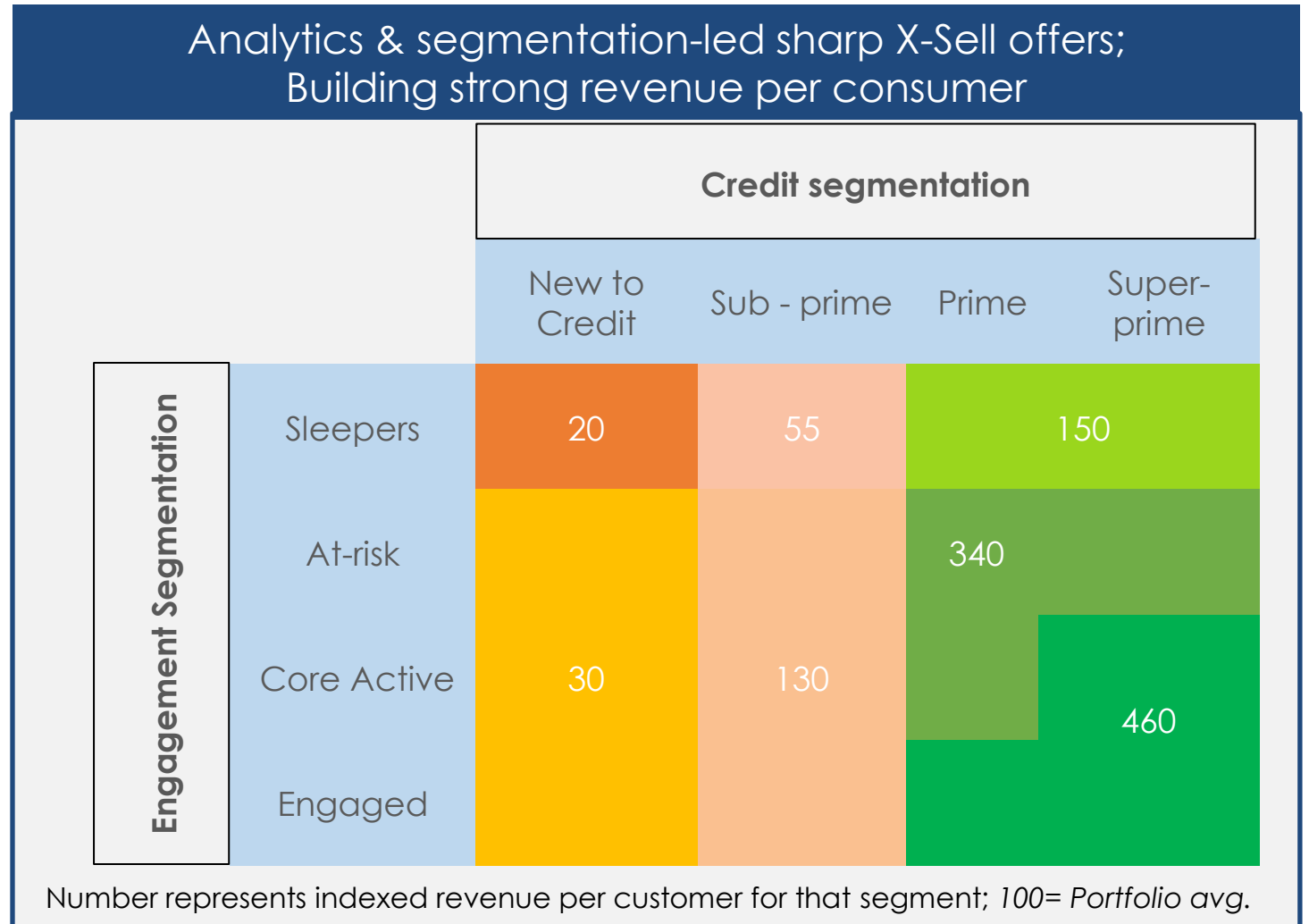
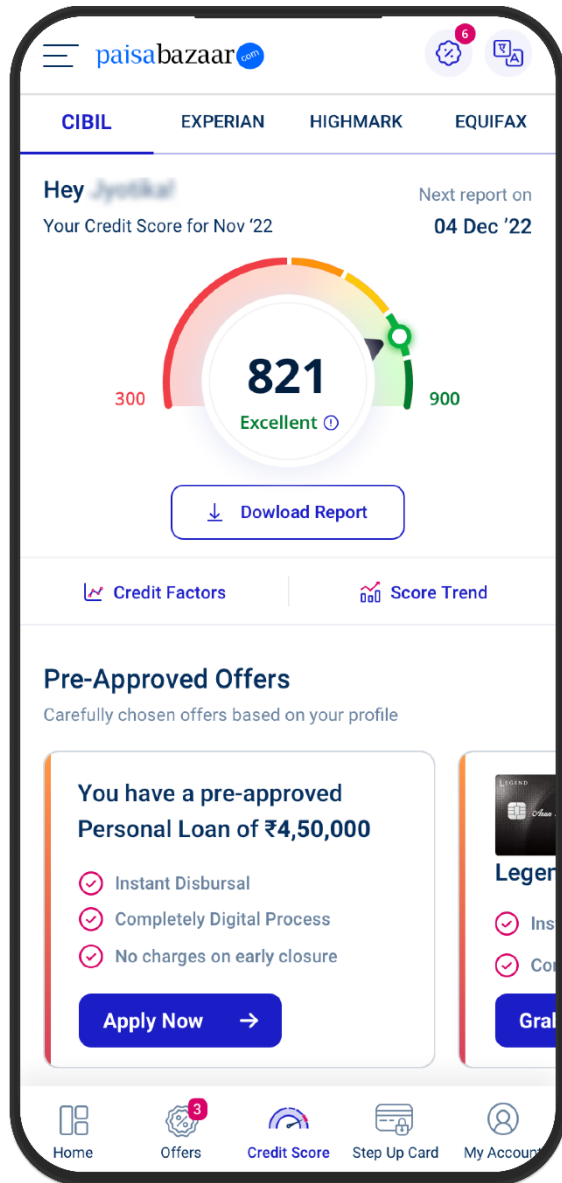
Digital & instant process enabling ease of access

Available in 5 different languages

Intelligent, personalised recommendations for best products or to build score

Creating new products to cover industry supply gaps

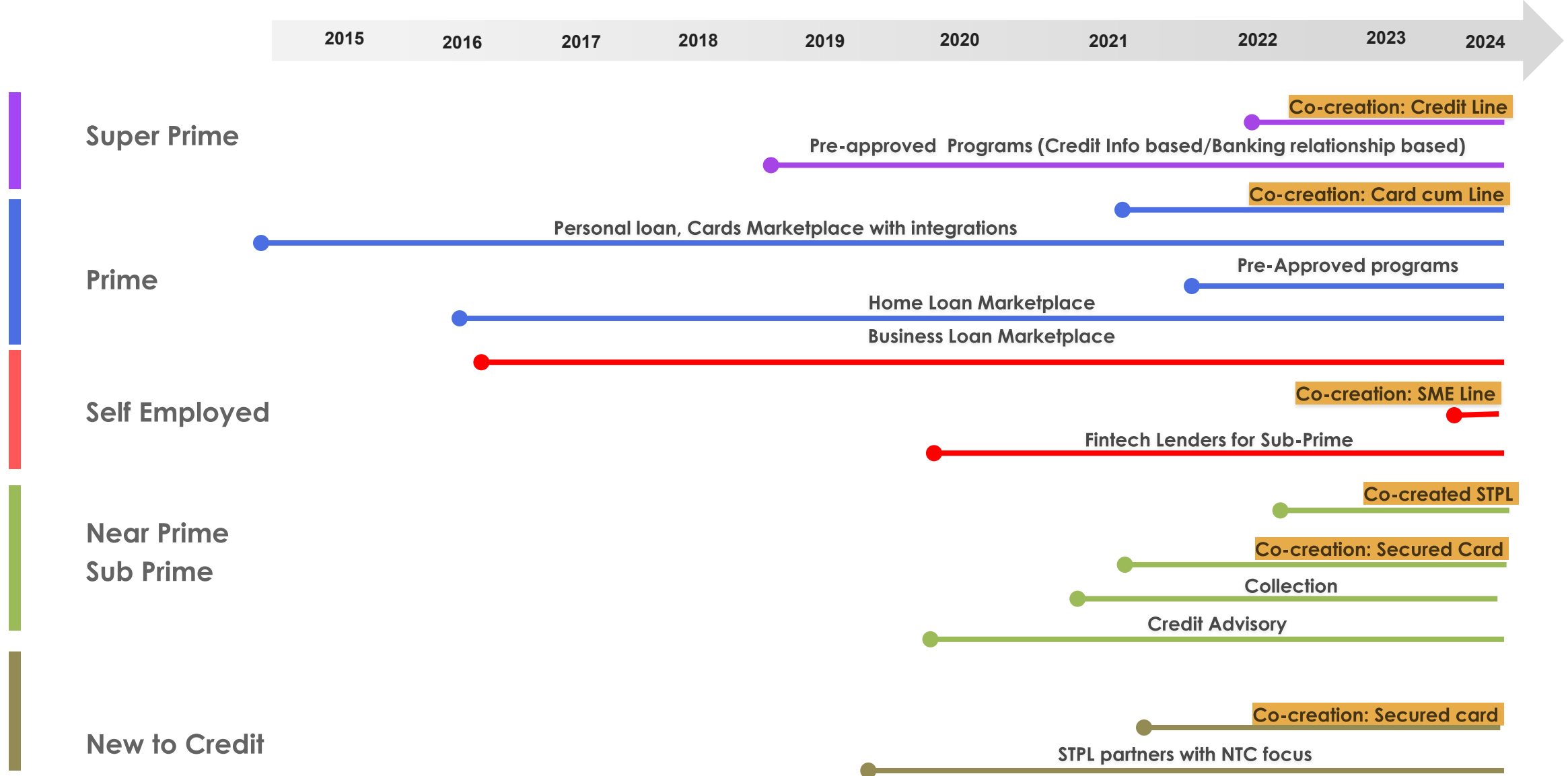


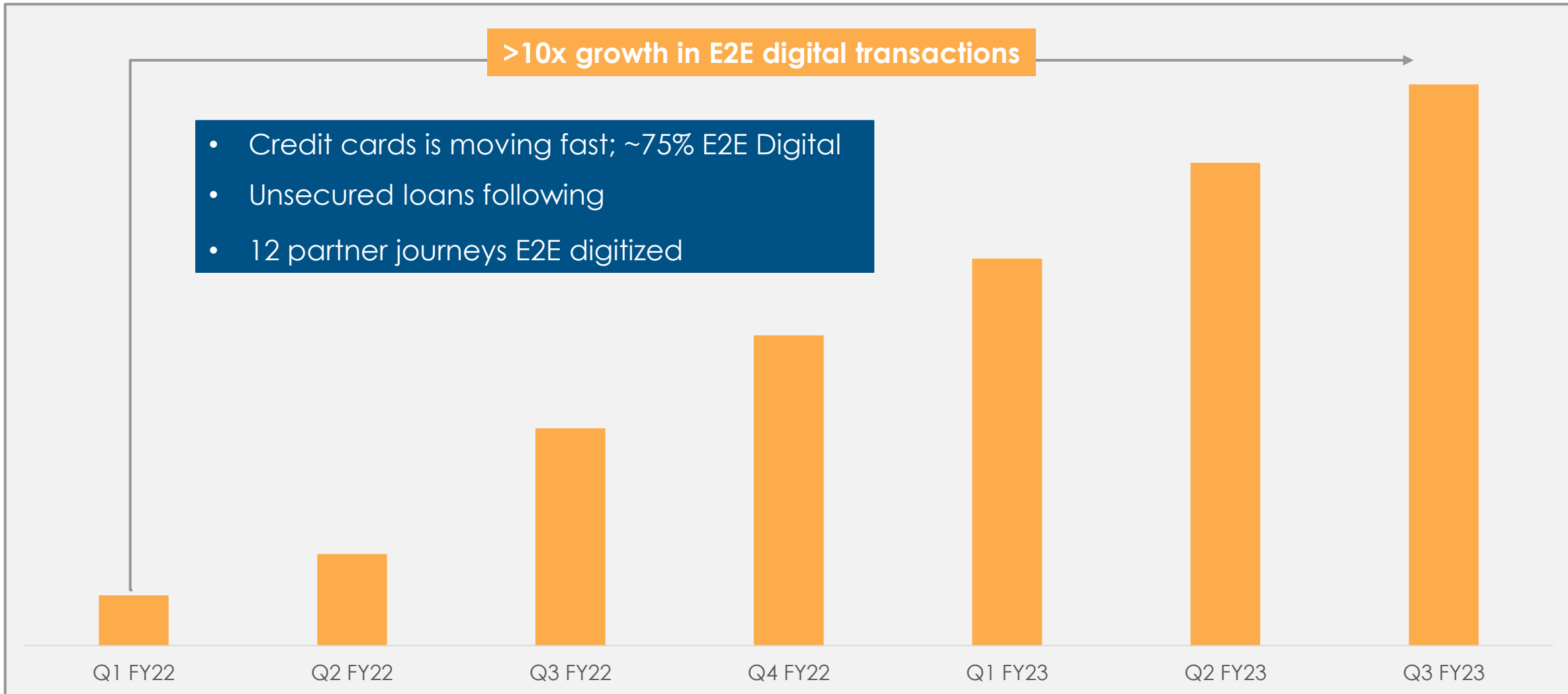




# Depth & width of product offerings across all credit segments

Helping drive economies of segmentation





Tech-data infrastructure like Account Aggregator, CKYC will further strengthen digitization



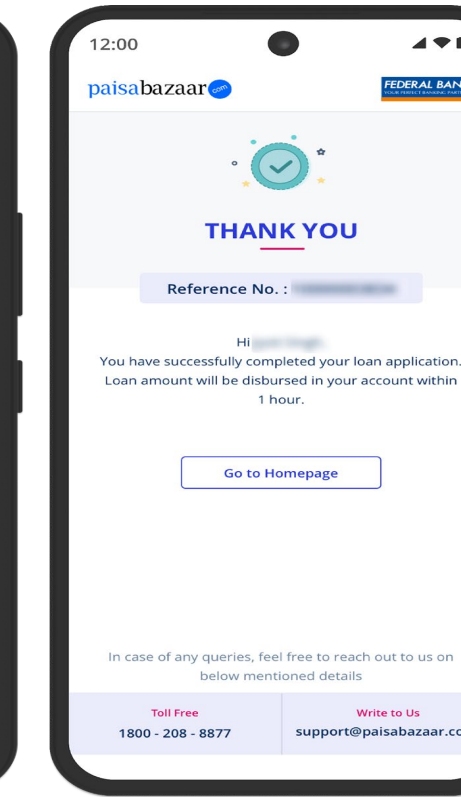
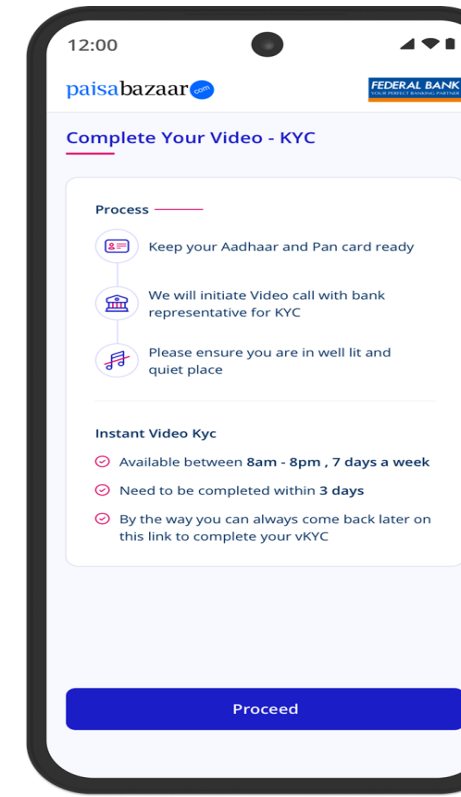
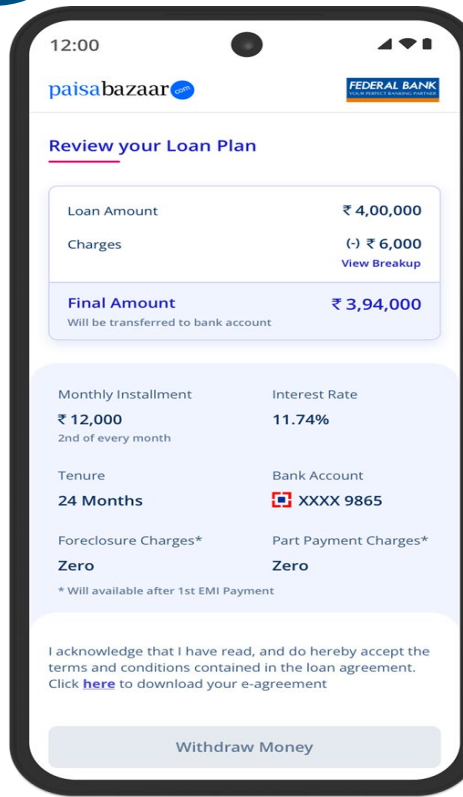
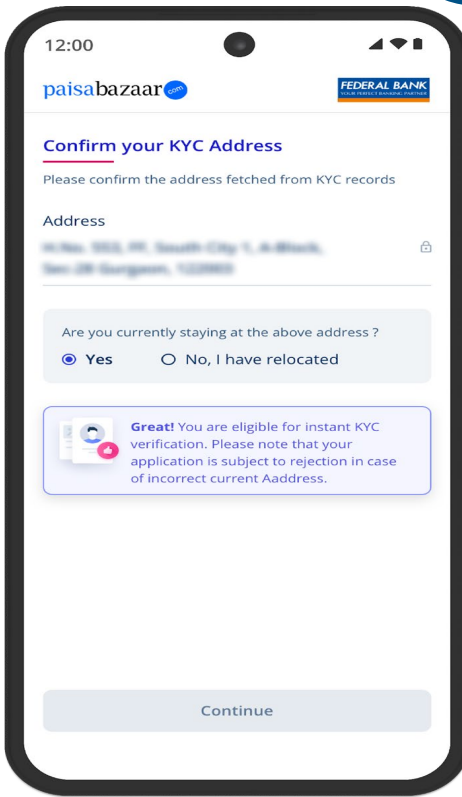
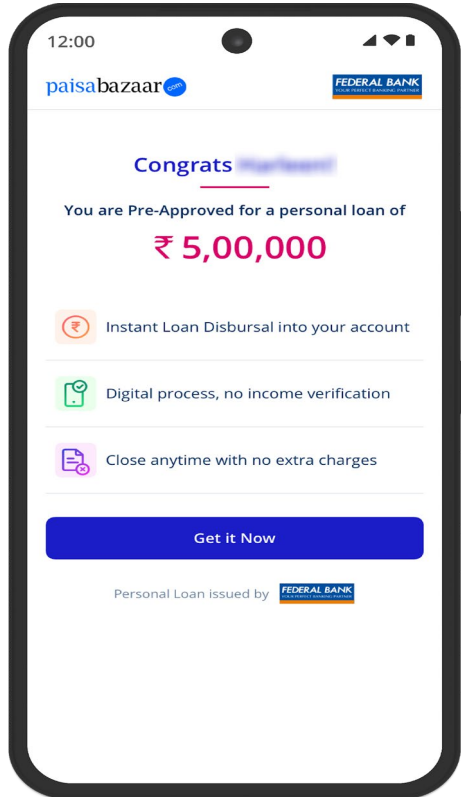
### 1. Loan Offer Selection & Details Verification



### 2. Confirmation & VKYC



### 3. Loan Disbursal



Instant disbursal

E2E on PB platform – superlative experience for consumers

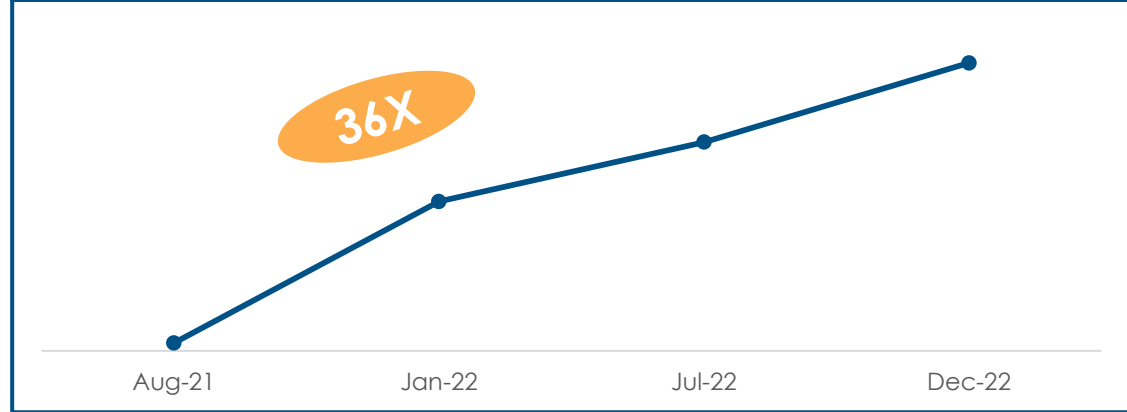
# Co-created products covering gaps & scaling acquisition

Serving credit-starved segments 
 Innovative products 
 Seamless CX 
 Brand building 
 Improved Insights

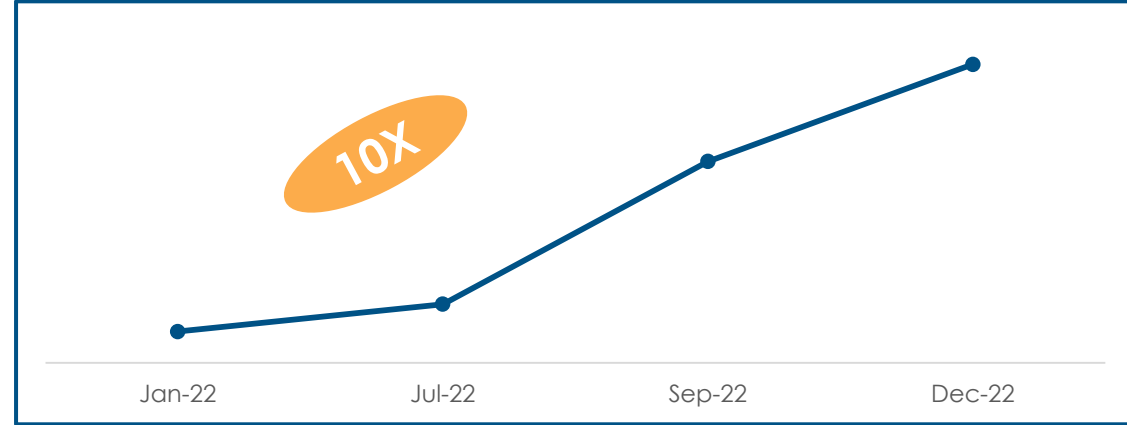
## 6 Products live – across credit segments

	<b>'StepUp' Secured Credit card</b> <ul style="list-style-type: none"> <li>• NTC and Sub-prime segment</li> <li>• Credit Card backed by an FD</li> </ul>
	<b>Paisabazaar 'Duet'</b> <ul style="list-style-type: none"> <li>• Prime Segment</li> <li>• Credit Card cum Line Product</li> </ul>
	<b>Credit Line</b> <ul style="list-style-type: none"> <li>• Super Prime Segment</li> <li>• Personal Loan, pay-as-you-use</li> </ul>
	<b>STPL</b> <ul style="list-style-type: none"> <li>• Near/Sub Prime Segment</li> <li>• Strong repeat loan behavior</li> </ul>

## 36x cards sourcing in 17 months



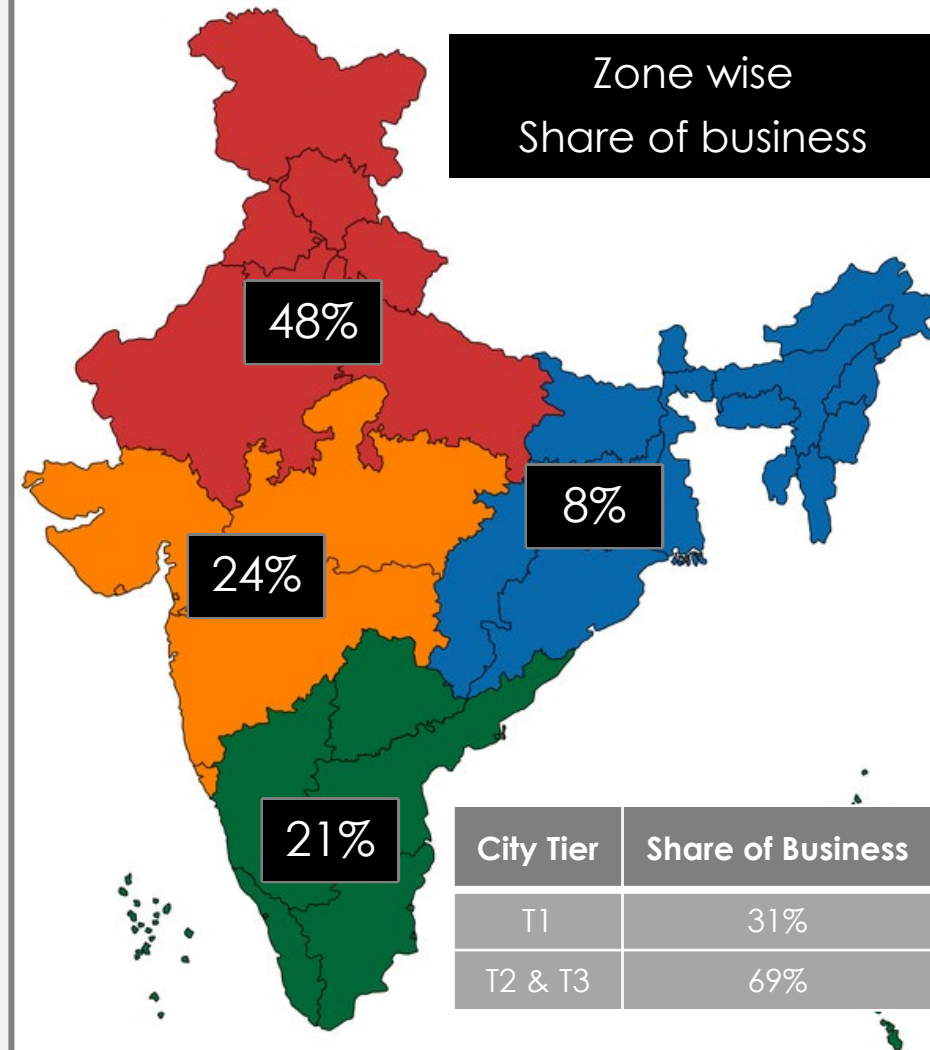
## Recent product launches driving disburseals



\* Unaudited Management Accounts

## **New initiatives**

- A platform for independent sellers of Insurance and other financial products
  - Enable sellers to sell across Products and Suppliers via an app
  - Tech based platform for Research, Issuance, and Customer Management
- Market Leadership in Premium as well as technology platform
- Highest proportion of non-motor business in the industry at 20%
- Improvement in sales & marketing efficiency
- Expanding reach in the country
  - Present in 14.3k pin codes out of 19.1k pin codes in India
  - Tier 2 & Tier 3 cities contribute 69% of the business



Improving the breadth of product offerings, supported by sales training

The screenshot displays the pbpartners.com dashboard. On the left is a navigation menu with items: Dashboard, Sell Now, Request Offline Quote, Renewals, Lead, Knowledge Bank (highlighted with an orange box), Reports, and Tickets. The main content area is divided into sections: 'General Insurance' with five product cards (Car, Two Wheeler, Commercial, Health, Home Insurance) and 'Life Insurance' with two product cards (Investment, Term). Below these is a banner for 'Other Insurance Products available on Policybazaar.com' with a 'New' badge, followed by five more product cards (Group Health insurance, Fire And Burglary, Marine Insurance, General Liability, Workmen Compensation) and a 'VIEW ALL PRODUCTS' button. The top right of the dashboard shows a user profile for MANDIRA DAS - IP81274 with a 'Certified' badge.







### Simplified Consumer Life cycle management using the platform

The screenshot displays the 'My Leads' dashboard in the PB Partners application. The interface includes a sidebar with navigation options like 'Dashboard', 'Sell Now', 'Request Offline Quote', 'Renewals', 'Lead', 'Knowledge Bank', 'Reports', and 'Tickets'. The main content area shows a list of leads with filters for 'All', 'Car', 'Two Wheeler', 'Commercial', 'Health', 'Life', and 'Others'. A search bar and a date range filter (2022/08/05 - 2022/11/1) are also present. Three lead cards are visible, each with a car icon and a 'Continue' button. The first lead, 'udit' (Lead Id: 50305033), has a 'PYP expiring in 30 Days' warning highlighted in orange. The second lead, 'MD BAHADUR SK' (Lead Id: 502760299), has a 'PYP expired already' warning highlighted in orange. The third lead, 'GOBINDRA' (Lead Id: 502697423), has a 'PYP expiring in 7 Days' warning highlighted in orange. Each card also shows a progress bar for the lead's steps, such as 'Pre-Quote Page' and 'Quote Page', with a 'You left on' message indicating where the lead was last active.

Lead Name	Lead ID	Status	Created On
udit	50305033	PYP expiring in 30 Days	2022-11-02 18:27:31 PM
MD BAHADUR SK	502760299	PYP expired already	2022-11-01 16:24:08 PM
GOBINDRA	502697423	PYP expiring in 7 Days	2022-11-01 12:58:16 PM

### Self-help features: Endorsements, Cancellations & Refunds



**Certification**    MANDIRA DAS - IP81274 Certified

<b>POLICY NO</b> Mahadeb (Lead Id: 502908435)	<b>INSURER (101)</b> Bajaj Allianz	<b>PRODUCT</b> Two Wheeler	<b>PLAN NAME</b> Third party Plan 1 Yr
	<b>PREMIUM</b> Rs. 842	<b>OD PREMIUM</b> Rs. 0	<b>NCB</b> Rs. 0




I Need Help With ? You can only select upto 6 changes

**Vehicle Details** Insurance Details Ownership Details

<input type="checkbox"/> Registration No	<input type="checkbox"/> Registration Date	<input type="checkbox"/> Manufacturing Date	<input type="checkbox"/> Seating Capacity
<input type="checkbox"/> Engine No	<input type="checkbox"/> Chassis No	<input type="checkbox"/> Make/Model/Variant	<input type="checkbox"/> Cubic Capacity

**CANCEL** **PROCEED**

### Select Issue

- Need Policy Copy 
- Policy Related Query
- Claims Related Query 
- Help in cancellation of the policy 
- 1 Financial Issues
- 2 Incorrect Policy Information
- 3 Bought Another Policy from PBP
- 4 Got better deal outside PBP
- 5 Unhappy with Terms and Condition

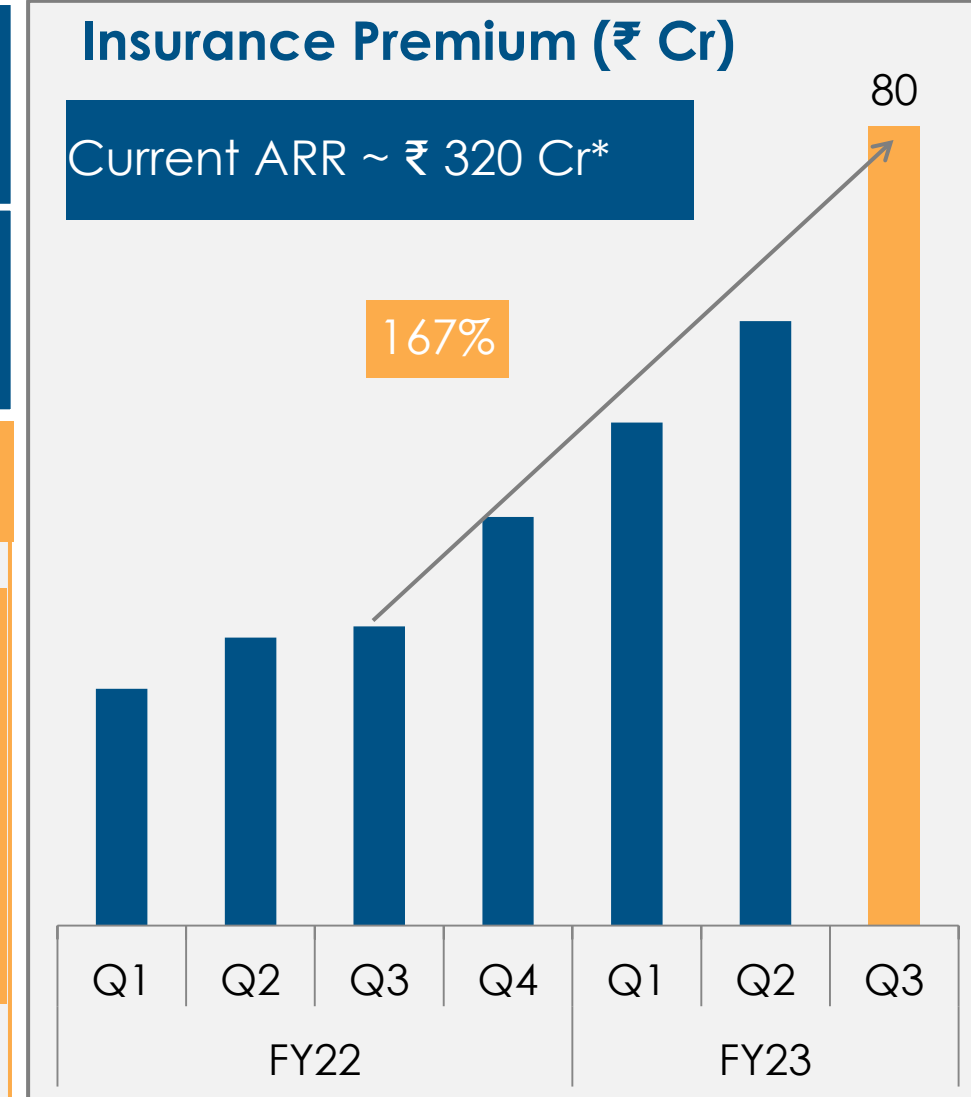
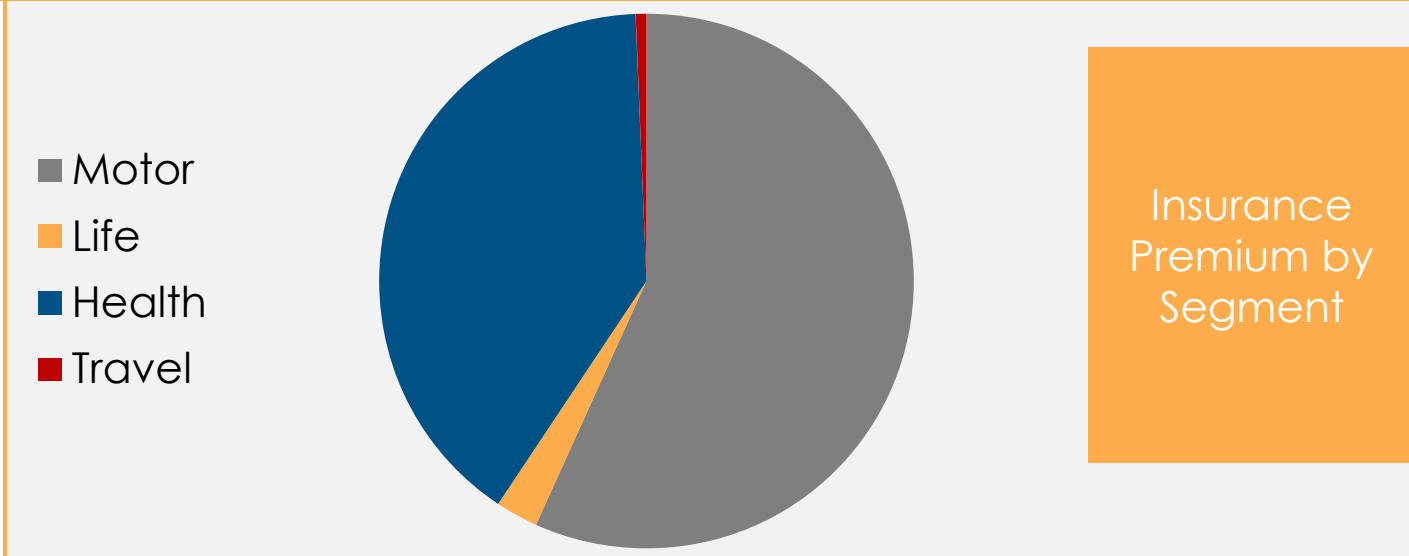
Started operations in FY19

No 1 in website traffic

Focus on Health and Life insurance

Other Financial products also on the same platform  
Loans (Personal, Car, Home) & Credit cards

Continued focus on protection against death, disease & disability



END

For any queries please email: [investor.relations@pbfintech.in](mailto:investor.relations@pbfintech.in)

**PB Fintech Limited**

Plot 119, Sector 44  
Gurugram  
Haryana 122001