

policybazaar.com

paisabazaar.com

Earnings Call
Quarter ended March 2024

What do we do?

PB Fintech

The umbrella entity comprising of India's leading marketplaces that offer end-to-end insurance & credit solutions to consumers. Our platforms simplify complex choices, present personalized solutions & enable smart financial decisions. We leverage technology & data to drive product & process innovation for our partners as well as for our own operations. Our business model benefits from network effects resulting from consumer-pull, deep understanding of risk & best-in-class service.

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 that the quality of business, which includes honest customer declarations, sharp risk assessment and complete product disclosure, 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 scores and manage the same.

PB Partners

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

Key Highlights

Total Insurance Premium is at an ARR of ₹20,500 Cr
Lending Disbursal is at an ARR of ₹14,000+ Cr

Q4: Core Insurance New Premium grew 47% YoY,
Health & Life Insurance New Premium grew 53% YoY^

Consolidated Revenue grew 34% YoY to ₹3,438 Cr
Core online Revenue grew 39% YoY to ₹2,375 Cr

Consolidated Adjusted EBITDA* improved from a loss of ₹119 Cr YoY to a profit of ₹144 Cr
Core Adjusted EBITDA* margin improved from 6% to 14% YoY

PAT improved from a loss of ₹488 Cr to a profit of ₹64 Cr YoY
Cash position improved by ₹259 Cr YoY to ₹5,263 Cr

* Adjusted EBITDA is non-GAAP measure excluding ESOP charges

Overall business FY24

37% premium growth, 34% revenue growth with adj EBITDA of ₹144 Cr

₹ Crores	FY23			FY24			YoY		
	Total	Core Online Business	New Initiatives	Total	Core Online Business	New Initiatives	Total	Core Online Business	New Initiatives
Premium	11,589	8,486	3,103	15,875	11,356	4,519	37%	34%	46%
Revenue	2,558	1,710	848	3,438	2,375	1,062	34%	39%	25%
Contribution (non-GAAP)#	623	741	(118)	1,028	1,061	(34)	65%	43%	71%
Contribution %	24%	43%	(14%)	30%	45%	(3%)			
Adjusted EBITDA (non-GAAP)	(119)	107	(226)	144	324	(180)	221%	203%	20%
Adj EBITDA %	(5%)	6%	(27%)	4%	14%	(17%)			

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

Online brand acquisition spend is included as a part of fixed costs

Overall business Q4: 43% premium growth led by health & life insurance

Core online business EBITDA margin 17%, New initiatives contribution breakeven

₹ Crores	Q4 FY23			Q4 FY24			YoY		
	Total	Core Online Business	New Initiatives	Total	Core Online Business	New Initiatives	Total	Core Online Business	New Initiatives
Premium	3,586	2,520	1,067	5,127	3,528	1,599	43%	40%	50%
Revenue	869	504	365	1,090	669	421	25%	33%	15%
Contribution (non-GAAP)#	216	220	(4)	302	302	(0)	40%	37%	107%
Contribution %	25%	44%	(1%)	28%	45%	0%			
Adjusted EBITDA (non-GAAP)	28	64	(36)	69	112	(43)	146%	75%	(19%)
Adj EBITDA %	3%	13%	(10%)	6%	17%	(10%)			

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

Online brand acquisition spend is included as a part of fixed costs

Overall business: Rolling 12 months

2.4x revenue growth, margins consistently improving

12 months ending (₹ Crores)	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24
Revenue	1,425	1,692	1,986	2,229	2,558	2,718	2,956	3,217	3,438
Contribution (non-GAAP)#	323	359	419	497	623	737	844	942	1,028
Contribution %	23%	21%	21%	22%	24%	27%	29%	29%	30%
Adjusted EBITDA (non-GAAP)	(282)	(306)	(290)	(227)	(119)	(30)	36	103	144
Adj EBITDA %	(20%)	(18%)	(15%)	(10%)	(5%)	(1%)	1%	3%	4%
PAT	(833)	(926)	(909)	(698)	(488)	(295)	(130)	(5)	64
PAT%	(58%)	(55%)	(46%)	(31%)	(19%)	(11%)	(4%)	0%	2%

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

Online brand acquisition spend is included as a part of fixed costs

Core Online Business: Rolling 12 months

Revenue doubled, margin moved from -9% to +14%

12 months ending (₹ Crores)	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24
Revenue	1,200	1,337	1,484	1,591	1,710	1,855	2,043	2,211	2,375
Contribution (non-GAAP) [#]	459	542	629	690	741	818	905	980	1,061
Contribution %	38%	41%	42%	43%	43%	44%	44%	44%	45%
Adjusted EBITDA (non-GAAP)	(111)	(75)	(14)	53	107	171	227	277	324
Adj EBITDA %	(9%)	(6%)	(1%)	3%	6%	9%	11%	13%	14%

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

Online brand acquisition spend is included as a part of fixed costs

Strong growth with high operating leverage

₹ Crores	FY23	FY24	Δ
Revenue	1,710	2,375	665 (39% YoY)
Contribution (non-GAAP) [#]	741	1,061	321 (43% YoY)
Adjusted EBITDA (non-GAAP)	107	324	217 (203% YoY)

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

Online brand acquisition spend is included as a part of fixed costs

New initiatives: Rolling 12 months

Revenue 4.7x, margin improved significantly while maintaining leadership

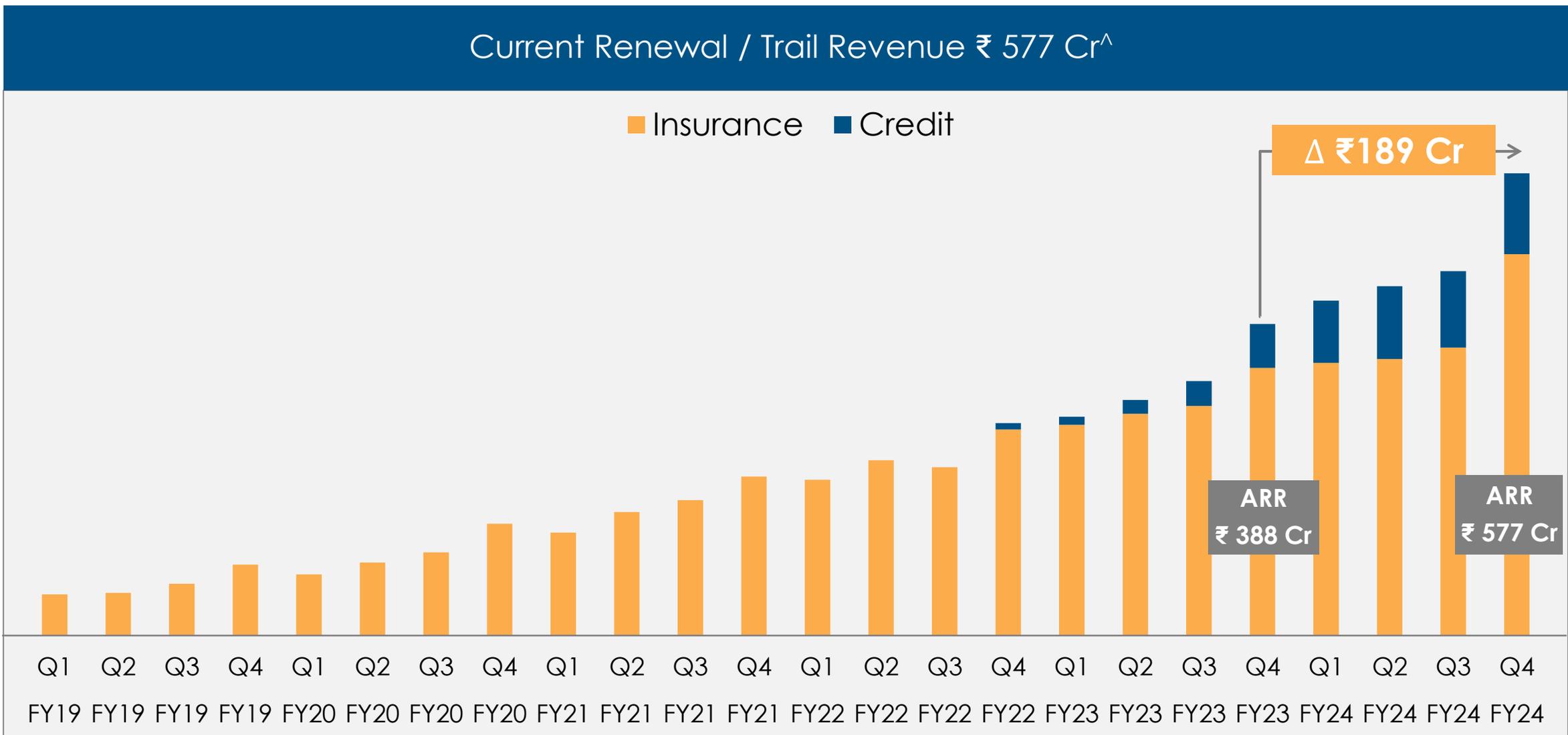
12 months ending (₹ Crores)	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23	Sep-23	Dec-23	Mar-24
Revenue	225	355	503	638	848	863	914	1,007	1,062
Contribution (non-GAAP)#	(136)	(183)	(211)	(193)	(118)	(81)	(61)	(38)	(34)
Contribution %	(60%)	(52%)	(42%)	(30%)	(14%)	(9%)	(7%)	(4%)	(3%)
Adjusted EBITDA (non-GAAP)	(171)	(232)	(277)	(280)	(226)	(201)	(191)	(174)	(180)
Adj EBITDA %	(76%)	(65%)	(55%)	(44%)	(27%)	(23%)	(21%)	(17%)	(17%)

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

Online brand acquisition spend is included as a part of fixed costs

Renewal / Trail revenue

At an annualized run rate of ₹577 Cr



[^]: Based on ARR of Q4 FY24, Unaudited management accounts

Improving Efficiency & 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 continue expanding our regional reach using TV campaigns in regional languages like Tamil, Telugu and Marathi and offering sales support in 180+ cities in 12 languages
- Scale is key for a marketplace: we sourced ₹ 5,127 Cr insurance premium (ARR ₹ 20k Cr) in Q4 FY24 marking a 43% growth YoY. Health & Life Insurance New Premium grew 53% YoY
- ₹ c.476# Cr ARR renewal revenue^ which typically has 85% Margins
- Our consistent efforts to improve customer service and claims support are paying off with multiple heartening customer messages and continues to be reflected by a CSAT* of 89% for Q4 FY24
- 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 continue to offer on-ground claims support with a TAT of 30 mins in 117 cities
- Continued focus on product & process innovation
- Increasing efficiency of operations
 - 80%+ of Motor (four and two wheeler insurance) and travel insurance transactions continue to be unassisted
 - Physical leg of the business continuing to deliver meaningful impact on Health and Life Insurance businesses
 - Steady growth in premium per enquiry
 - Increasing percentage of business via this hybrid mode

Improving Efficiency & Customer Experience

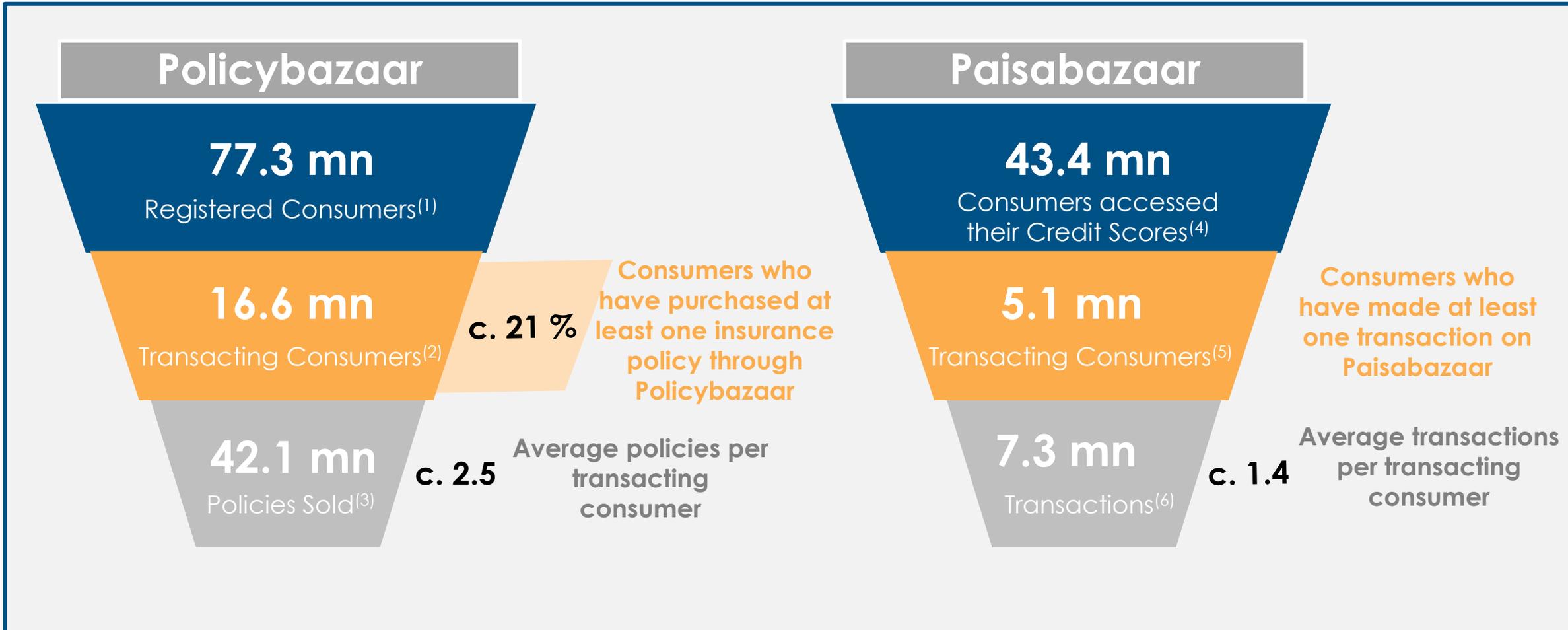
- Paisabazaar continues to cater to India's diverse consumer segments for their varied credit needs offering wide choice, ease of access and transparency to consumers
- In FY24, we did a loan disbursement of ₹ 14.8k Cr and card issuance of 5.8 Lacs
- About 4.34 Cr consumers from over 820 cities & towns across India have accessed their free credit score on our platform till date, representing over 15% #* of India's active credit score consumers
- 75%+ disbursements from the Paisabazaar platform are to existing customers \$*, demonstrating strong customer trust, leading to repeat behavior
- This was our first full year of adjusted EBITDA positive with ~10% adj. EBITDA margin
- Out trail revenue is now at >15% of total revenue primarily driven by our co-created strategy and is helping strengthen the robustness of the business.
- Digitization continues to move forward with 75%+ of Cards issued in Q4 FY24 through end-to-end (E2E) digital processes*

* Management estimates

Consumers having at least 1 active trade line; 12-month average

\$ Customers who ever accessed credit score from Paisabazaar

Two leading consumer destinations



1. Consumers registered on Policybazaar platform as of Mar 31, 2024
2. Cumulative number of unique Consumers who bought at least one product on Policybazaar since its inception till Mar 31, 2024
3. Cumulative number of new life and non-life insurance policies sold and non-life insurance renewals on Policybazaar since its inception till Mar 31, 2024
4. Consumers who accessed their credit scores through Paisabazaar till Mar 31, 2024
5. Cumulative number of unique Consumers who made at least one transaction on Paisabazaar since its inception till Mar 31, 2024
6. Cumulative number of transactions made on Paisabazaar since its inception till Mar 31, 2024

policy bazaar 

INDIA'S LARGEST MARKETPLACE FOR INSURANCE



93%
Market share
(online aggregators)[^]



₹ 5,127 Cr
Insurance premium
(Q4 FY24)

16.6mn
Transacting Consumers
till date



42.1mn
Insurance Policies sold
(till date)

₹ 20k Cr
Insurance premium
(ARR Q4 FY24)

53
Insurance
Partners



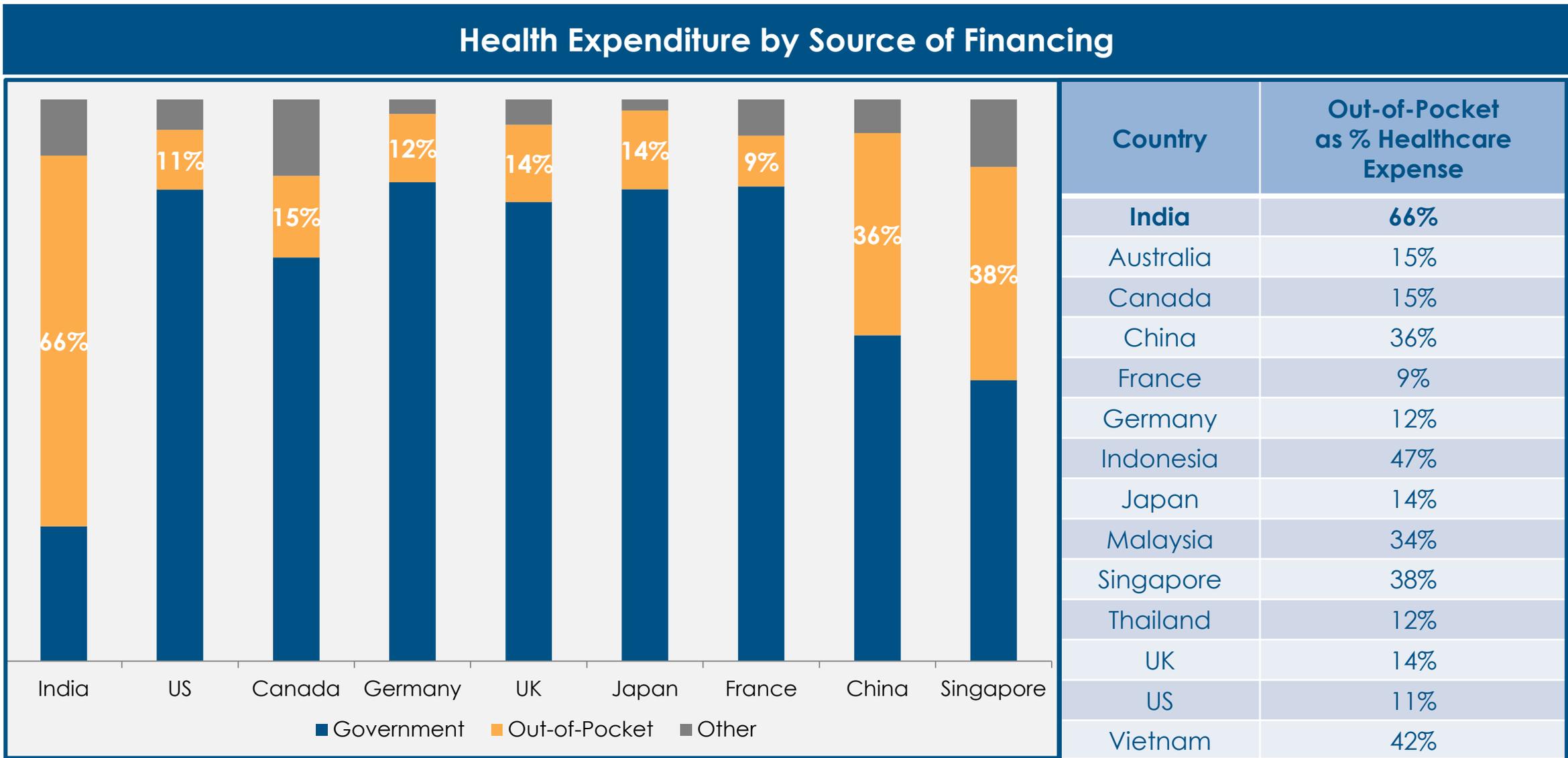
39%
Protection (Health & Term)
new premium growth

[^] 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)

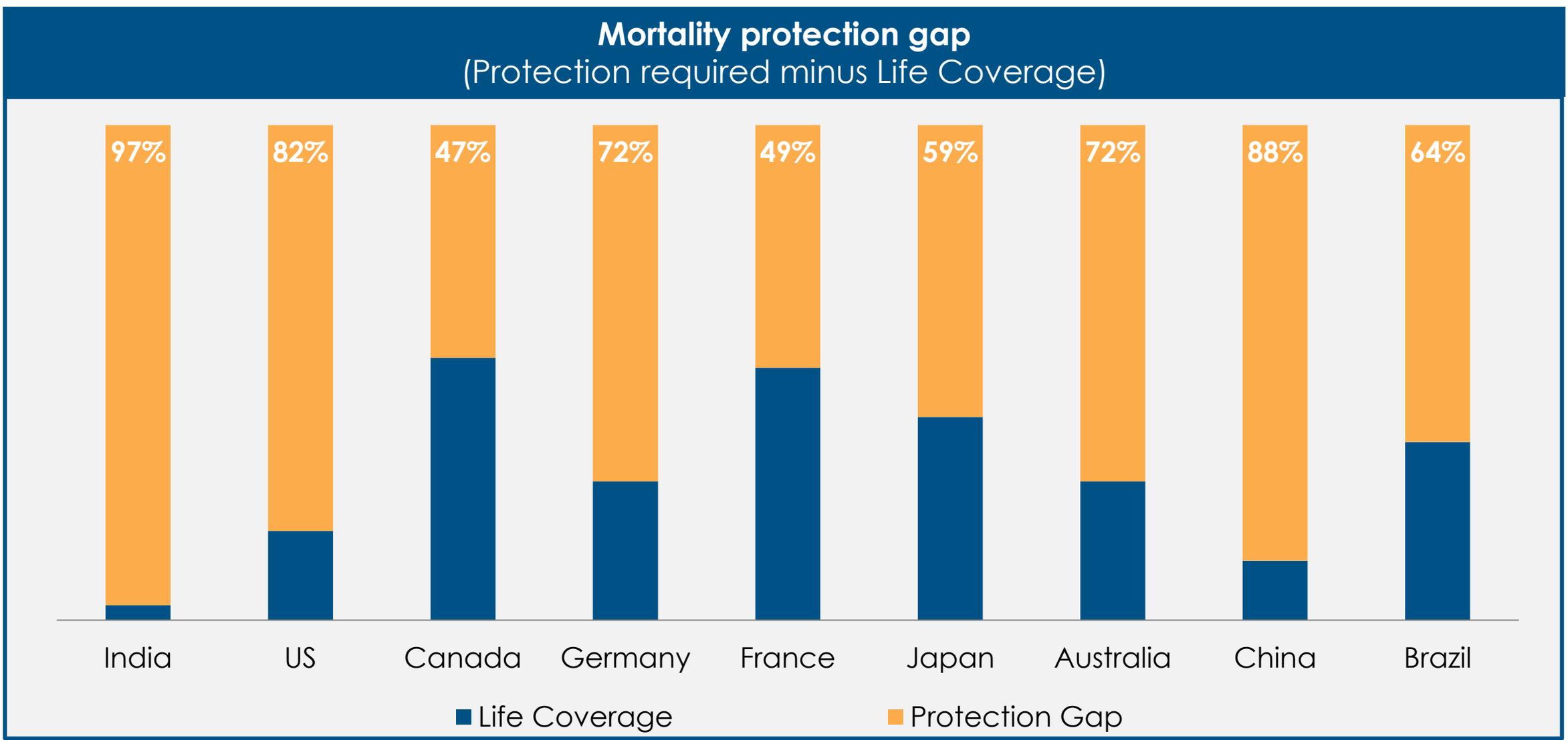
India continues to have one of the widest protection gaps

65% of Health expenditure is Out-of-Pocket: Health insurance is needed



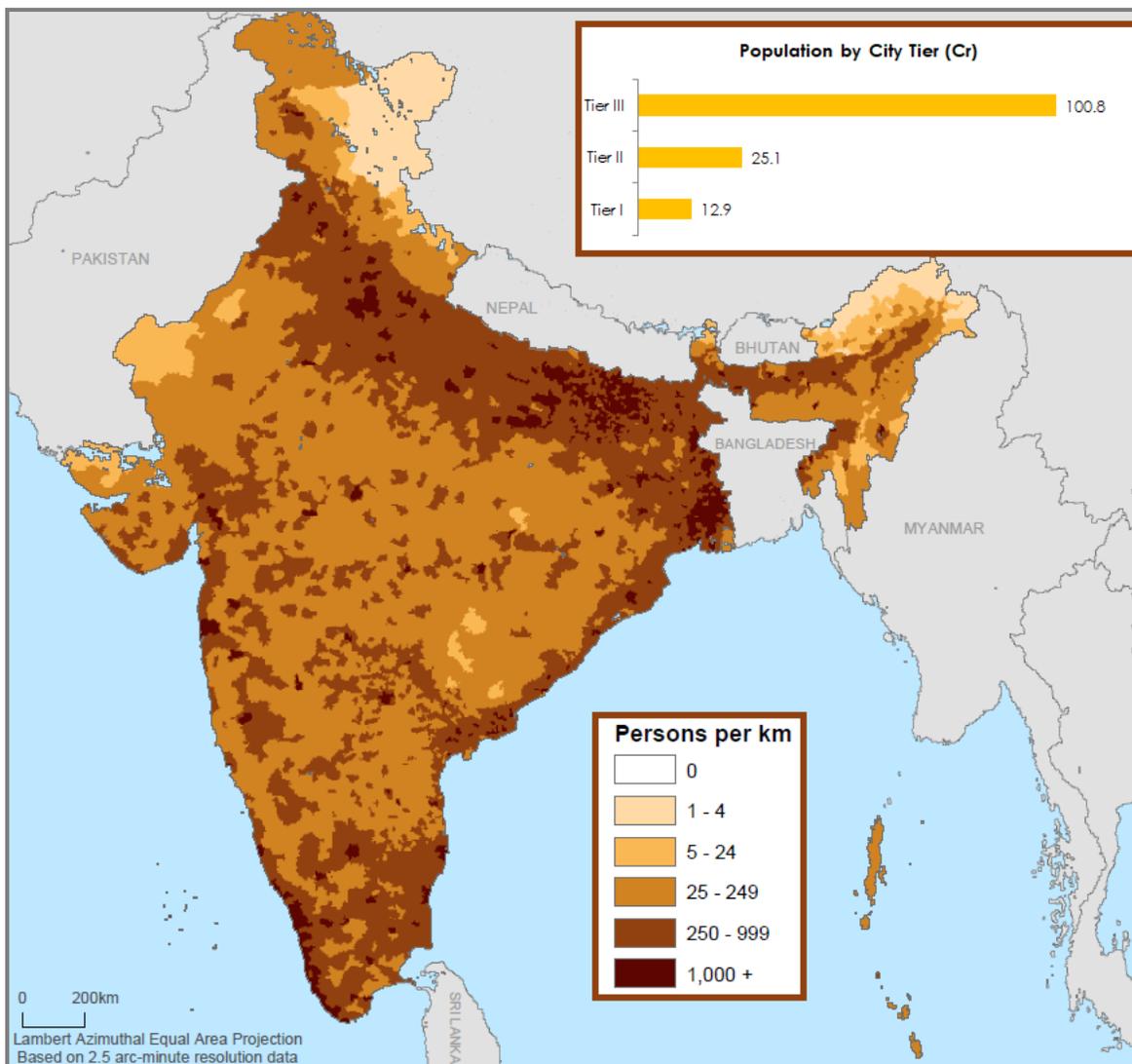
India continues to have one of the widest protection gaps

Only 3% Life Coverage: Term Insurance is needed

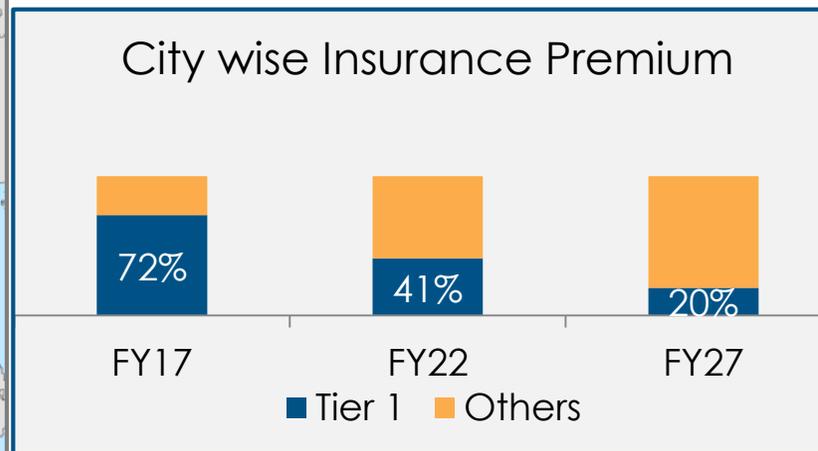


Note: Mortality protection gap figures are as of 2023 ; Source – Swiss Re Report on Sigma Restoring Resilience

The future is in Tier 2 & 3 cities



Geography	Penetration (%)			Density (USD)		
	Life	Non-Life	Total	Life	Non-Life	Total
USA & Canada	2.7	8.6	11.3	1,999	6,416	8,415
Advanced EMEA	4.3	3.0	7.4	1,957	1,351	3,308
Emerging EMEA	0.6	1.0	1.5	30	49	80
Advanced Asia Pacific	5.4	3.1	8.6	1,964	1,133	3,096
Emerging Asia	2.1	1.6	3.6	131	98	229
World	2.8	4.0	6.8	354	499	853
India	3.0	1.0	4.0	70	22	92



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

Simplifying Insurance

Challenges faced by the insurance industry

Human Intensive Operations

Dependence on high cost physical distribution

Information Asymmetry

Blanket Portfolio Underwriting

Policybazaar Offering

Tech enabled processes
Data backed innovation

Digital distribution
Sharp risk assessment

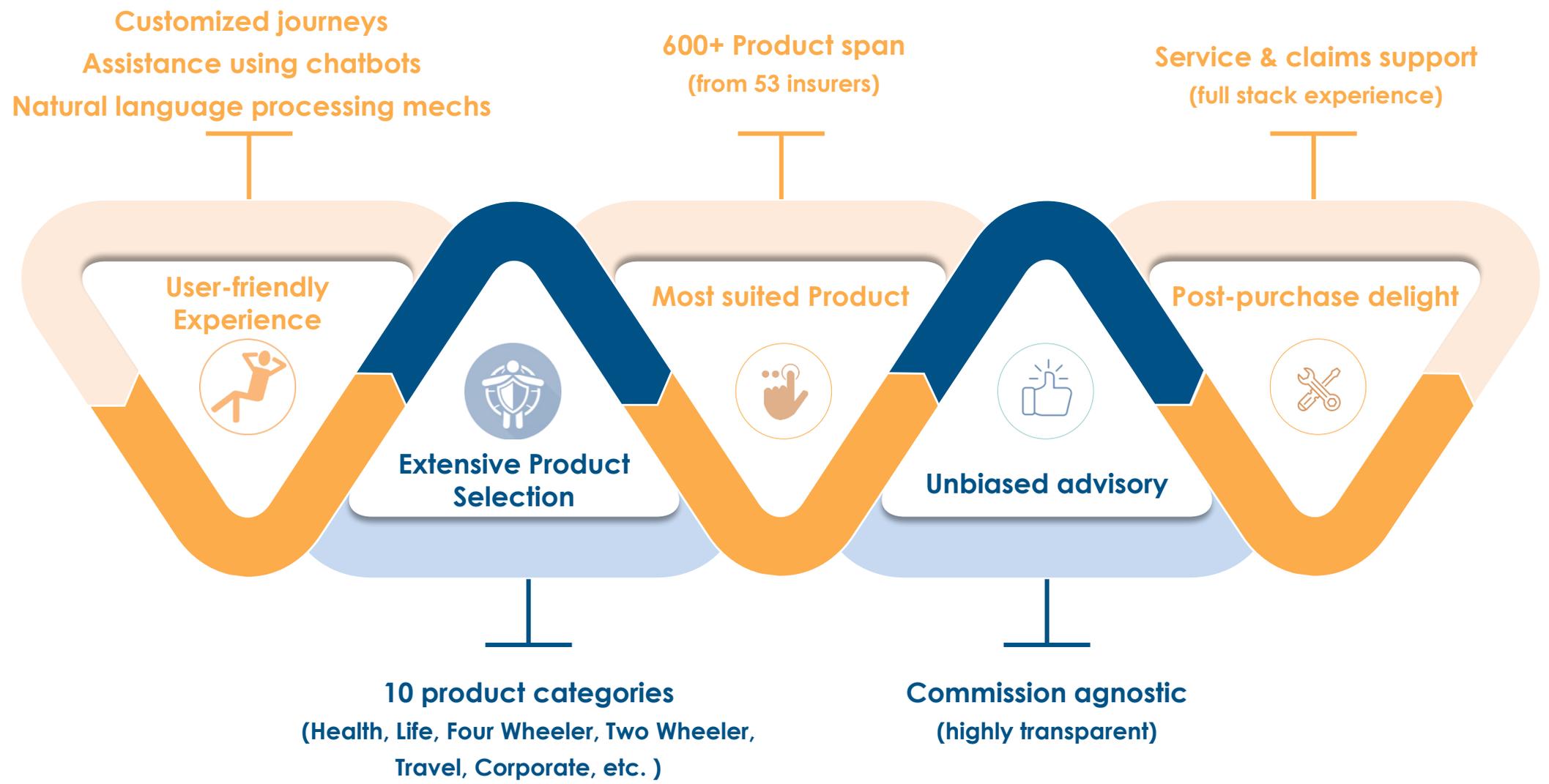
Product & process transparency for consumers
Risk transparency for insurance partners

Data based customized underwriting
Digitized & personalized claims experience

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



High quality customer disclosures

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



Extensive historical data

- **15 years digital vintage**: Rich data on customers & claims variables
- **16.6mn transacting customers** since inception



Enhanced scoring using digital data

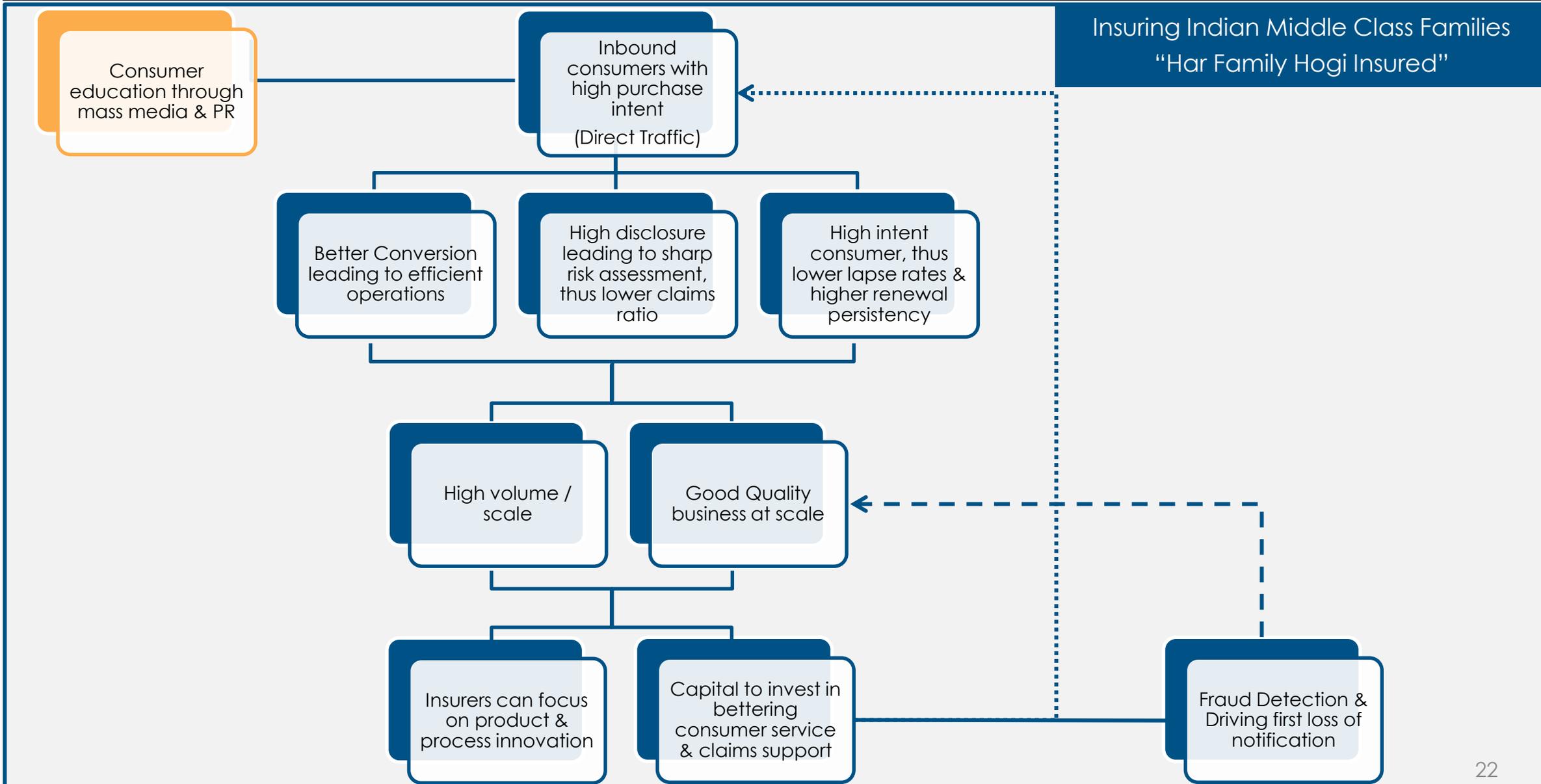
- Intricate data collected by PB which is unavailable in an offline environment
- Risk pricing simulation: Use of **digital variables exclusive to PB** in addition to traditional variables; niche/customized product conceptualization
- **Risk scores** calculated for **fraud** and shared with insurers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



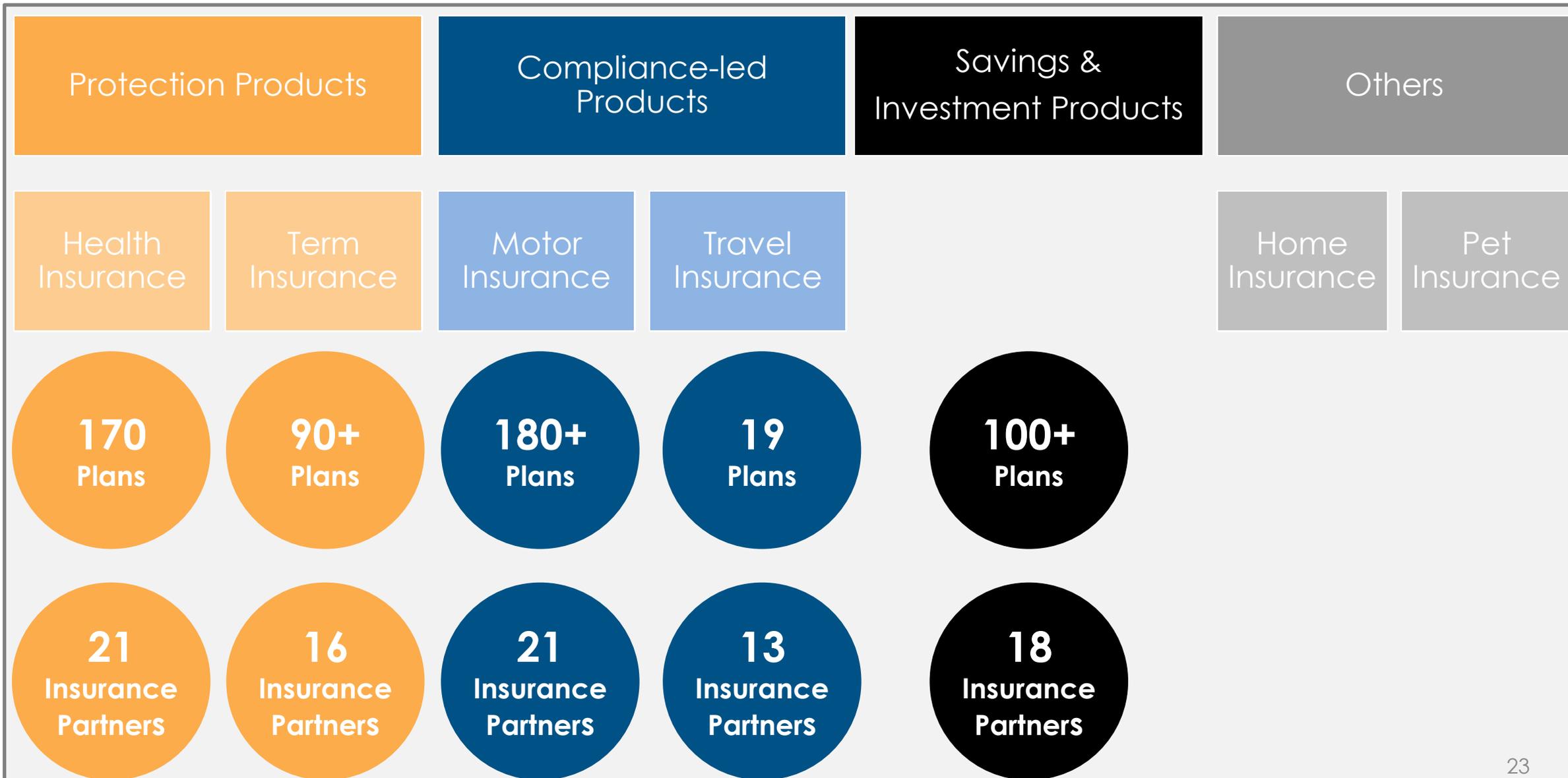
Rich insights from voice analytics

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

Our business model



Our offerings from 53 partners



Salaried consumers

Term insurance
Premium increases as your age

policybazaar.com

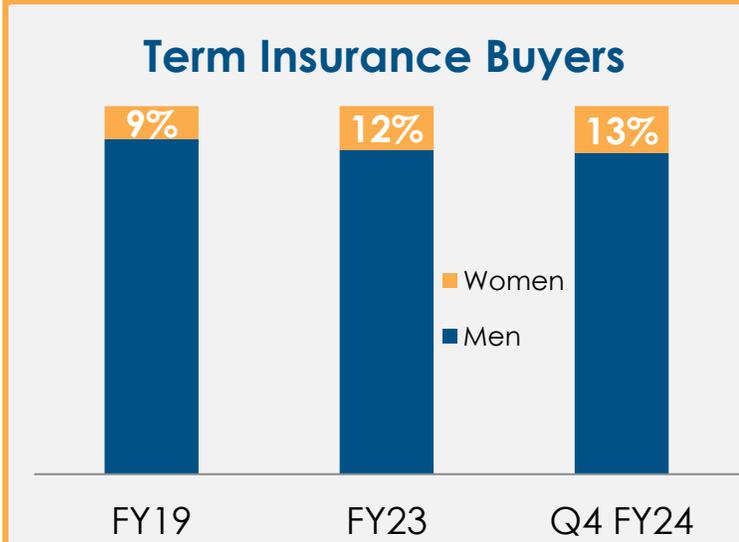
Now ₹449/month*

After 30 years ₹1848/month*

Check Your Premium

A wide variety of offerings
Zero cost Term Plan

Women, Housewives & Self-employed consumers



- Term insurance plans for housewives with ₹1 Cr Sum Assured
- Special plans for women including Critical Illness Covers like Cervical Cancer, Breast Cancer
- Surrogate underwriting using non-conventional variables for self-employed

NRI consumers

Get plans with zero commission charges & an in-built life cover
Manage your funds from anywhere in the world, anytime

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

Get Your Parents Health Insurance

30 minutes Claim Assistance

- Free Health Check-up
- Free OPD consultation

*Standard T&C Apply | PBIB/Print&DM/Health Insurance/Ad No.XXX

Global Health Coverage



Special Maternity Plans

Tips for expecting mothers: How to cover maternity costs through health insurance

- ### 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

Capital Guarantee Solutions

↓ Midcap Momentum Index Fund Sheet



5 Yr Returns
23.2%

Lumpsum Payout#
₹7.27 Cr

Capital Guarantee Solution | Midcap Momentum Index Fund | If you had invested 20 yrs ago

★ New Fund Launched | 31st March | Instant Tax Receipt | Save Tax Upto ₹74.9 Lac



5 Yr Returns
22%

Lumpsum Payout#
₹6.17 Cr

Capital Guarantee Solution | Multi Cap Fund | If you had invested 20 yrs ago

Instant Tax Receipt | Save Tax Upto ₹63.9 Lac

Wealth + Health Solutions

New Launch | Wealth Creation + ₹10 L Health Cover + ₹58.1 L Life cover

Wealth + Health Solution



10 Yr Returns Lumpsum Payout
18.6% | **₹11.4 Cr** | In 2053

+  **Health Cover**
₹10 L

Guaranteed Plans with return higher than fixed / term deposit

New Launch | Tax Saving ₹5.01 L



Guaranteed Growth Plan

You Give **₹12 L** in 5 Years

You Get **7.3%** Interest Rate | **₹20.6 L** In 10 Years

Tax Free

Get Details >

Motor Insurance

Usage based plans: Pay-As-You-Drive

BUY PAY AS YOU GO CAR INSURANCE ON policybazaar.com HAR FAMILY HOGI INSURED

*Savings calculated on Honda New City VX, MH02 RTO with an IDV of Rs 11.8 lac, 0% NCB on 1 year standalone own damage policy premium including add-on (Zero Dep, Roadside Assistance, Engine Protector, Consumables and Invoice Price), for a customer using the car for 4 days in a week and Switching Off the Own Damage cover using the designated app for the remaining period of the week. The discounts are provided by insurers as per their IRDAI approved plans. In case of a claim during the policy period, no discount shall be applicable. For more details on risk factors, terms and conditions, please read the sales brochure carefully before concluding a sale. STANDARD TERMS AND CONDITIONS APPLY. Policybazaar Insurance Brokers Private Limited | CIN: U74999HR2014PTC053454 | Registered Office - Plot No.119, Sector - 44, Gurgaon, Haryana - 122001 | Registration No.742, Valid till 09/06/2024, License category- Direct Broker (Life & General) | PBI/Video&Audio/Motor Insurance/Ad No.70

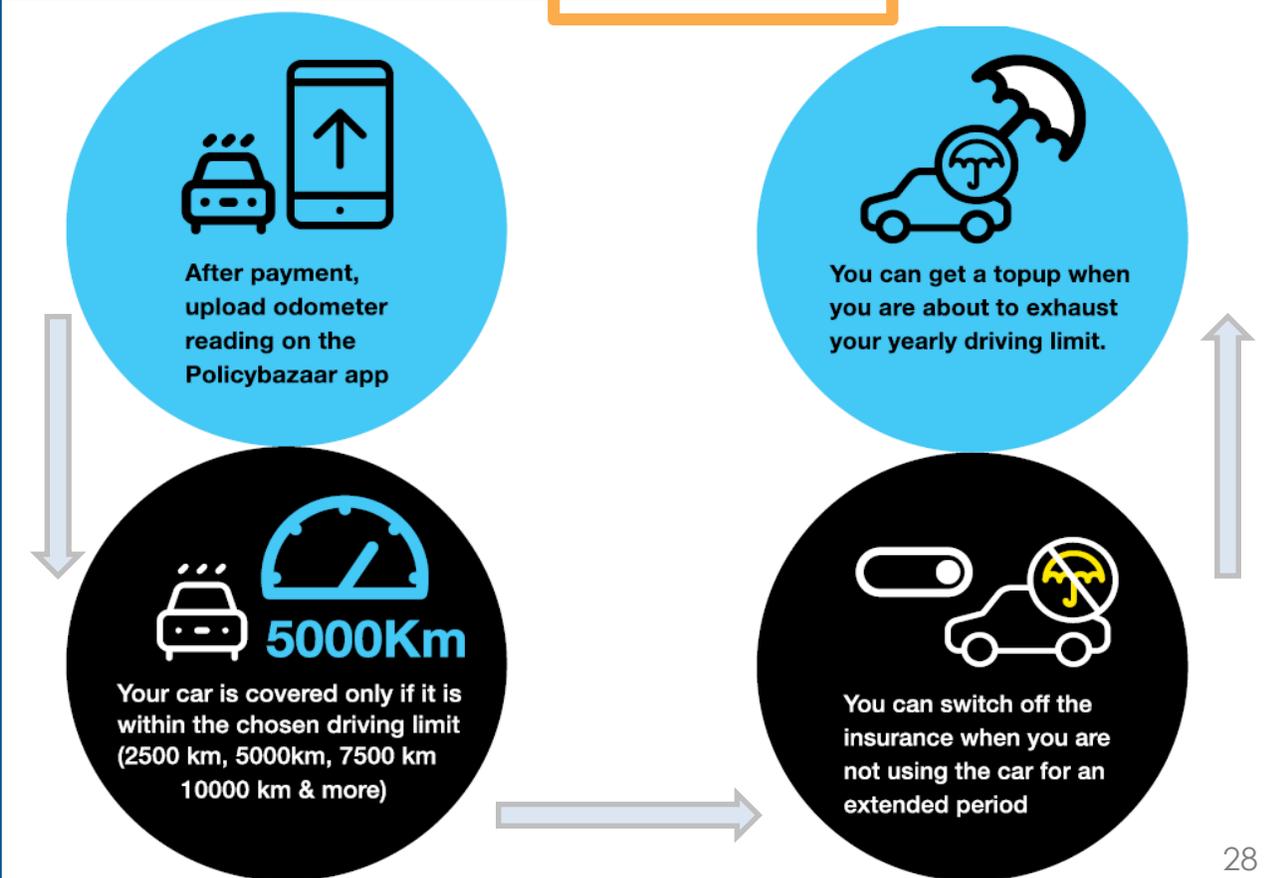
	Car value (IDV) ₹1,20,174	Premium ₹3,772 ₹4,385 You save ₹739	<p>👉 You'll get a reminder to update the odometer reading just before the policy starts</p>
Change driving limit:		5,500 KM ▾	

kotak General Insurance Co. Ltd.

IDV Cover
₹1,14,750

₹ 3,941 →

Save up to 40% more by switching off this 'Meter' policy when not using your car & get a discount on next year's renewal. [know more](#)



Pay As You Go Insurance Calculator

Which car do you drive?

Popular brands —

NISSAN	MAHINDRA	RENAULT	KIA	

Car Depreciation Calculator

Which car do you drive?

Popular brands —

NISSAN	MAHINDRA	RENAULT	KIA	

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
digit	IDV ₹4,81,602 Premium ₹5,182 <small>Save ₹390</small>
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
digit	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
digit	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
digit	IDV ₹4,81,602 Premium ₹5,155	
Your policy expired on 28 Dec, 2022		

[Renew now](#)

Awareness brand campaigns in local / regional languages



Tamil

Telugu

Marathi

Hindi

Malyalam

Continuing to use humor as a tool

Awareness brand campaigns with Kapil Sharma



DOWNLOAD APP
policybazaar.com
HAR FAMILY HOGI INSURED

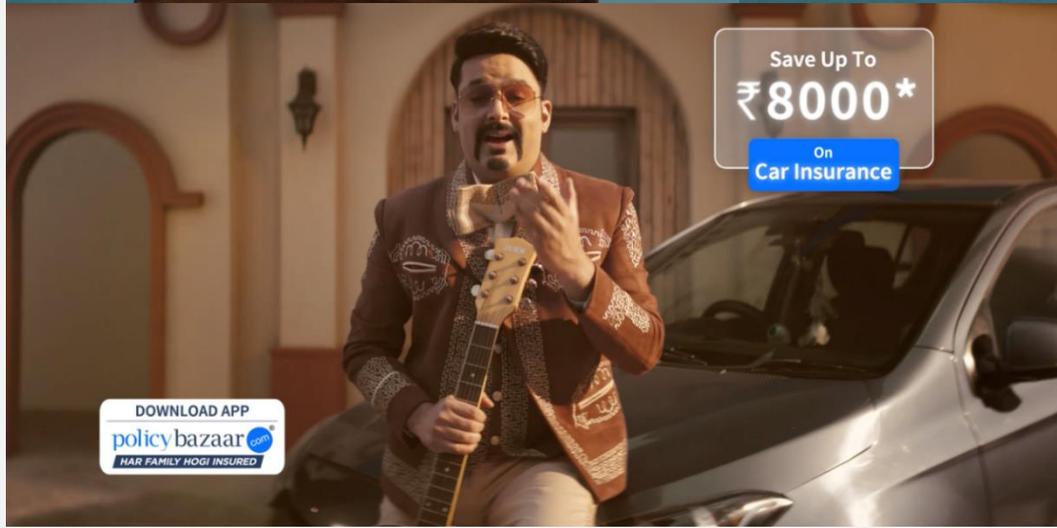


DOWNLOAD APP
policybazaar.com
HAR FAMILY HOGI INSURED

Kapil ki Suno
Term Insurance Khareedo
Family Ko Khush Rakho

Engaging popular comedians like Kapil Sharma to create consumer awareness about serious subjects like

- The critical need of protection products (Health & Term insurance) for middle class families
- Benefits of comparing to find the best suited insurance product solutions



Save Up To
₹8000*
On
Car Insurance

DOWNLOAD APP
policybazaar.com
HAR FAMILY HOGI INSURED



Save Up To
₹8000*
On
Car Insurance

DOWNLOAD APP
policybazaar.com
HAR FAMILY HOGI INSURED

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"> • Tele-assistance during purchase • Choices of products & pricing • Tech & customer-center based service / claims assistance 	<ul style="list-style-type: none"> • Tele-assistance + Human touch • Choices of products & pricing • Tech & customer-center based service / claims assistance 	<ul style="list-style-type: none"> • Human touch • Low choices of products & pricing • Limited service / claims assistance
Insurers	Insurers	Insurers
<ul style="list-style-type: none"> • Distribution Commission only • Sharp risk assessment + real-time control on claims / frauds / mis-selling 	<ul style="list-style-type: none"> • Distribution Commission only • Sharp risk assessment + real-time control on claims / frauds / mis-selling 	<ul style="list-style-type: none"> • Cost of maintaining the agency channel / B2B2C partners commission • Cannot control high claims / frauds / mis-selling

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

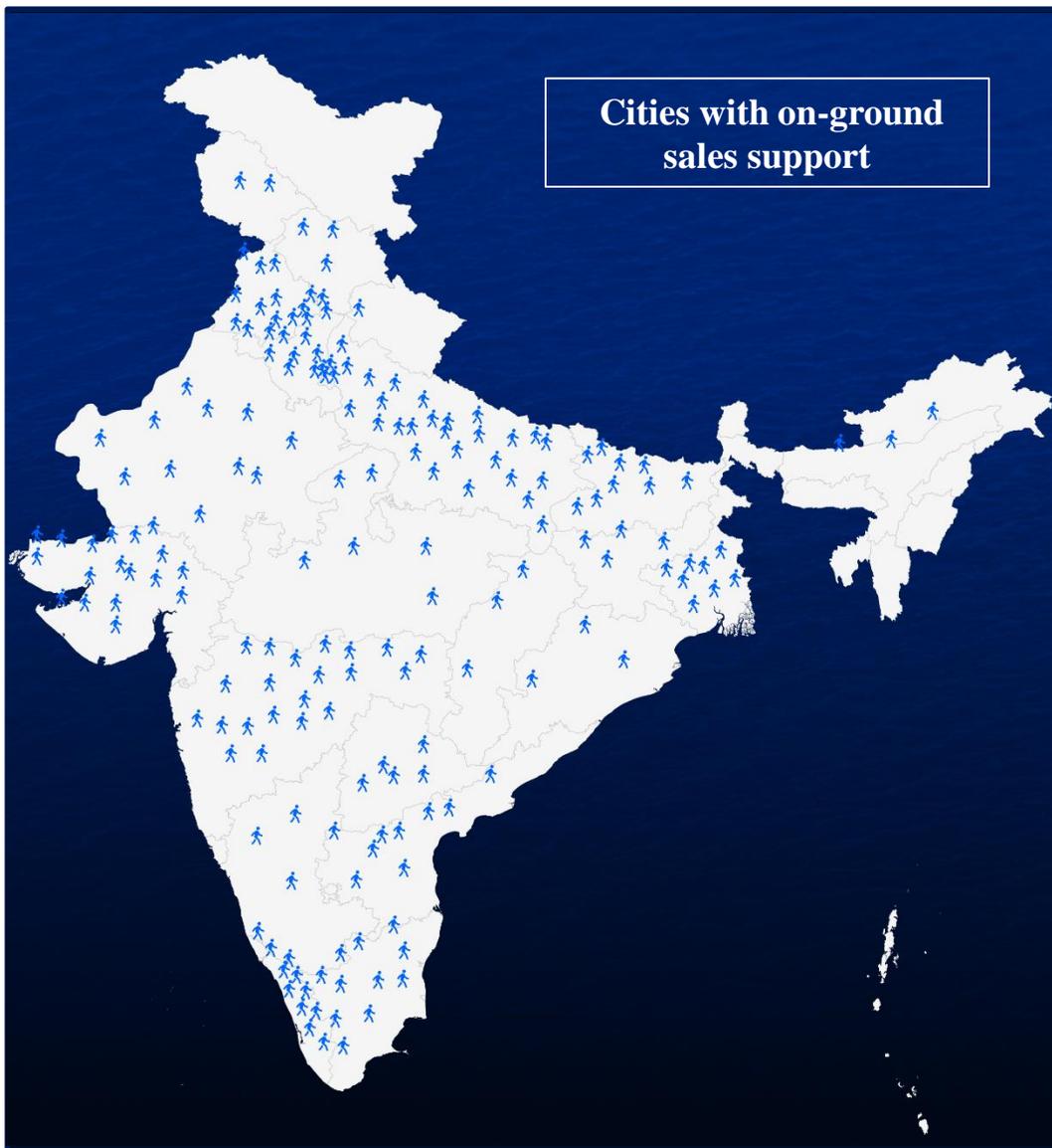
- Walk in purchase
- Human touch
- Service & Claims assistance
- Multiple product purchase & combos



In person

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

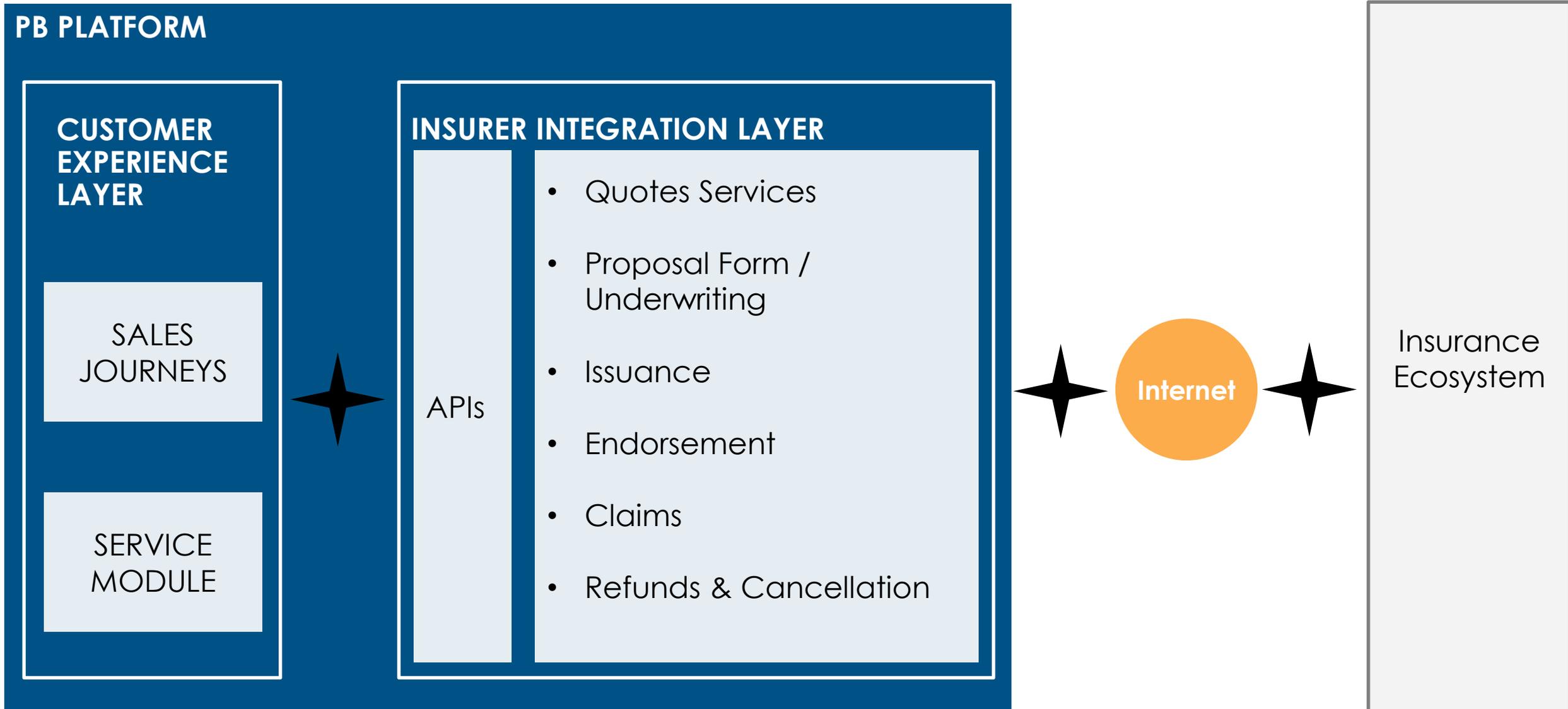
On-ground sales support in 180+ cities, helping convert better



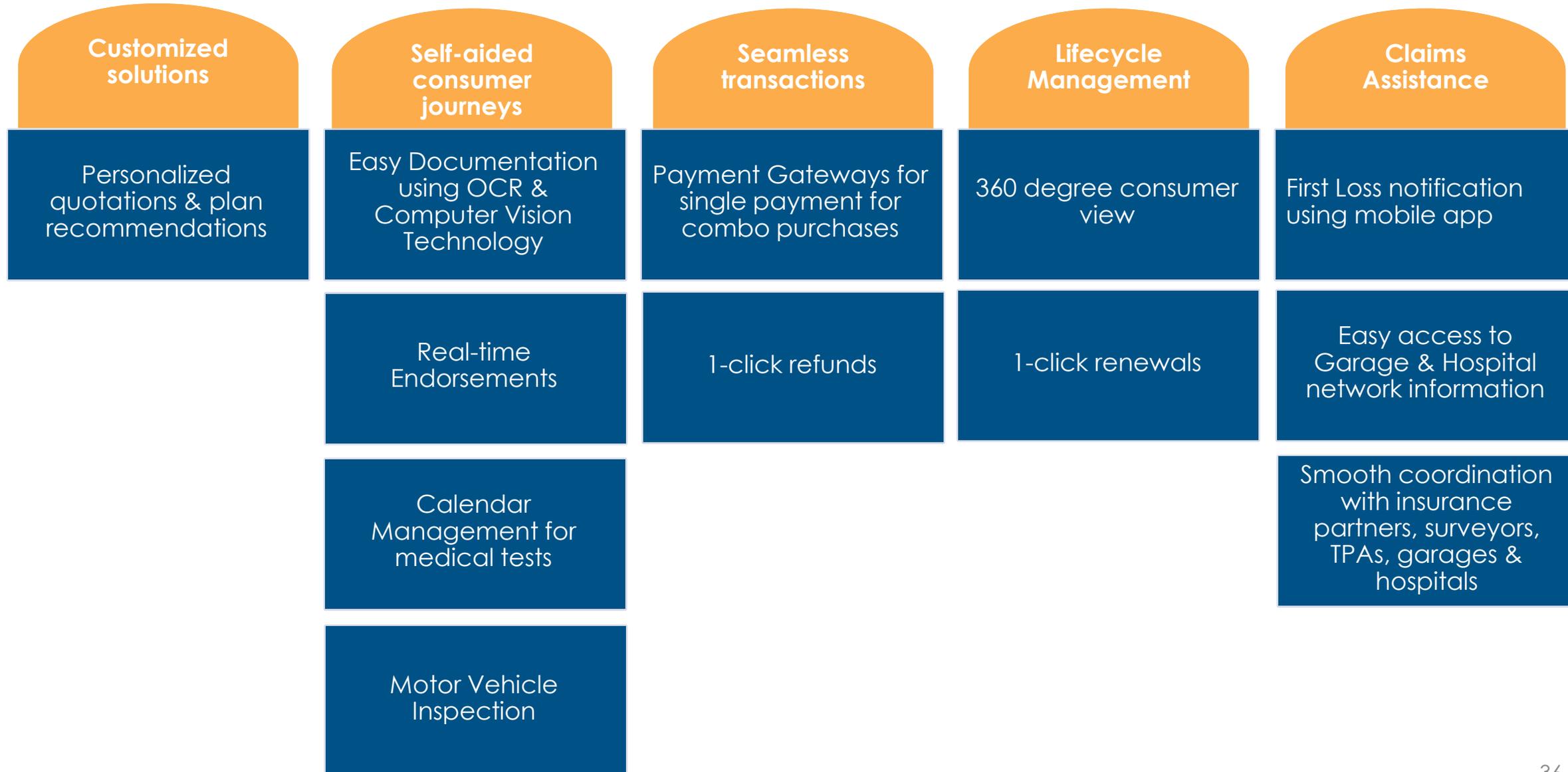
- Omni-channel experience for trust building
- Extension of PB experience from tele-assistance to human-touch & physical accessibility
- One stop solution for consumers who don't want to transact online

Technology for Consumers & Insurance Partners

Seamless services using integrations for dedicated & real-time data pipes



Technology solutions for Consumers



Technology solutions for Consumers

User friendly interface assisting customers throughout the lifecycle

Compare Premiums in 30 Seconds

NAME Mr.

DOB DD

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
ICICI PRUDENTIAL iProtect Smart	1Cr	60 yrs Max Limit: 85 yrs	98.6%	₹1,200 5% Off ₹1,174 monthly
HDFC Life 3D Plus Life Option	1Cr	60 yrs Max Limit: 85 yrs	99.0%	₹1,248 5.5% Off ₹1,179 monthly
MAX LIFE Online Term Plus	1Cr	60 yrs Max Limit: 85 yrs	98.7%	₹1,059 monthly
EGONLife 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

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

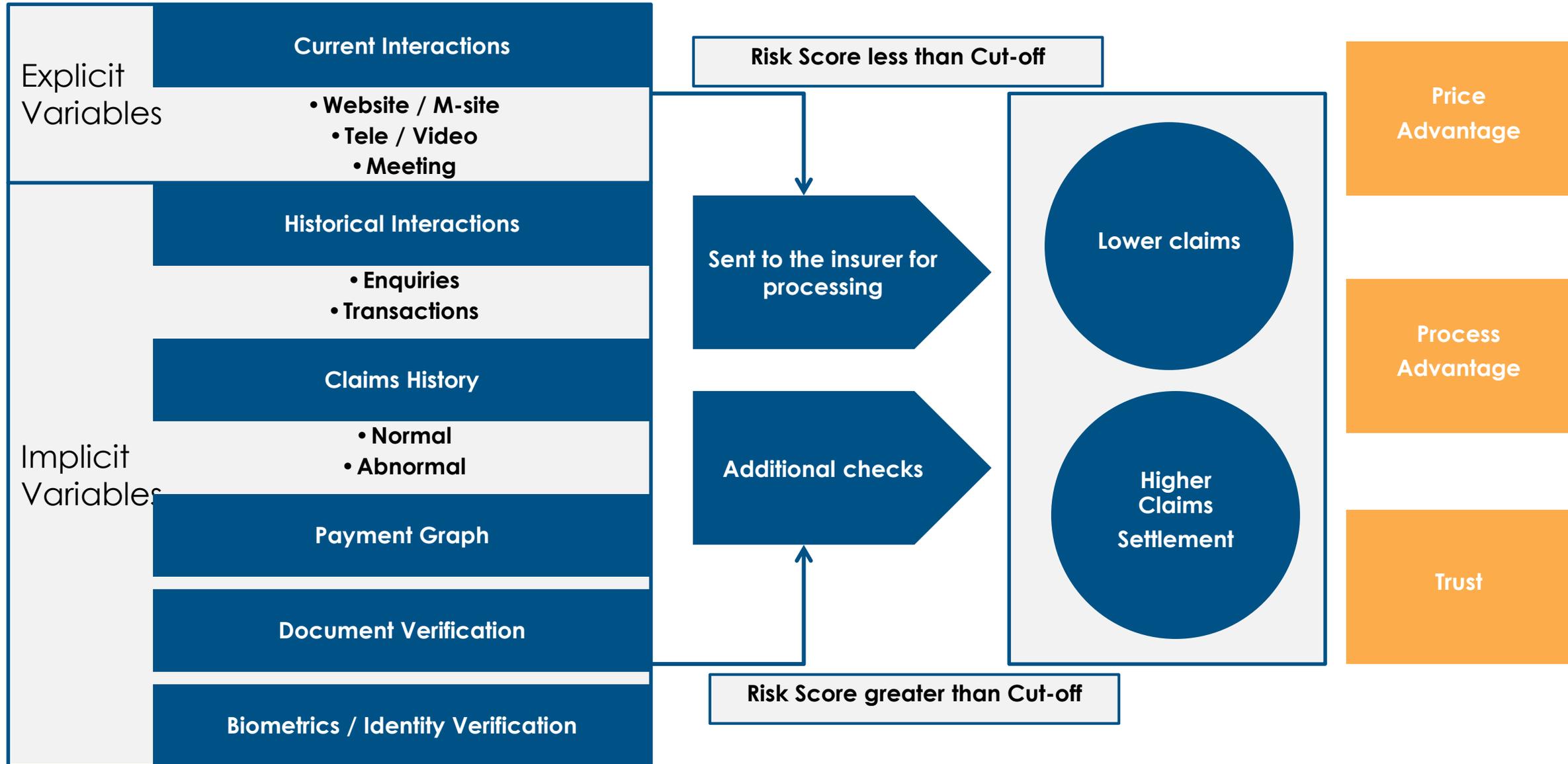
Easy payment process



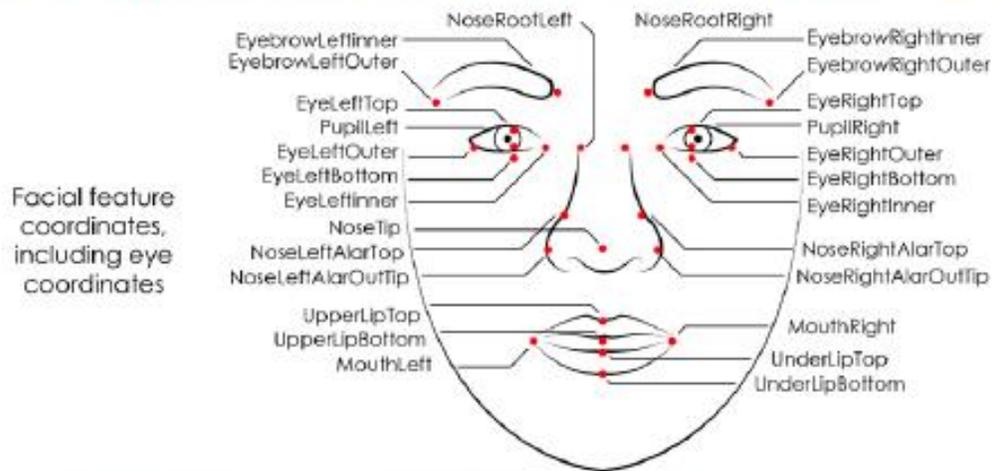
Unique customer journey through Chatbots

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

AI based risk framework used to detect fraud



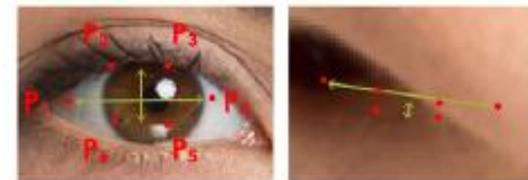
Liveliness checks Models- Deep fakes detection



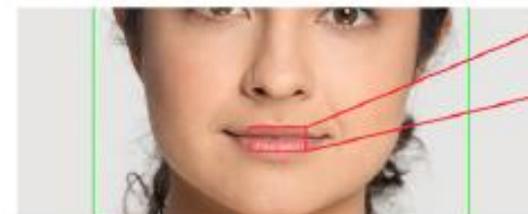
Face detection using Caffe (Deep learning based Face detector)

1. Face stillness check across all frames (using relative movement of facial coordinates)

Eye blink detection across all frames [Using (EAR) eye aspect ratio logic]



Lip Movement detection across all frames [Using relative movement between lip top and below coordinates with (considering horizontal distance)]



Eye gaze detection across all frames [on movement of iris region across eye space]

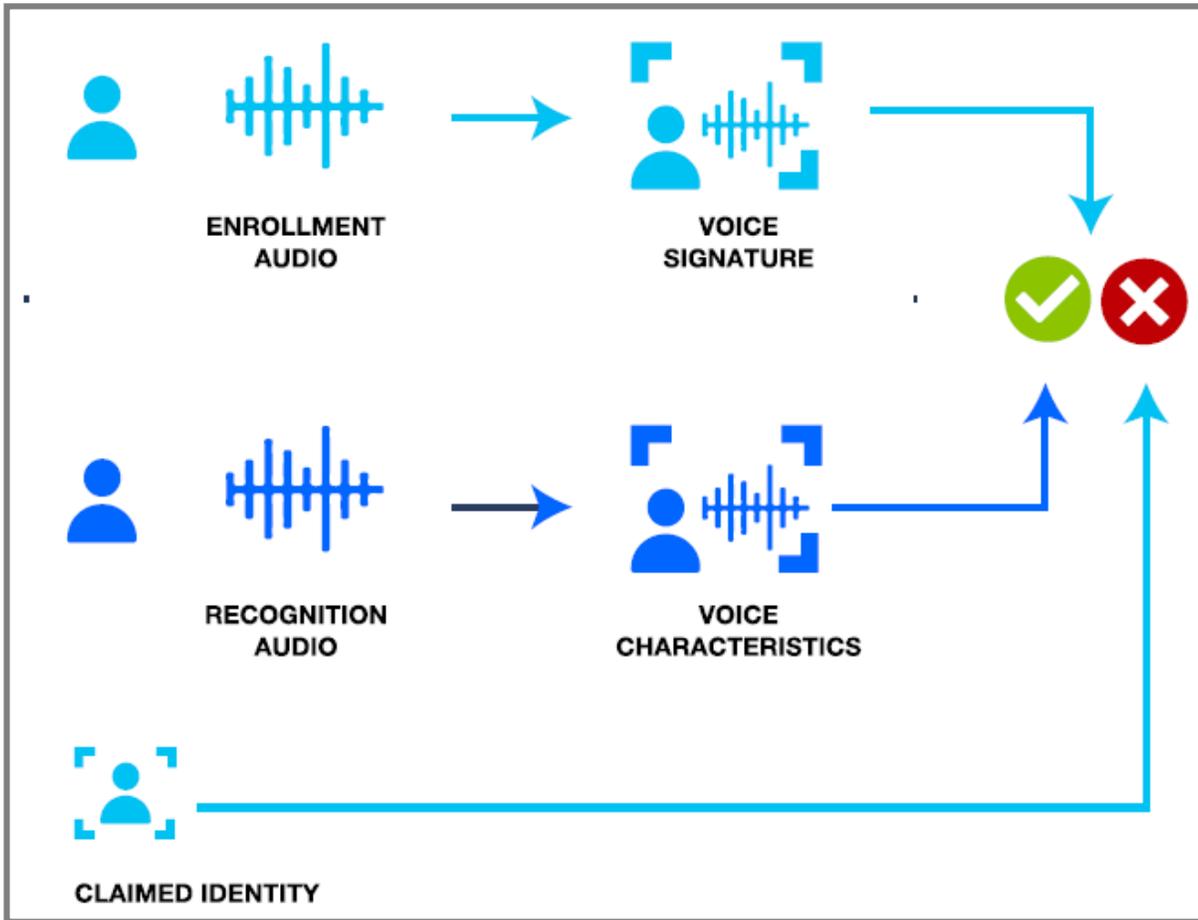


Hand Raise detection across all frames Optional check [As pb suggests for hand raise too while video capture]



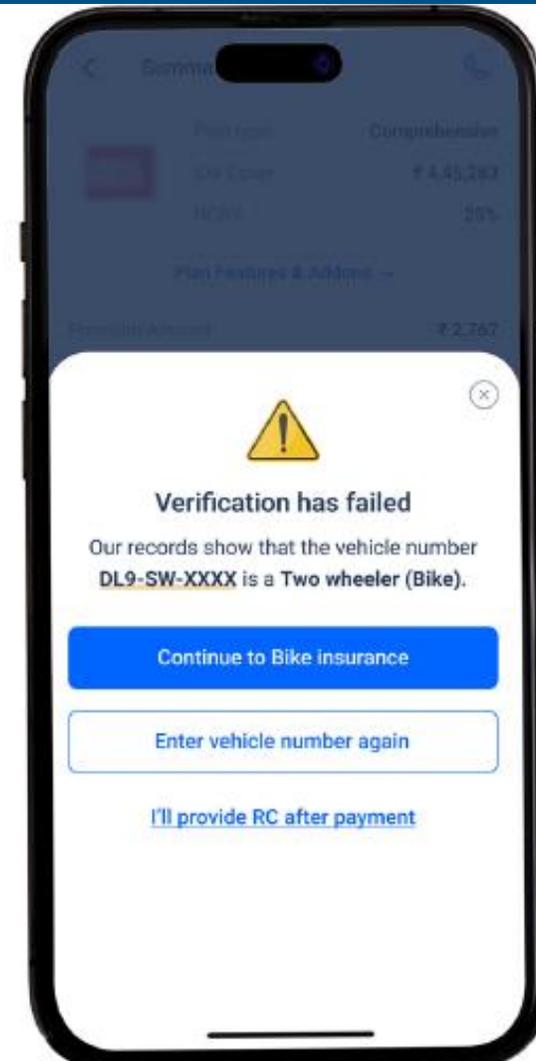
AI based risk framework used to detect fraud

Voice Matching



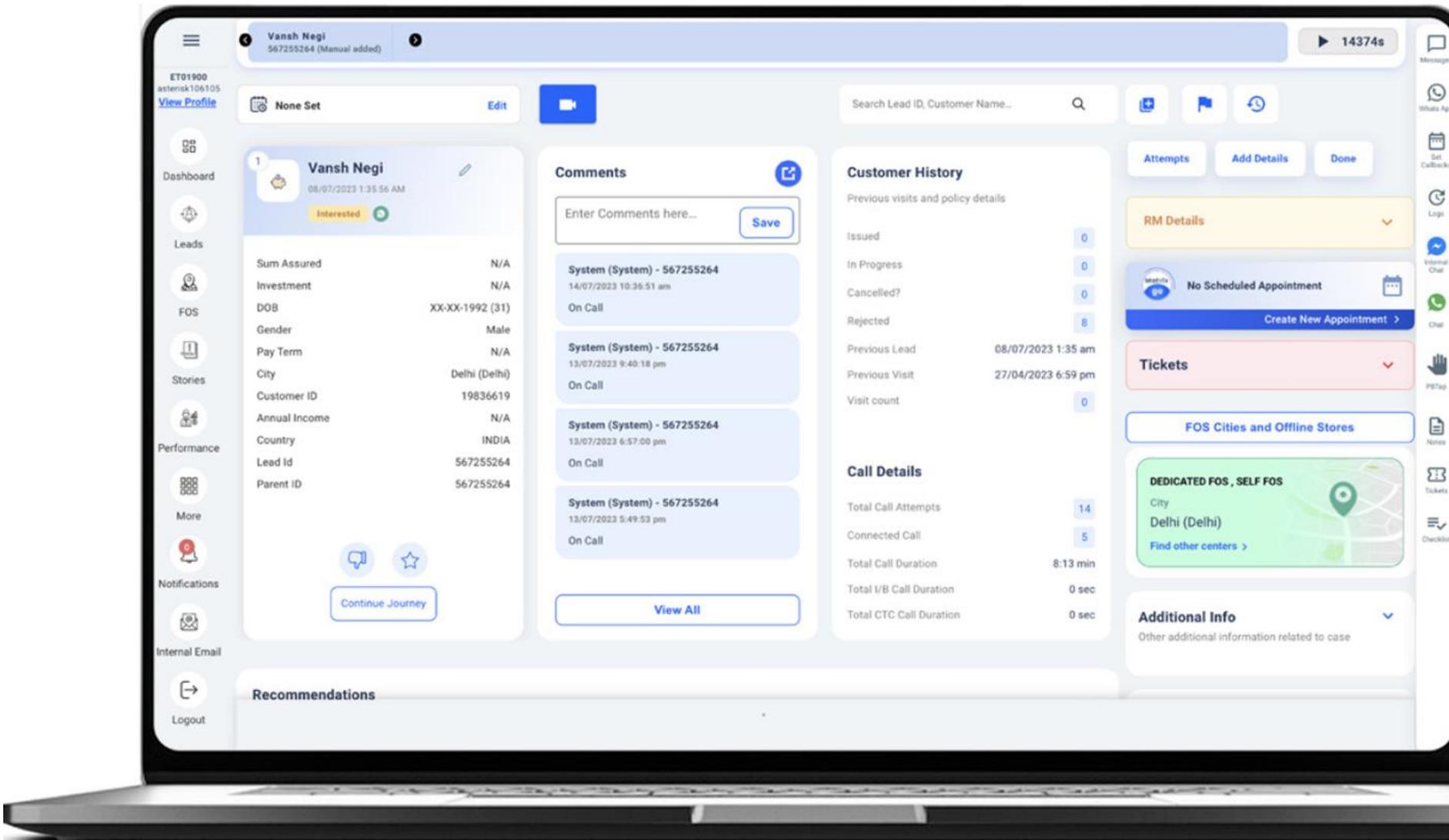
Voice biometrics of Pre-Issuance Video Call matched with sales call data

Verification with Public Databases



Technology for Operations: CRM systems

Proprietary systems for lead management & booking management



System conducts "Intent Analysis"

Match Lead-score with Agent-score

Auto-allocation of leads, system based DND mode, call reminders

ML based voice analytics for Pitch Quality Check

Customer Centricity is the key for us – reflective in 89% CSAT



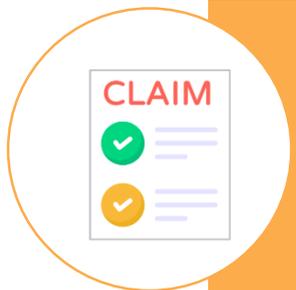
Service Experience

- 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

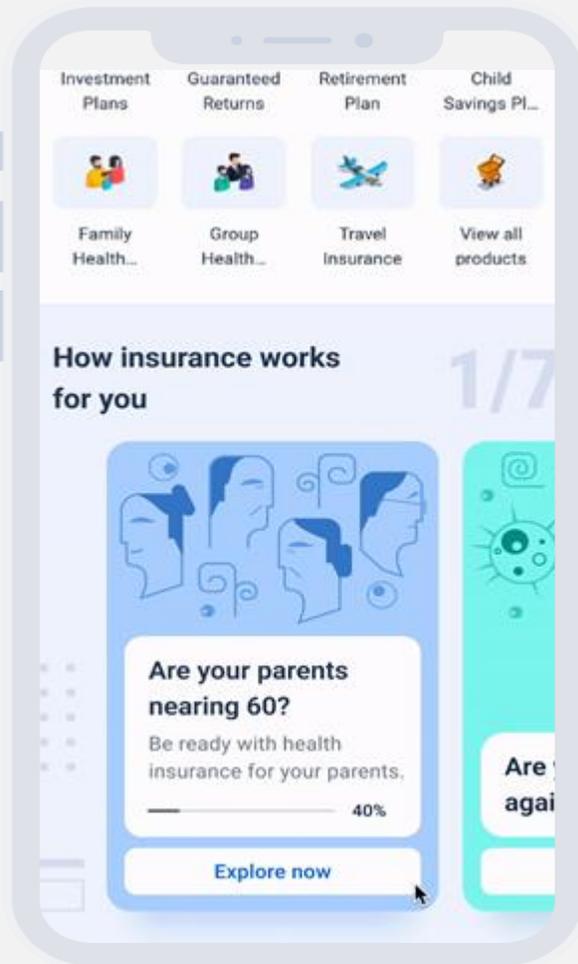


Claims management

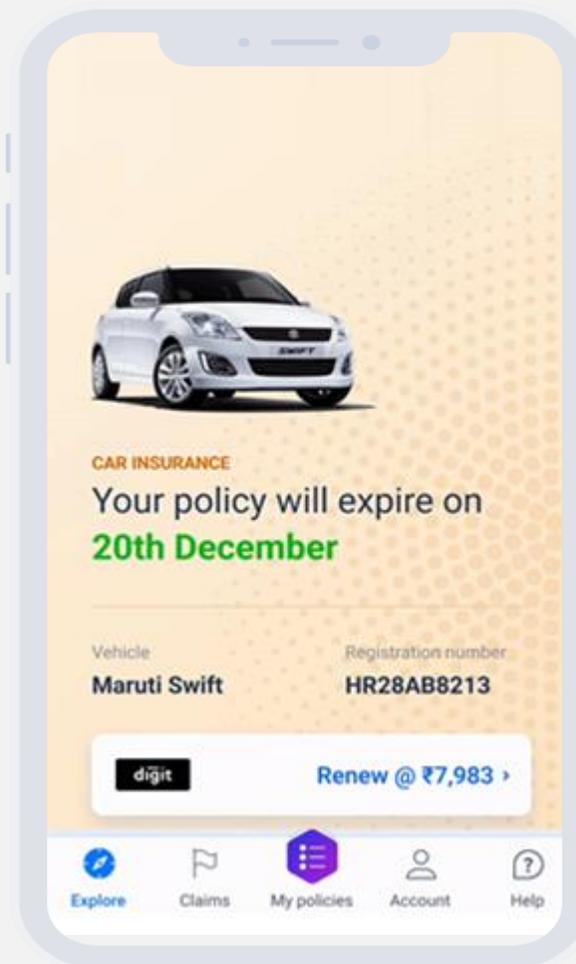
- On-ground support for Health & death claims in 117 cities
- App-based claims assistance during motor insurance claims, seamless coordination with consumer / surveyor / garage / insurer
- Assistance at the time of maturity for savings products

A wholesome experience in the App

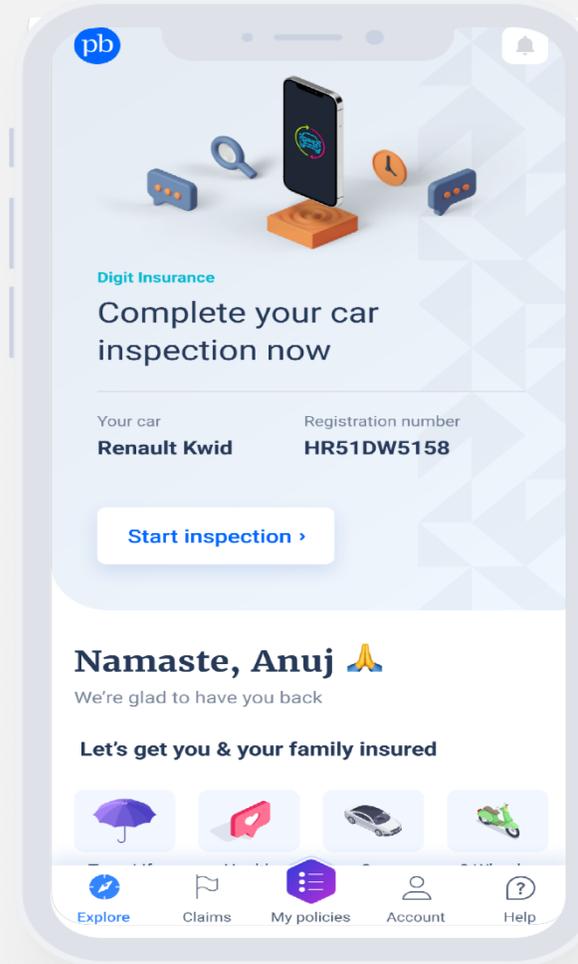
Consumer Education / Awareness



Renewals



Policy Management



Claims Assistance: popularized through media campaigns

Our consumers should only worry about healing & getting fitter
All insurance related processes will be managed by us (support within 30 mins)



Our consumers enjoy cashless claims at 15,000+ hospitals for Health Insurance

Our dedicated team ensures a hassle-free experience in the hospital and for pre & post hospitalization engagement

Claims Assistance

On-ground dedicated assistance at the time of claims

Health Insurance

policybazaar.com
HAR FAMILY HOGI INSURED

We Provide
30 Minute*
Claim Support

- ▶ On Ground Support
- ▶ Dedicated Claim Specialist

Term Insurance Claim

A term insurance claim is filed by the policy beneficiary to the insurance company in order to avail of the death benefit in case of the policyholder's unfortunate demise. .
A majority [Read more](#)

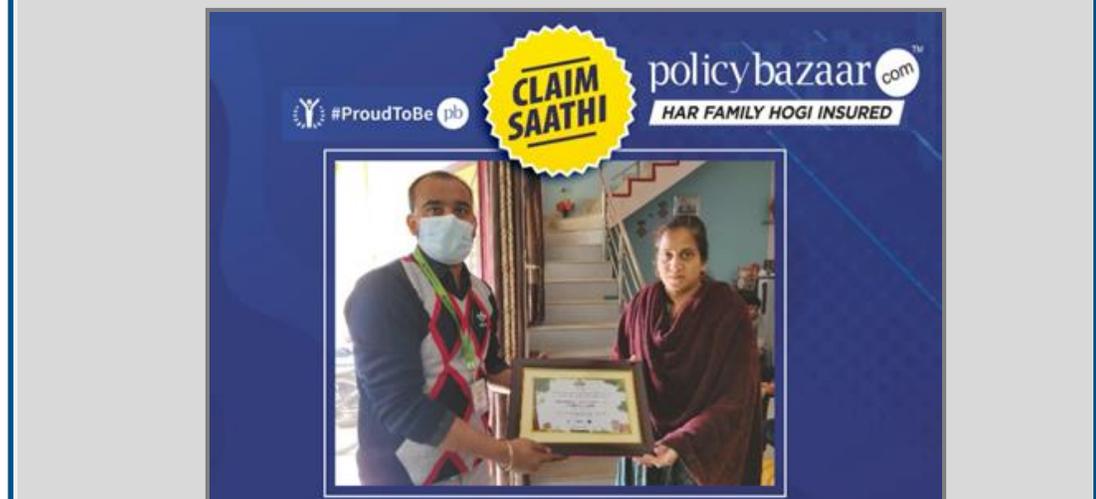
₹102 Crore Claim assisted in 2022-23

Free Dedicated Claim Assistance [Know more](#)
Policybazaar Guarantees claim support for your family

Jorhat, Assam		Ludhiana		Mohali	
Mr. Mishra	Mr. Roshan	Mr. Pandey	Mr. Kunal	Mrs. Narang	Mr. Sandip
Claim Beneficiary	Policybazaar Executive	Claim Beneficiary	Policybazaar Executive	Claim Beneficiary	Policybazaar Executive

On-ground support in 117 cities
Walk-in stores in 50 cities

Dedicated relationship manager for online & offline support



Policybazaar with Late Mr. Chouhan's Wife
Location: Bhopal, Madhya Pradesh
Claim Amount: ₹ 71.25 Cr

After Mr. Chouhan passed away, Policybazaar stepped up to help his wife with the claim process of her husband's term insurance as a part of the grief support program. It was a great motivation for our customer service advisor as well to witness the real-life impact of his assistance in the sale of the insurance policy.

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

Claims Grievance Redressal Day

Claims Samadhan Diwas

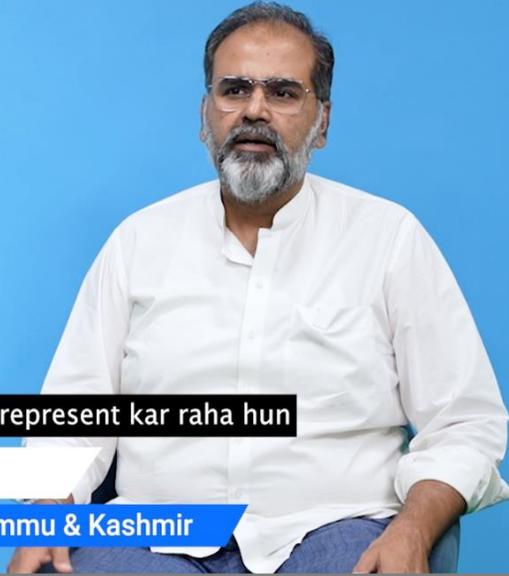
CLAIM SAMADHAAN DIWAS

policybazaar.com
HAR FAMILY HOGI INSURED



**ON THE SPOT
SETTLEMENT OF
CLAIMS FOR 29
CUSTOMERS
AMOUNTING
TO THE TOTAL
₹ 31.15 LACS**

policybazaar.com
HAR FAMILY HOGI INSURED



Main Basir hun, main represent kar raha hun

Ahmed Basir
Policybazaar Customer | Jammu & Kashmir

**Real-time re-assessment of repudiated / rejected claims
In a tripartite conversation with the insurance partner, consumer and Policybazaar**

Garnering consumer trust by assisting during the moment of truth – claims
Receiving thousands of appreciation / gratitude emails from consumers every month

Physical card sent to the customer, which they can safely keep with themselves or with the nominee (for use at the time of claims)



Special Recognition cards sent to all customers



Awards & Recognition

Best Customer Service
for Claim Samadhan
ET Entrepreneur Awards



Best Domestic Broker
Insurance Asia Awards



Best use of consumer tech
for PB Meet
ETBFSI Awards



Best Insurance Brokers
India Insurance Summit



India's leading online Insurance
platform

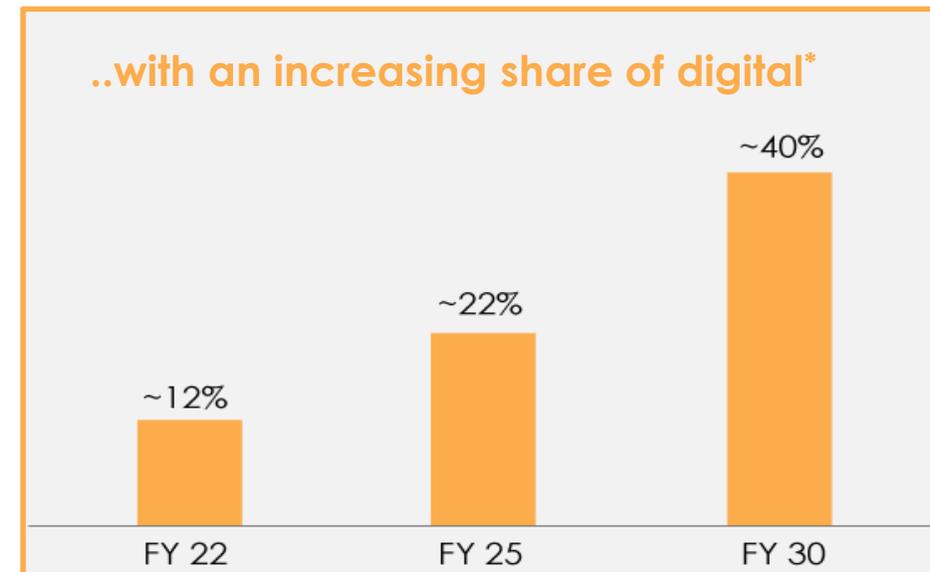
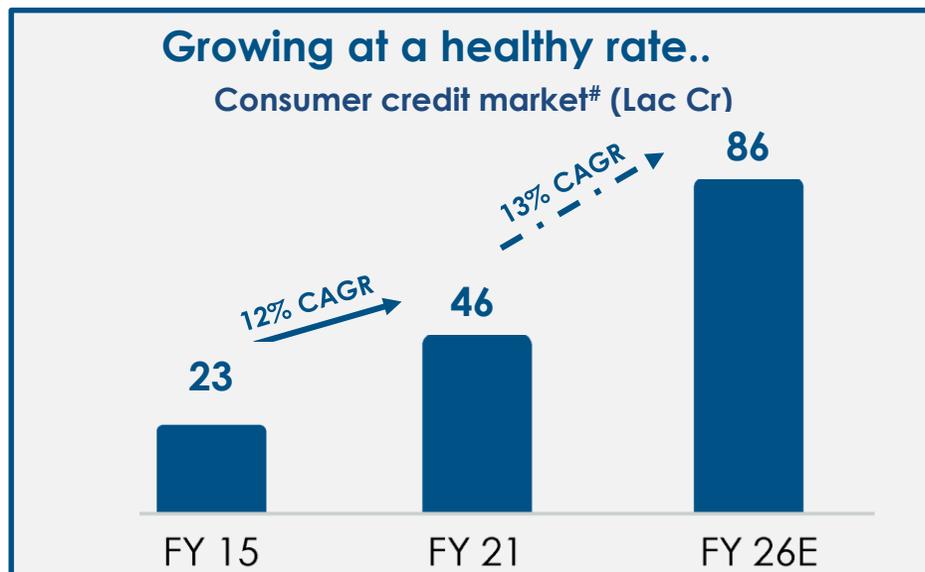
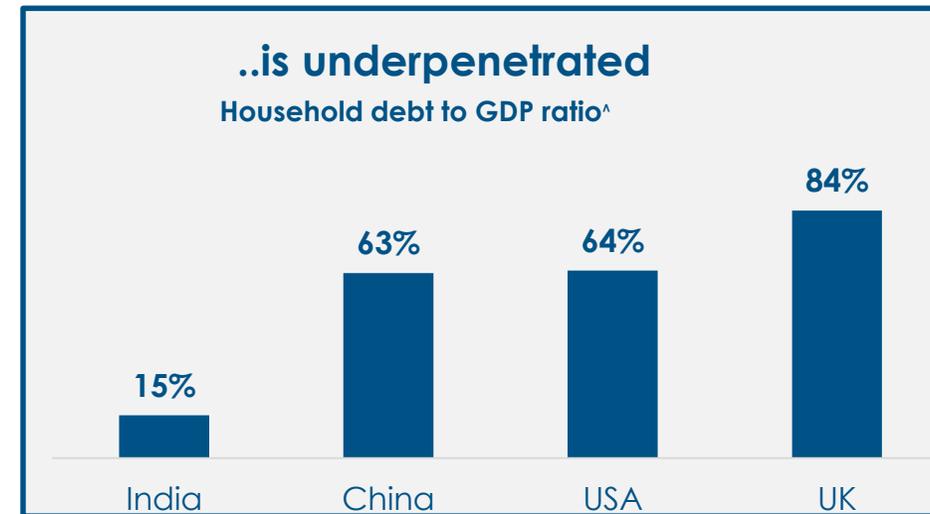
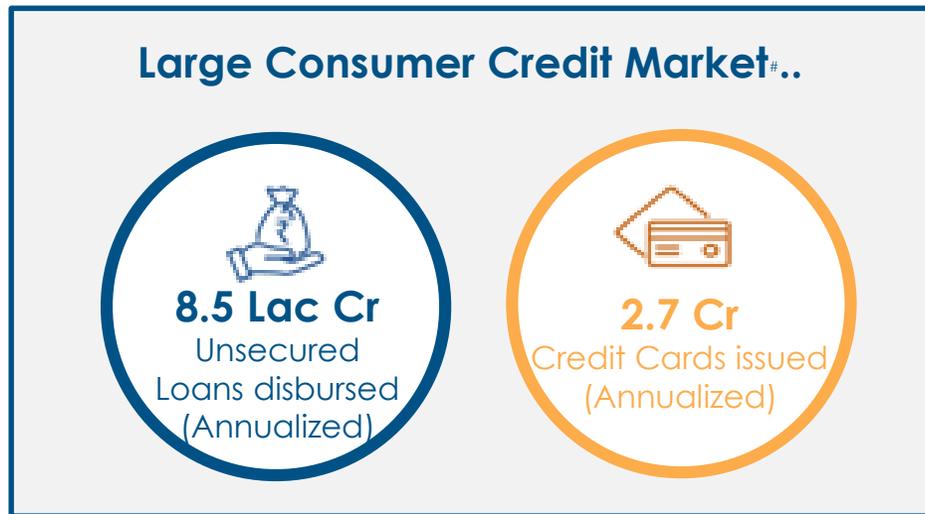


Brand Identity Campaign for
Mr. Policybazaar



paisabazaar.com

Large, underpenetrated & growing retail lending industry; digital growing faster



Management estimates
 ^CEIC data
 *Google Temasek & Bain report 2023

Paisabazaar offering consumers wide choice & ease of comparison

Solving structural problems by keeping consumer at the core

Consumer Pain-points



Difficult to find best offer



Lack of transparency, fairness



Lack of assistance



Delays & intensive paperwork

Paisabazaar Advantage



Transparent & Neutral Comparison

Credit offers from 65+ partners



Relevant Offers Rank-ordered

Powered by SmartMatch



End-to-end assistance

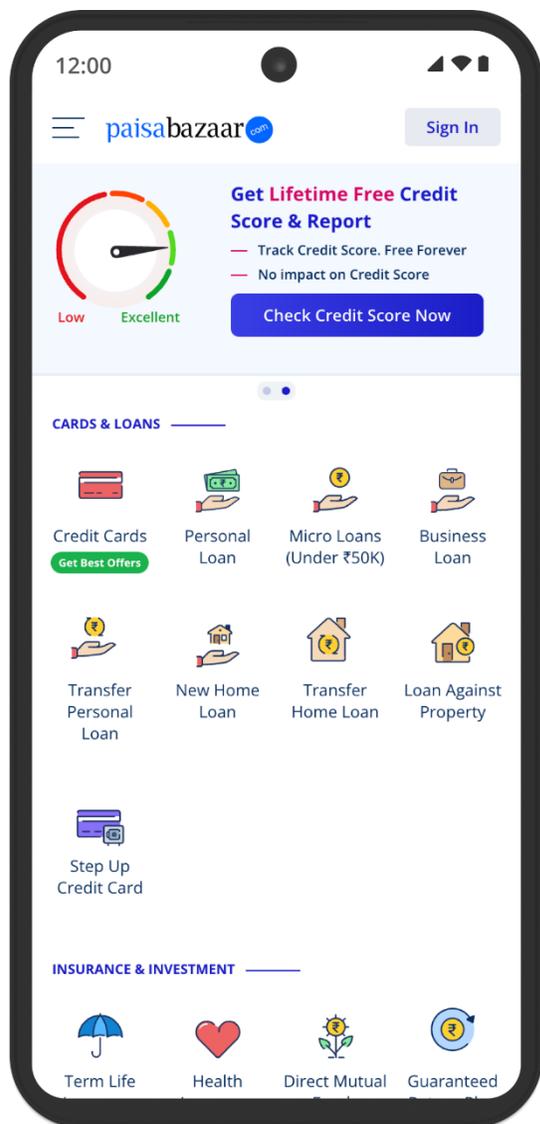
With 'right', personalized advise



Seamless onboarding

E2E digital processes, instant approval

Paisabazaar: Platform of Choice for India's credit needs



Independent, unbiased & transparent platform with E2E assistance

Best offers always, including Bank Pre-approved offers

Industry-first SmartMatch algo to help find most relevant offers

>15%* of India's active credit score[^] consumers on Paisabazaar

~8%* of Credit enquiries in India happen on Paisabazaar

*Management Estimates; 12-month average
[^] Consumers having at least 1 active trade line

Paisabazaar: India's largest comparison platform for credit products



20 Lacs
Monthly Enquiries
(credit products) ^



19 Lacs
Transactions ARR^



Consumer enquiries^ from
1,000+ cities

India's largest
credit score awareness initiative

4.3 Cr
Credit Score consumers^



21.2 Lacs
New consumers added in
Q4FY24



₹14,800+ Cr
Loan disbursements*



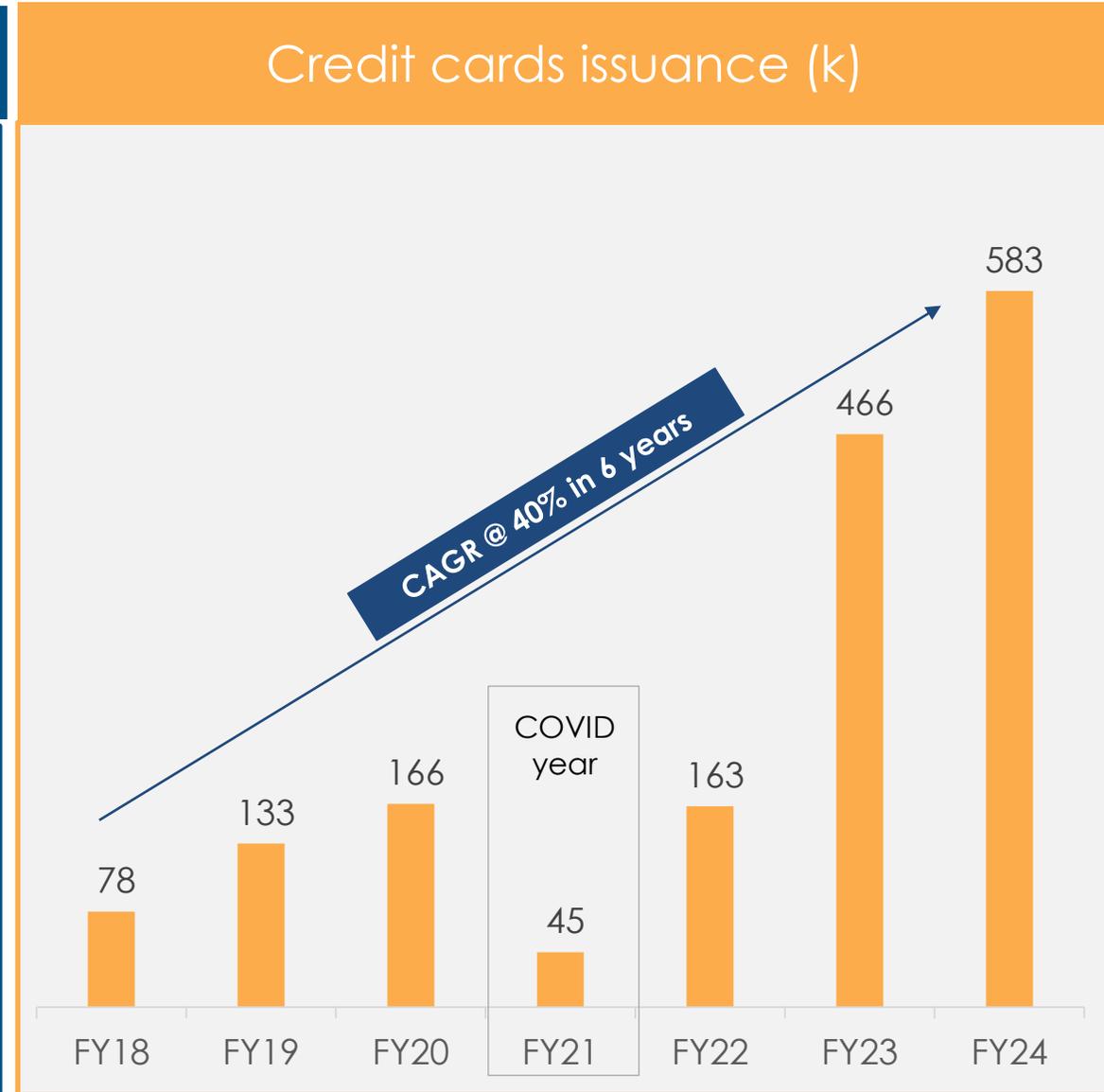
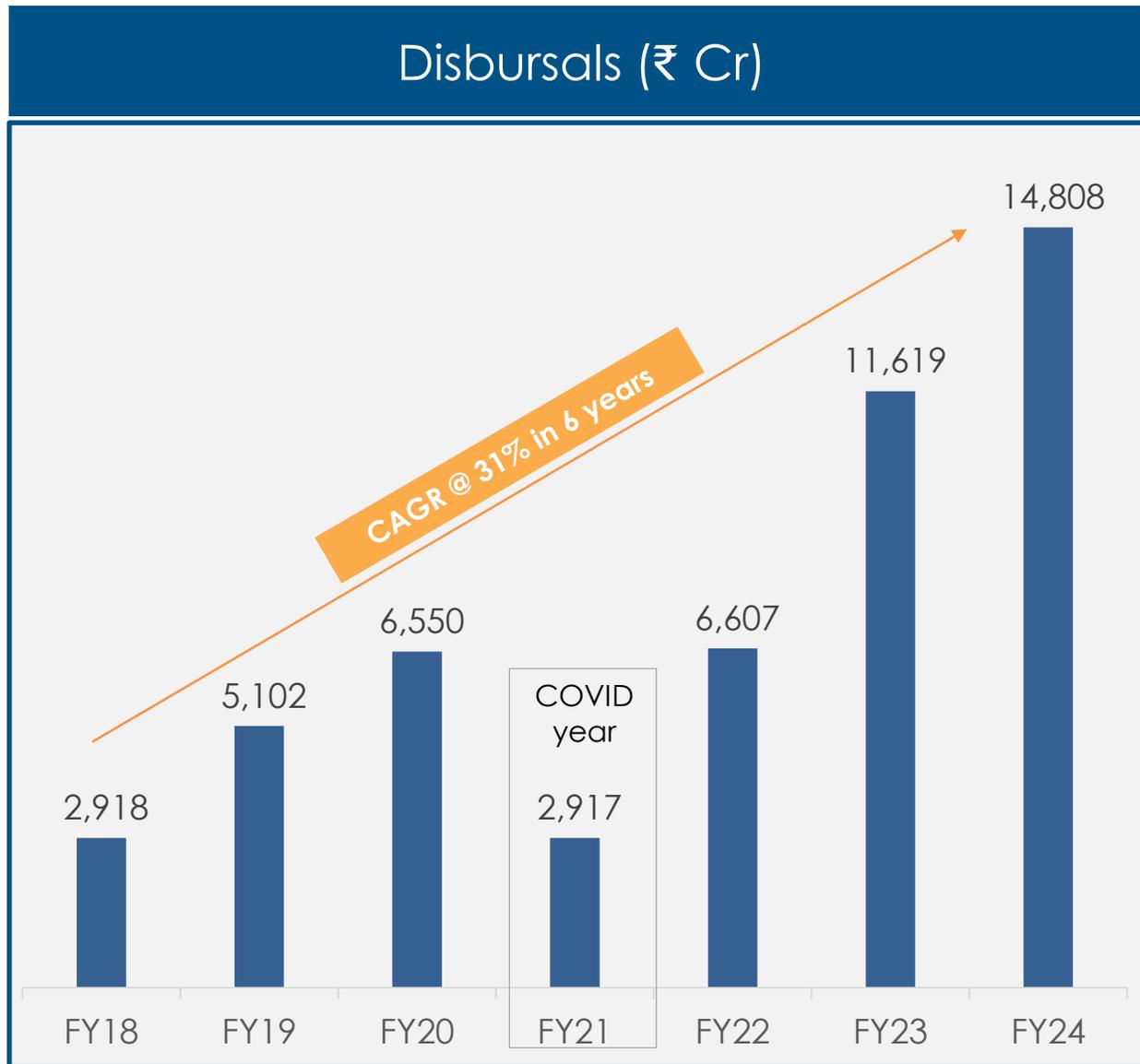
~6 Lacs
Credit Cards issued*



Acquiring a
consumer every ^
~4 seconds

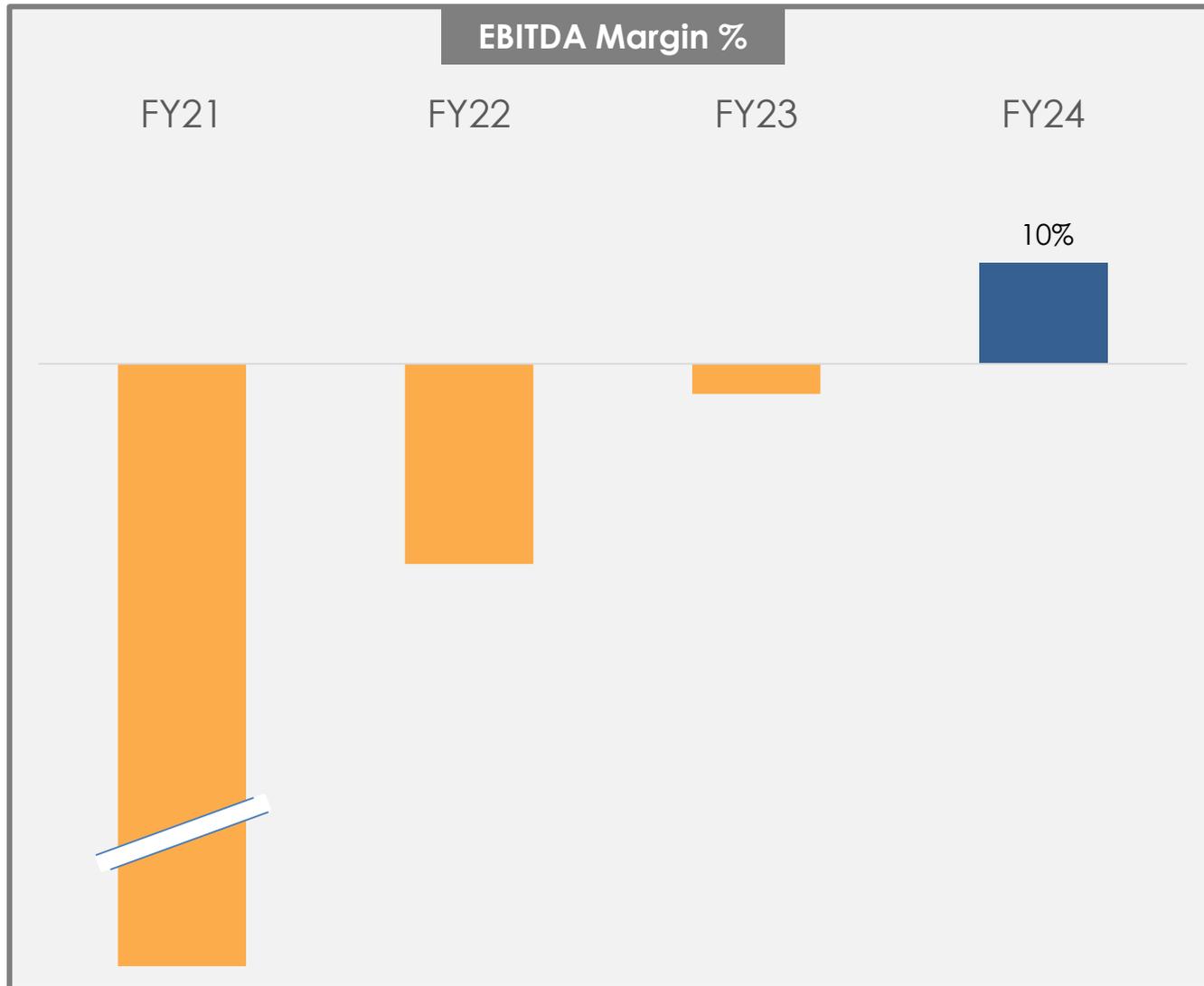
^ Data pertains to Mar-24
* For FY ended Mar'24

Consistently growing at a faster pace than industry



Credit Card issued prior to FY21 are management estimates

Full year of adj. EBITDA delivered; consistently improving margins



✓ Improved processes, better offerings & higher conversions leading to sustainable margins

✓ Continued investments in brand, product & tech to improve margins

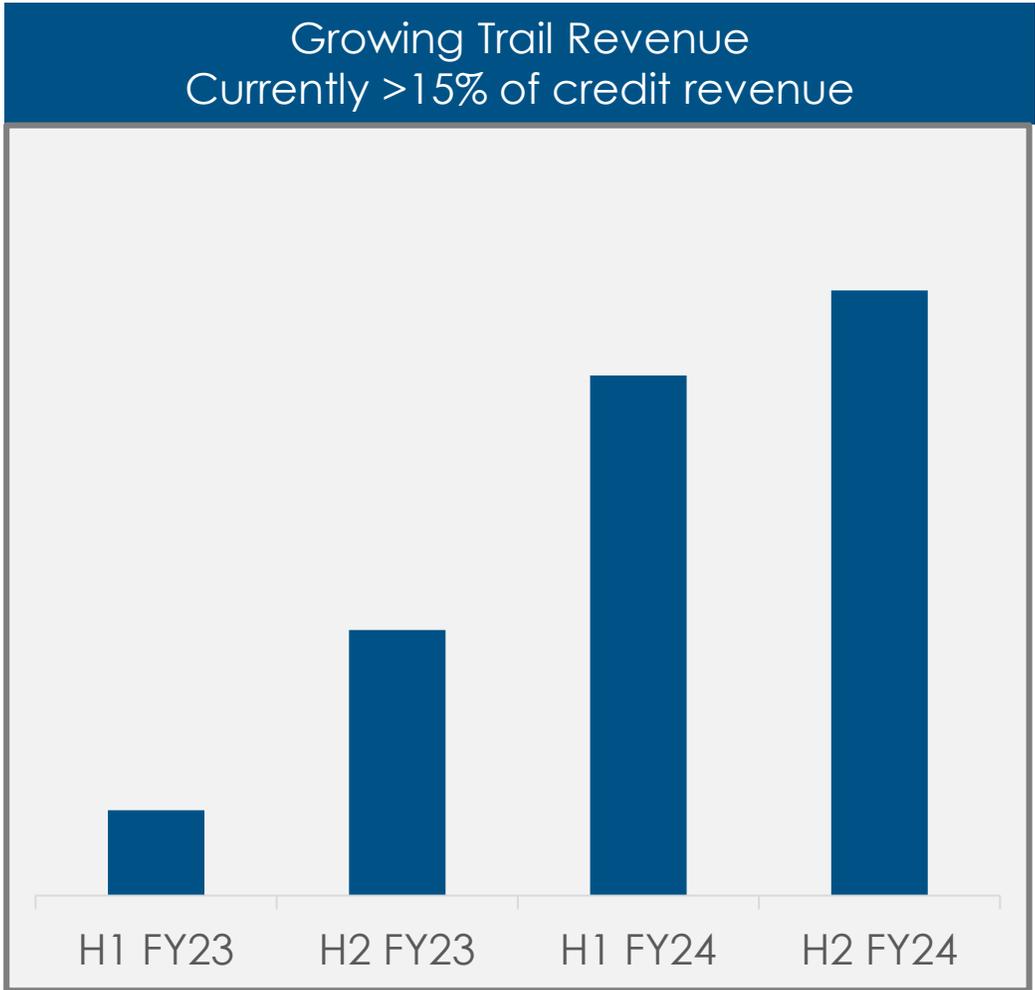
✓ Co-created products driving trail revenue; >15% of credit revenue

Building sustainable trail revenue, driven by co-created products

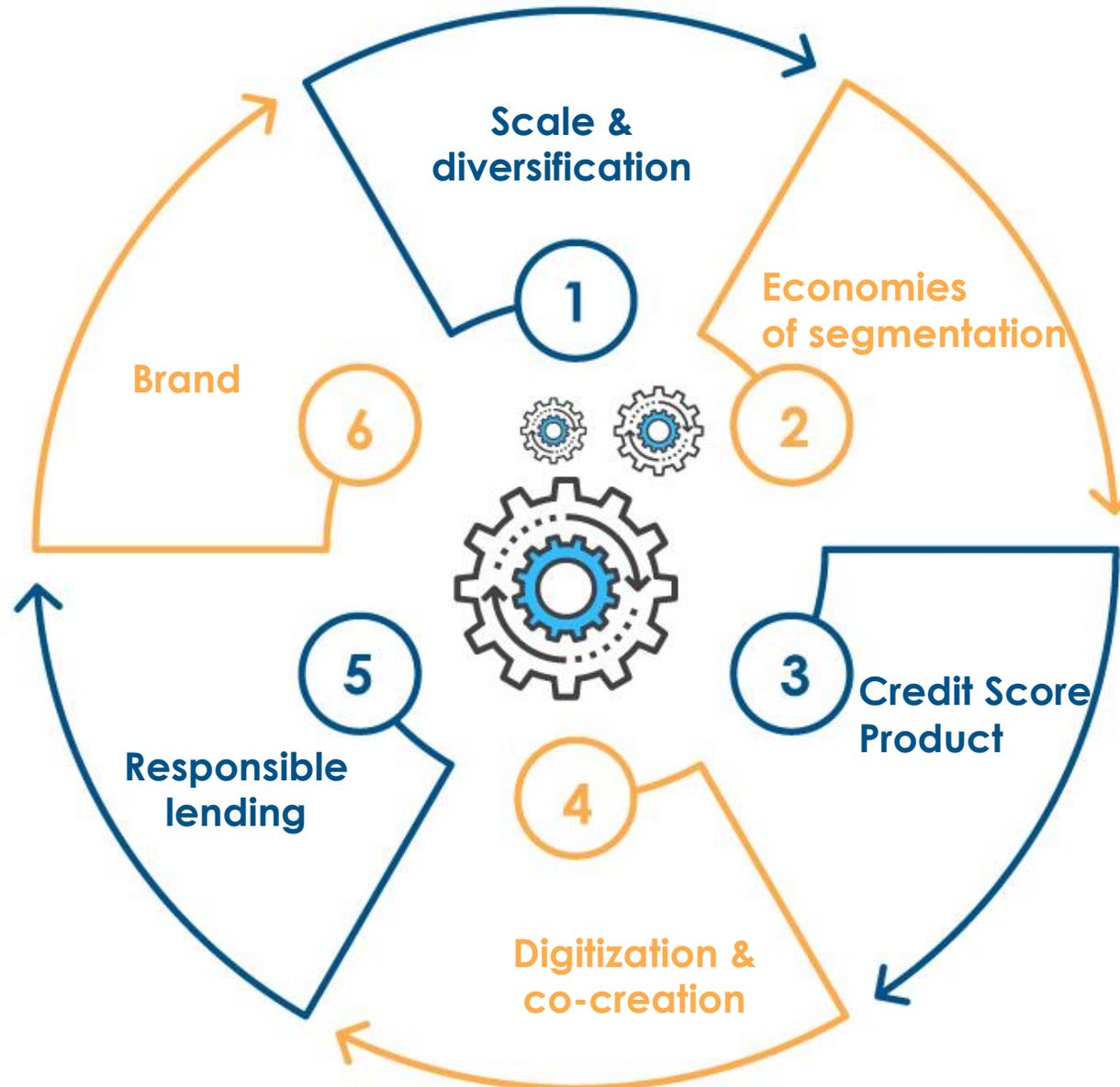
Building trail revenue, accrued over a period of time, in addition to acquisition commissions

Trail revenue improving robustness & margins for the business

Steadily transitioning to trail revenue model, through deep partner engagements



We continue to focus on moats that help us **compete, differentiate & win**



Sharper focus on Secured Loans, to tap a large, growing market

>19 Lac Cr* market disbursal size
Growing at 14% CAGR

Our Strategy



Building a **diverse & robust** business for changing credit cycles, evolving external environment

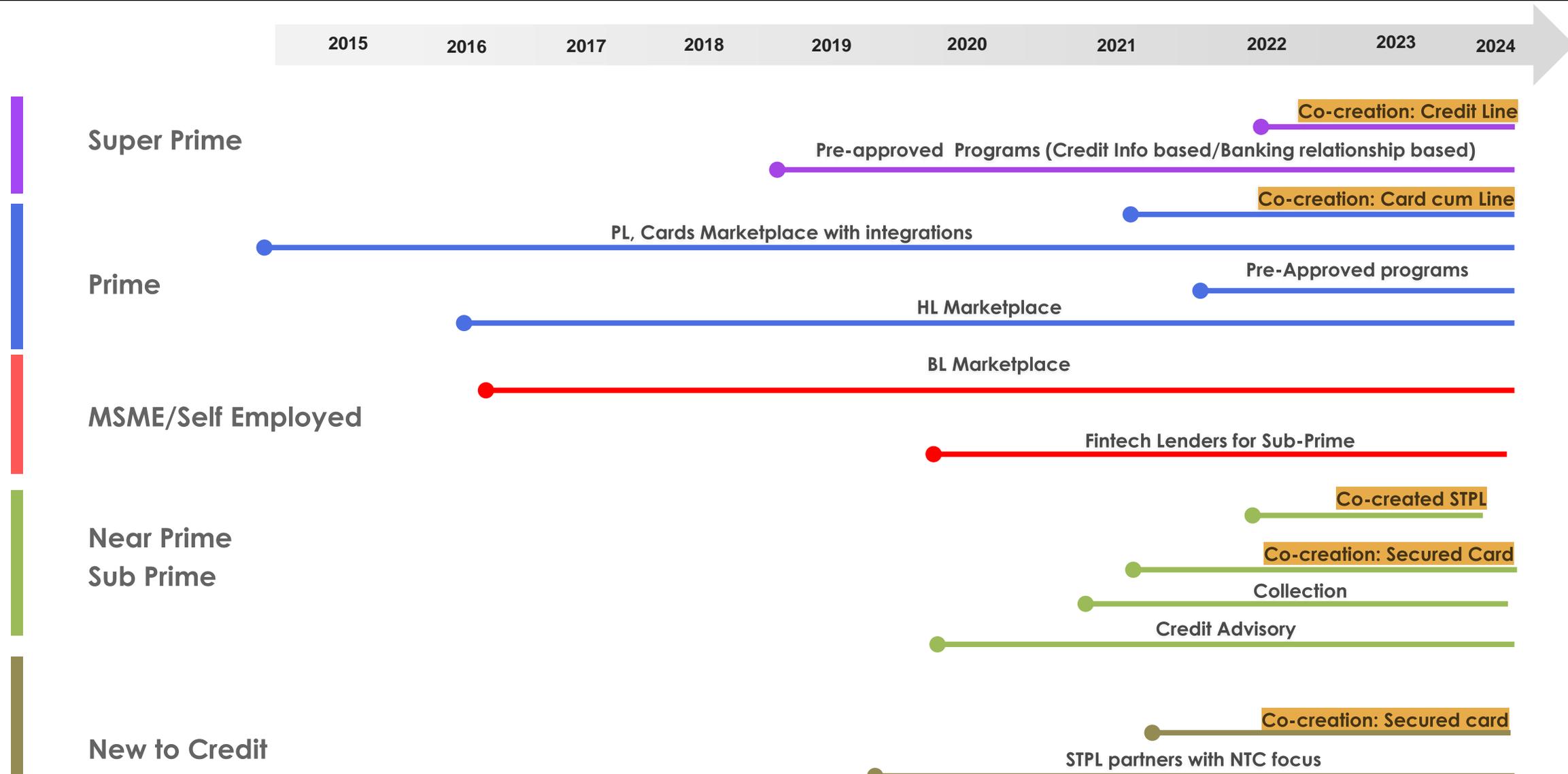
Increased **digital & app-led** processes to lead to stronger CX, higher conversions

Explore emerging categories like 'Loan against Securities' that can be digitally **disrupted**

*Management estimates

Depth & width of product offerings across all credit segments

Helping drive economies of segmentation

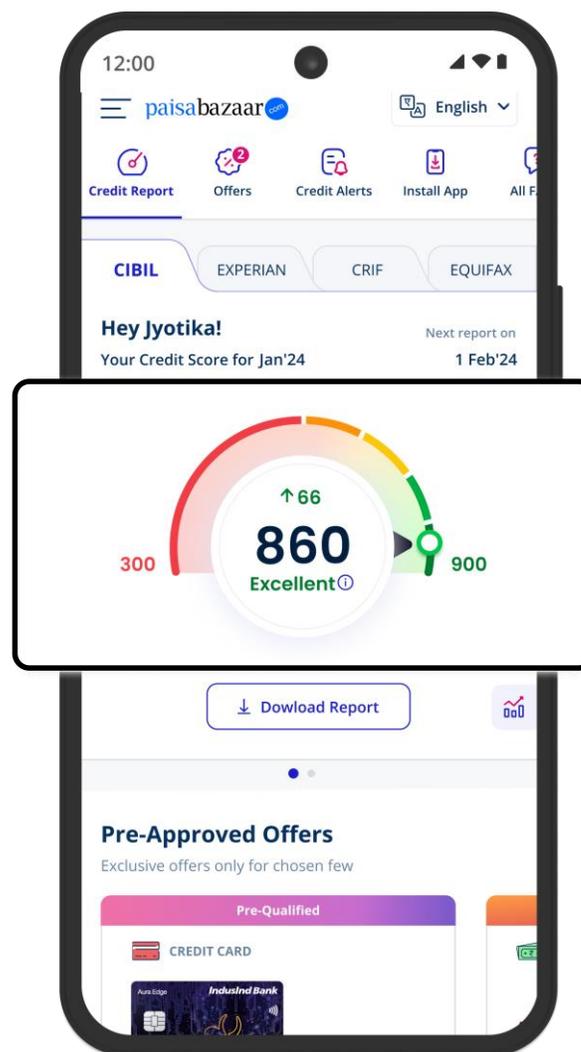


Driving India's largest Credit Awareness Initiative

FREE for Life
with monthly updates

Digital process enabling
ease of access

Segmentation & offers basis
proprietary algo



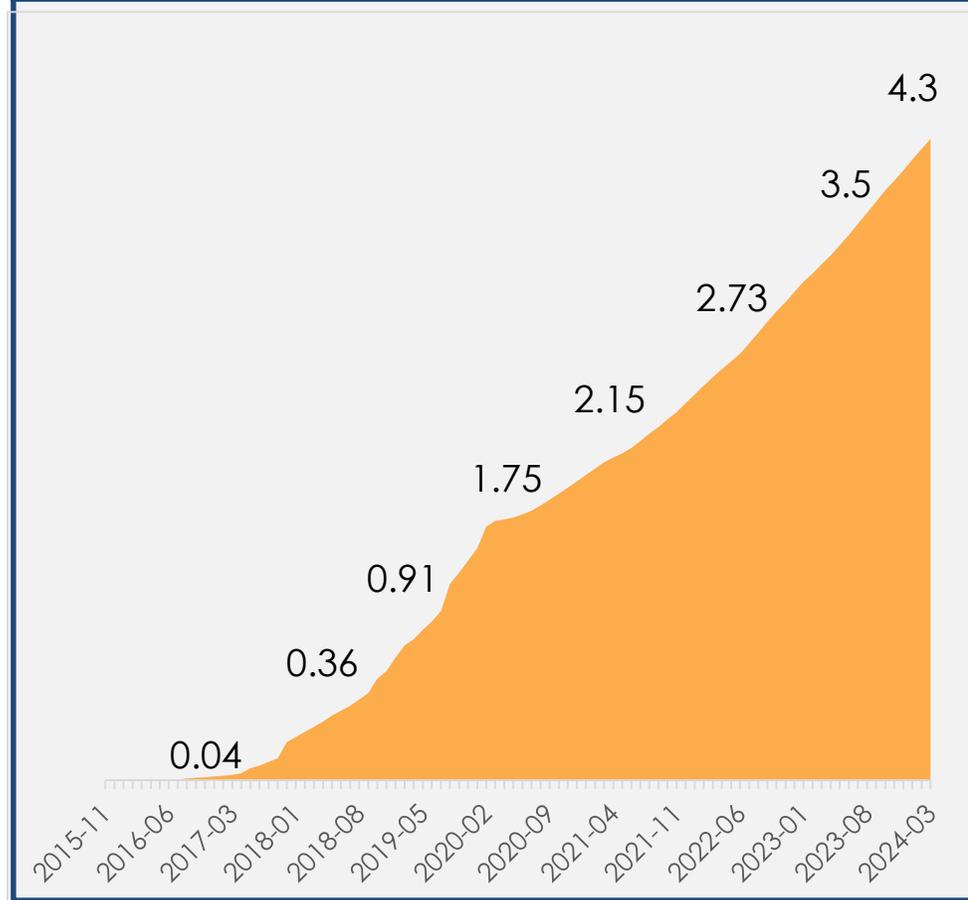
Access to credit score from all
4 Credit Bureaus

7 Languages
Vernacular focus
English | हिंदी | मराठी | ಕನ್ನಡ | తెలుగు | தமிழ் | বাংলা
Hindi | Marathi | Kannada | Telugu | Tamil | Bengali

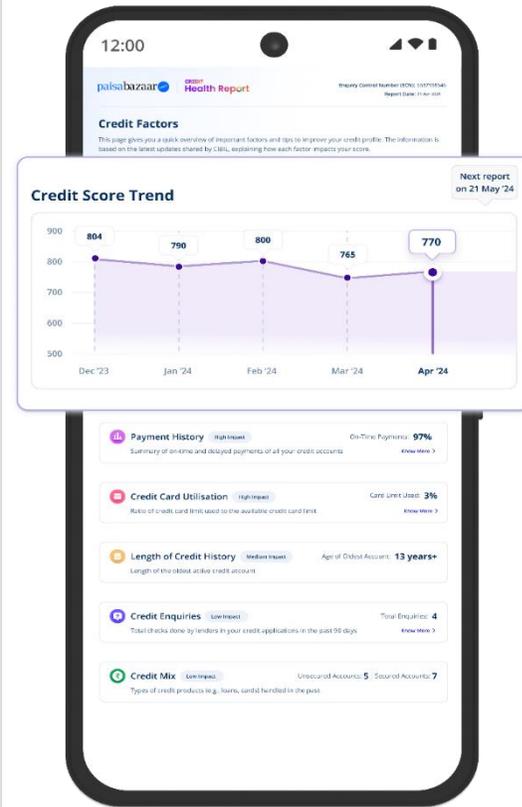
Advisory product
Services for credit impaired
& New-to-credit users

Credit Score Platform: Helping consumers get actionable insights, to manage & improve score

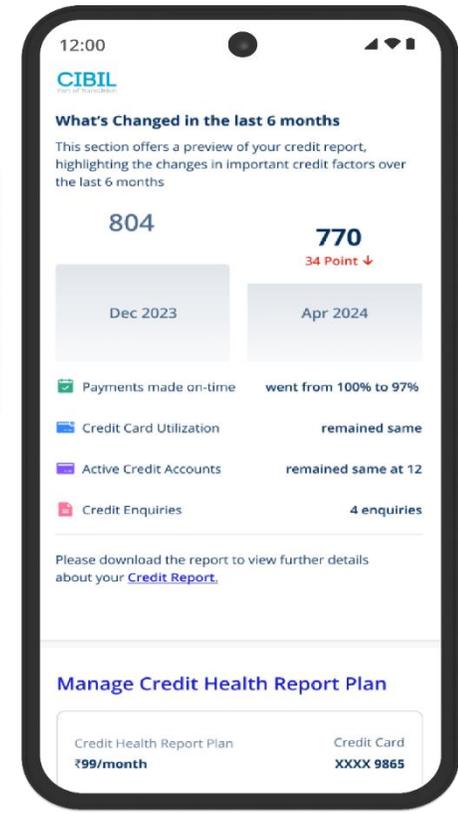
4.3 Cr consumers have accessed credit score



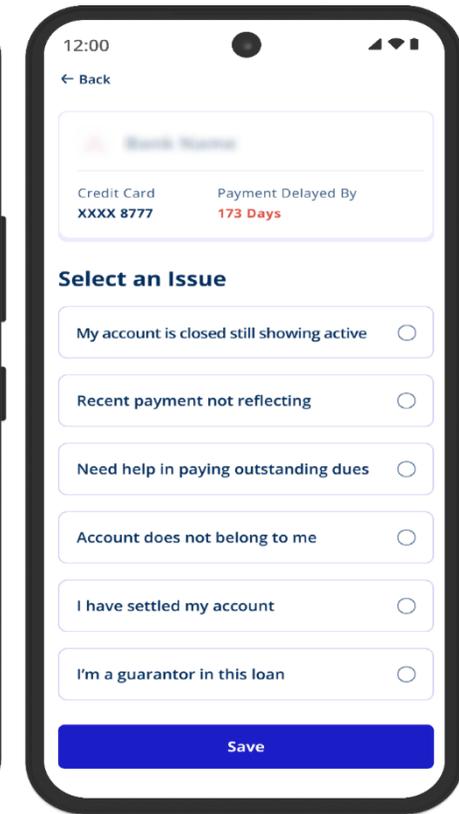
Help track score changes



Insights on score change



Help raise dispute



Digitization play becoming significant: E2E digital transactions growing

Post Covid ecosystem decisively moving towards digitization



- **vKYC** allowed for **non F2F customer** identification
- **cKYC, Digilocker** have become mainstream
- **AA** wheels starting to turn

Paisabazaar built Digital Stack to stay ahead of the curve



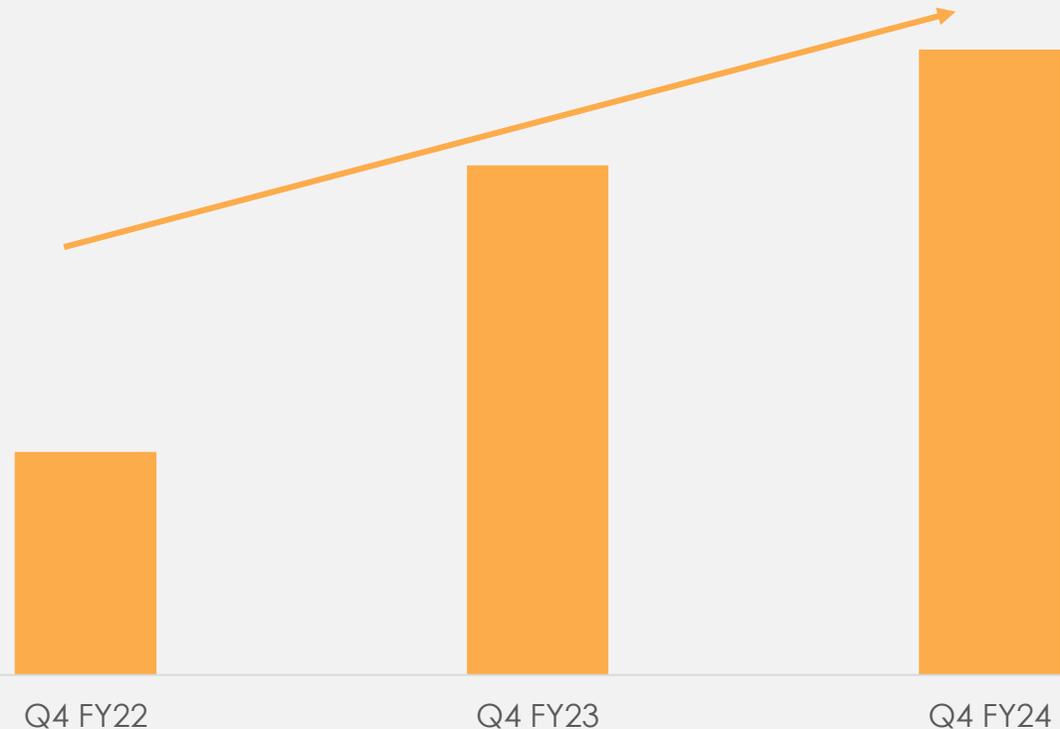
- **End to end** – all steps
- **Configurable, DIY** & ready to deploy via **APIs**
- **Compliant** with Digital Lending **Guidelines**

Growing E2E digital transactions

15
Partner journeys E2E digital

>75%
Credit cards issued E2E digitally

~50%
Unsecured loan transactions E2E digital



Co-created strategy driven by strong consumer needs/market gaps

Deepen lending ecosystem play and capture LTV

Expand the market

Serving credit-starved segments

Seamless Customer Experience

Innovation in Product

Propositions solving consumer needs

Higher LTV per customer

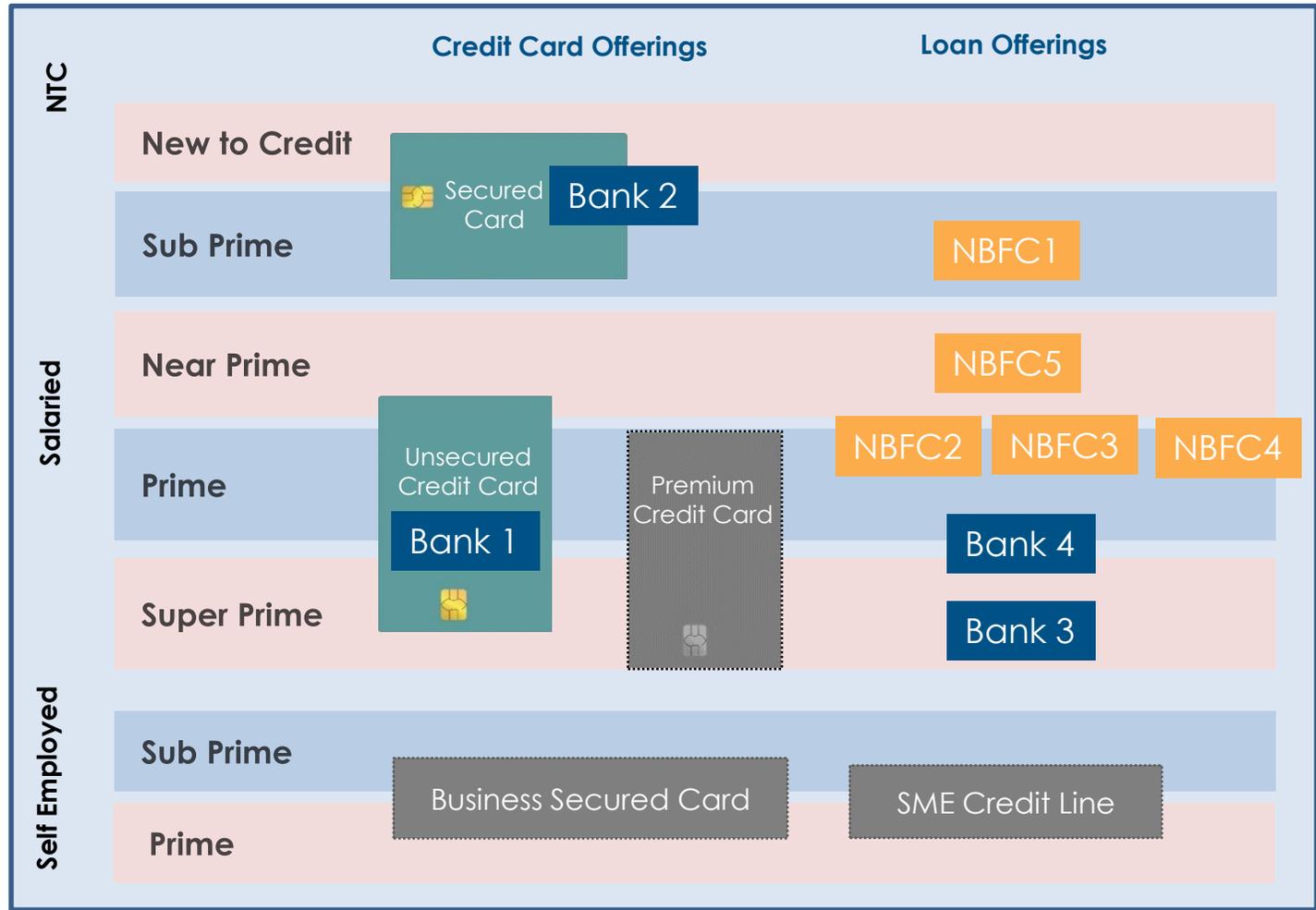
Trail revenue stream through lifetime

Brand building

Deeper engagement with consumer

Creating a comprehensive product suite across need/segment gaps

>25% of disburseals & ~50% of credit cards are co-created



Product Innovation - Duet Credit Card

- Credit Card-cum-Line
- Cashback on all spends

Expanding Supply - StepUp Credit Card

- Instant Virtual Card
- Starts at 5k, Limit upto FD amount

Product Innovation - Credit Line

- Full flexibility of withdrawal, payback
- Pay as you use

Loans for underserved segments

- STPL (Small Ticket Personal Loan)
- FMCG of Lending

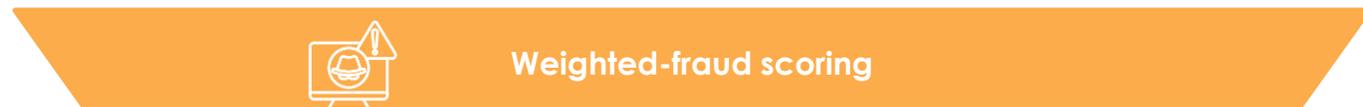
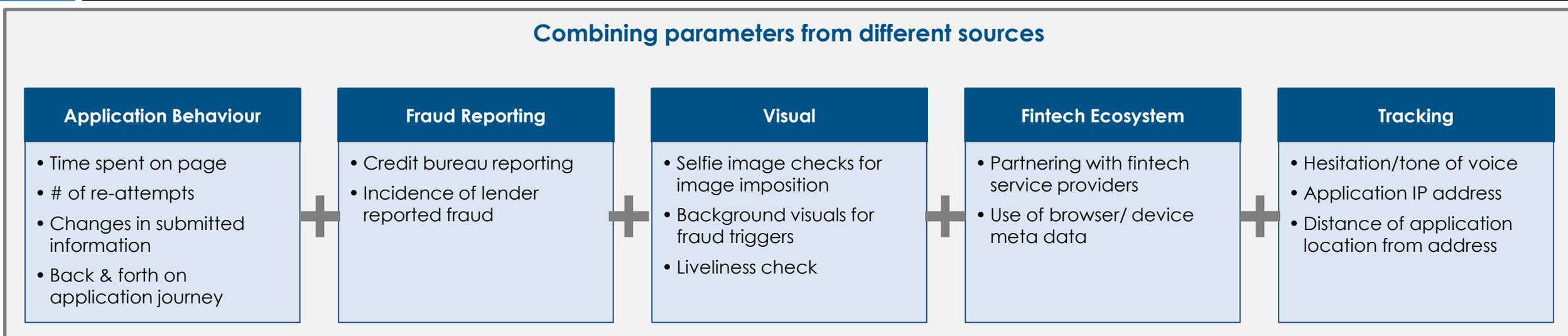
Products for future development

- Premium Credit Card
- SME Credit Line

Products for future development

Responsible lending: Aim to be the platform of **fraud-avoidance & sustainable risk**

Combining parameters from different sources



Fraud Score

Risk Score

Actions



Assessment

One of India's most prominent & award-winning Fintech Brands



Best Lending Fintech

Bharat Fintech Awards



Best Fintech Consumer Lender

India FinTech Awards



Best Television Advertisement

E4M Prime Time Awards



Entrepreneur of the Year

Financial Services ET Entrepreneur Awards

Baby Elephant-Branded Content & Entertainment

Kyoorius, Zee

Silver for storytelling

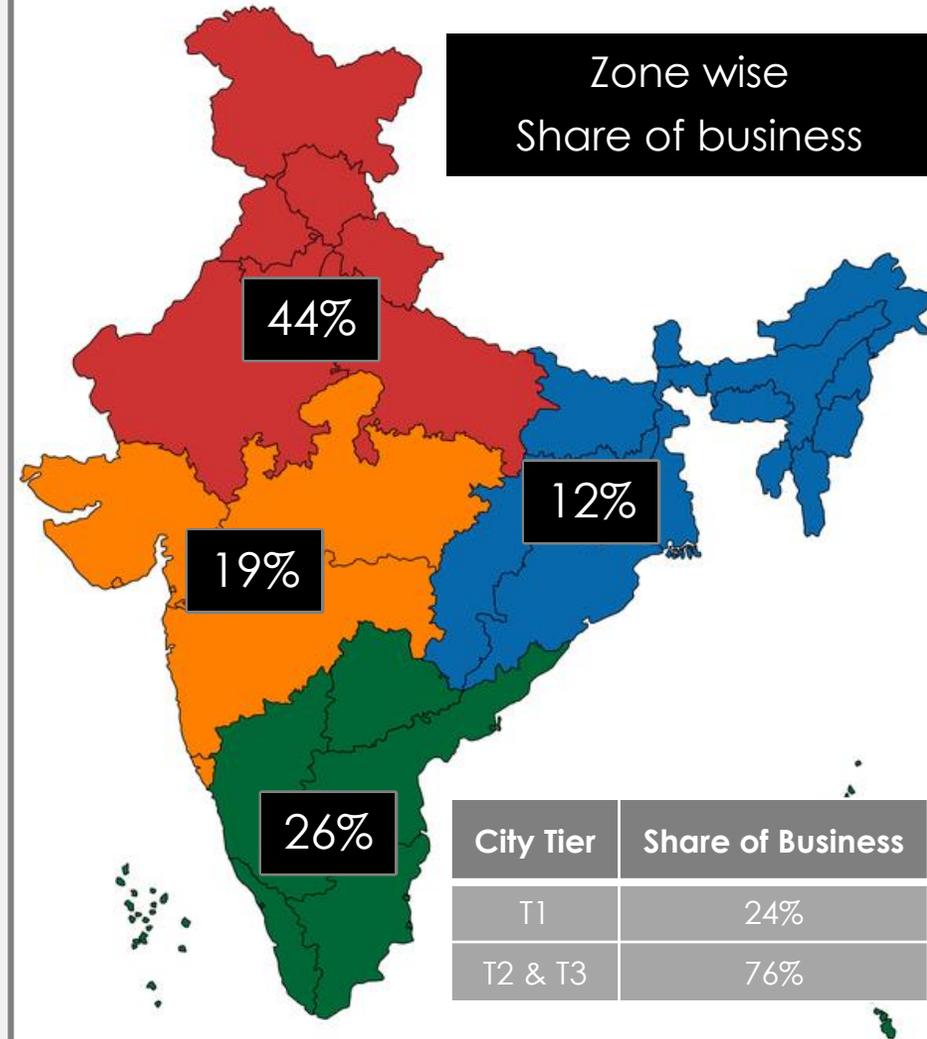
Shark Awards by ET Brand Equity

Gold for Creativity in BFSI & Fintech

E4M Prime Time Awards

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
- Improvement in sales & marketing efficiency
- Expanding reach in the country
 - Present in 17.8k pin codes out of 19.1k pin codes in India
 - Tier 2 & Tier 3 cities contribute 76% of the business



Improving the breadth of product offerings, supported by sales training

The screenshot displays the PB Partners dashboard interface. On the left is a navigation sidebar with the following items: Dashboard, Sell Now (highlighted in blue), Request Offline Quote, Renewals, Lead, Knowledge Bank (highlighted with an orange box), Reports, and Tickets. The main content area is titled "Improving the breadth of product offerings, supported by sales training" and is divided into sections for General Insurance and Life Insurance. The General Insurance section includes five product cards: Car, Two Wheeler, Commercial, Health, and Home Insurance. The Life Insurance section includes two product cards: Investment and Term. Below these sections 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, and Workmen Compensation. A "VIEW ALL PRODUCTS" button is located at the bottom right of the product grid. The top right of the dashboard shows a "Certification" status with a "Certified" badge and a user profile icon.

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', has a 'PYP expiring in 30 Days' warning highlighted in orange. The second lead, 'MD BAHADUR SK', has a 'PYP expired already' warning highlighted in orange. The third lead, 'GOBINDRA', has a 'PYP expiring in 7 Days' warning highlighted in orange. Each lead card also shows a progress bar for the sales process steps.

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    Certified

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

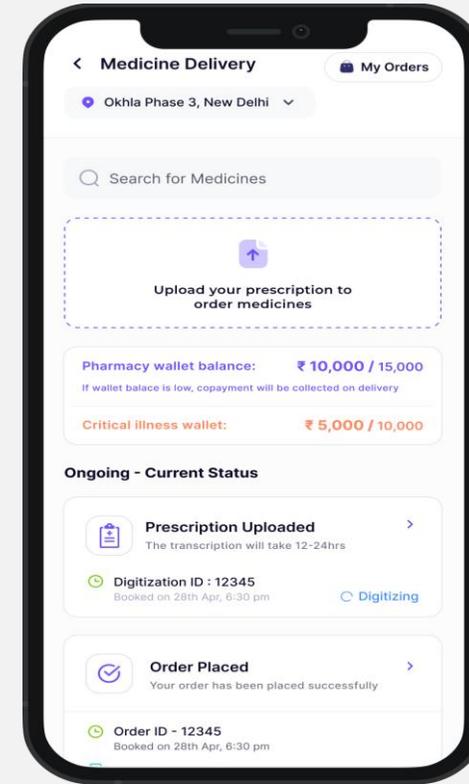
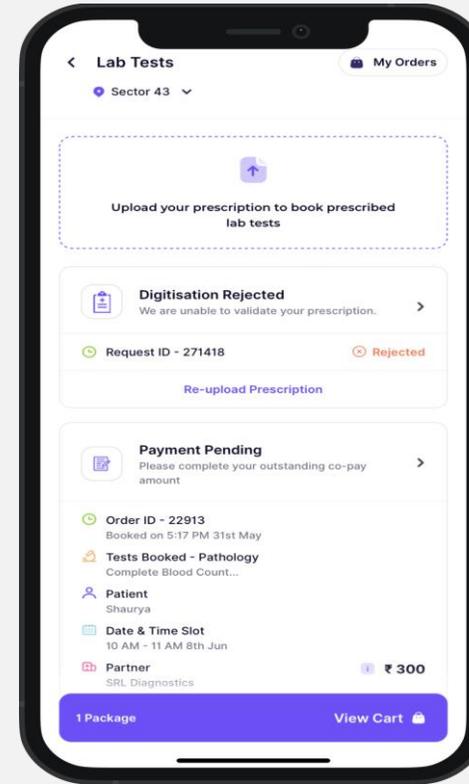
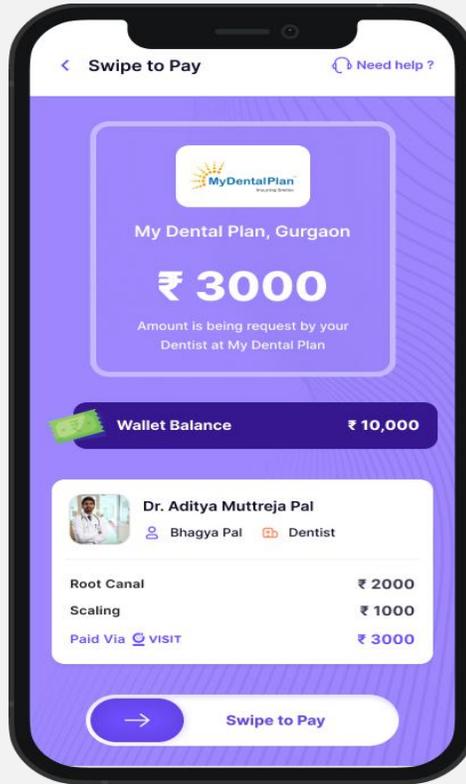
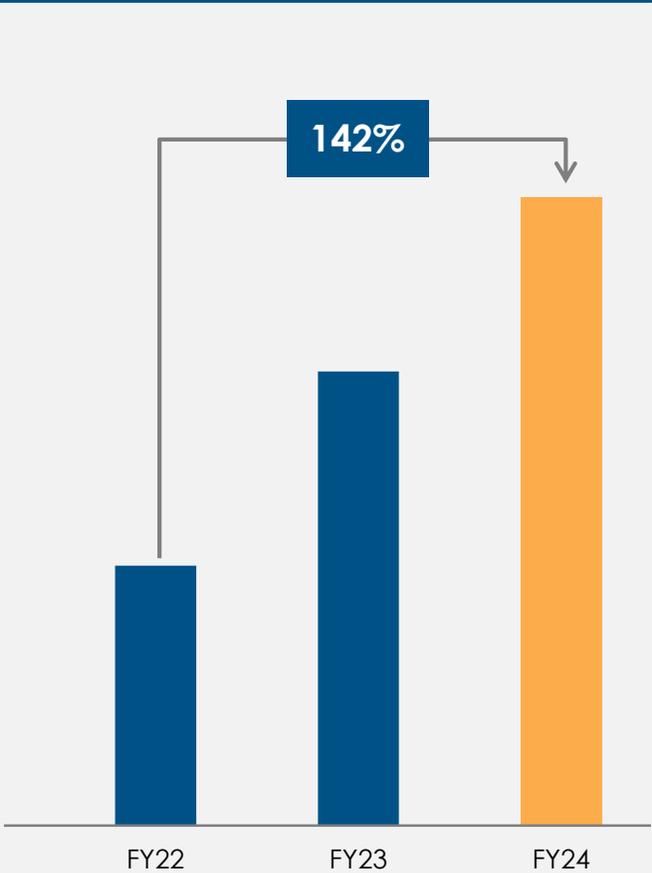
- Need Policy Copy ^
- Policy Related Query
- Claims Related Query v
- Help in cancellation of the policy v
- Financial Issues
- Incorrect Policy Information
- Bought Another Policy from PBP
- Got better deal outside PBP
- Unhappy with Terms and Condition

PB for Business

Corporate Insurance

Plans including employee benefit policies such as Group Term & Group Health insurance as well as property and liability coverage

Insurance Premium (₹ Cr)



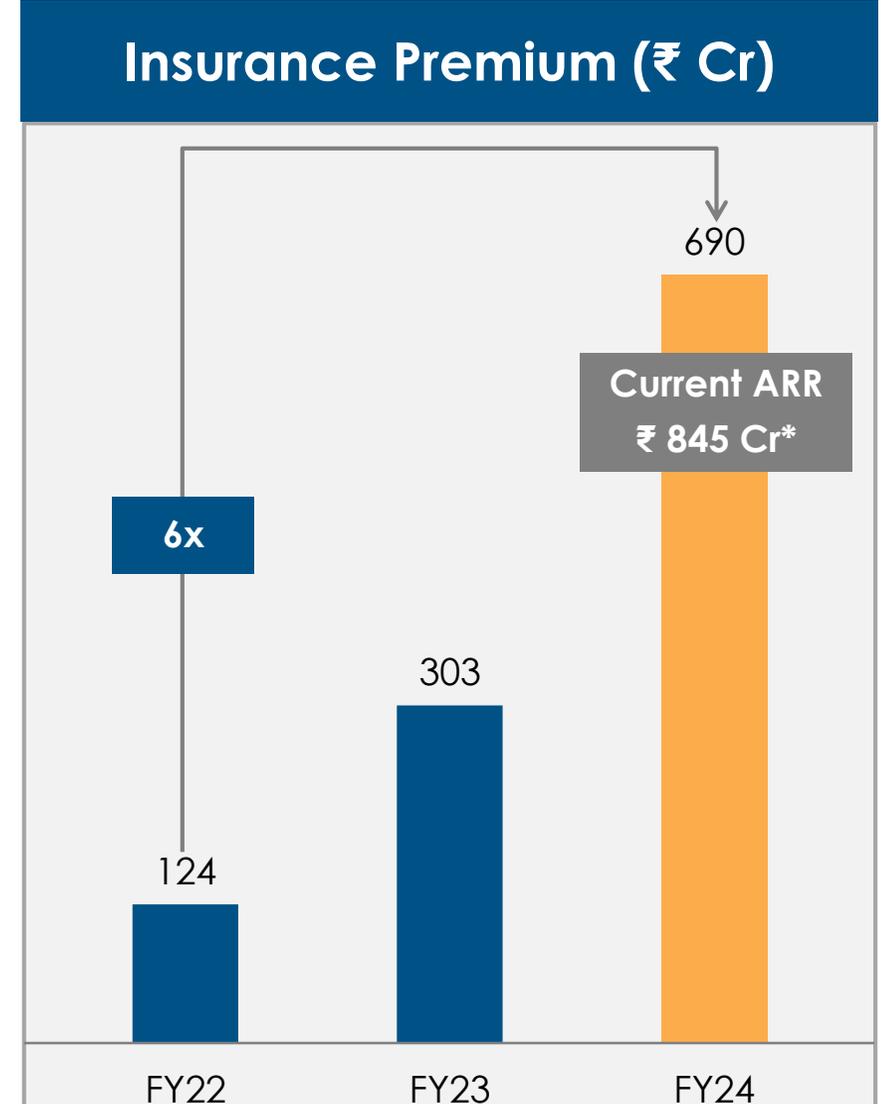
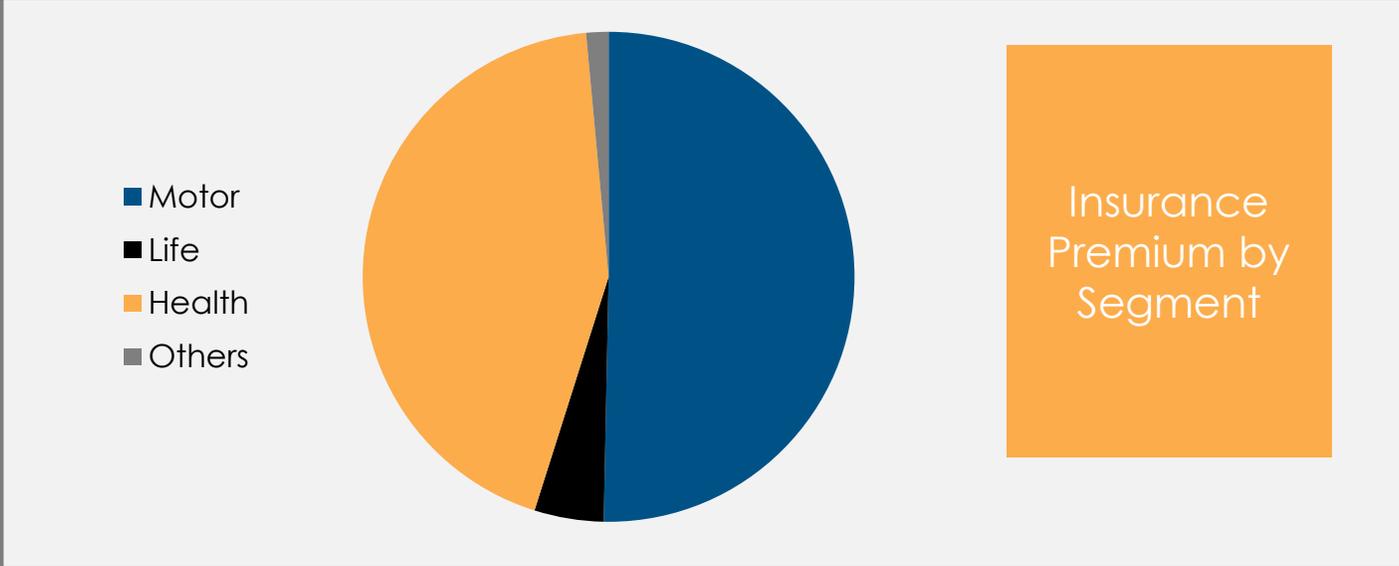
One app for all services
 Claims management, cashless OPD services like offline appointments, diagnostics, pharmacy, health check-up, vaccination/dental

UAE Operations

Premium Grew 6x times

Started operations in FY19	Focus on Health and Life insurance
Leadership position	Other Financial products also on the same platform Loans (Personal, Car, Home) & Credit cards

Continued focus on protection against death, disease & disability



* Unaudited Management Accounts

END

For any queries please email: investor.relations@pbfintech.in

PB Fintech Limited

Plot 119, Sector 44
Gurugram
Haryana 122001