



Inclusive Cashless
Payment Partnership

Accelerating Financial Inclusion through digital payments

1. Ecosystem Approach

- “Digital Payment Lab” in Jaipur
- Local stakeholders
- Deep insights

2. Coordinated actions to solve market failures

- Merchant incentives
- Data sharing synergies
- Innovation (“Fin-tech for the bottom 80”)

3. Business + Policy intersections

- Evidence based policy design
- Balancing regulation and innovation



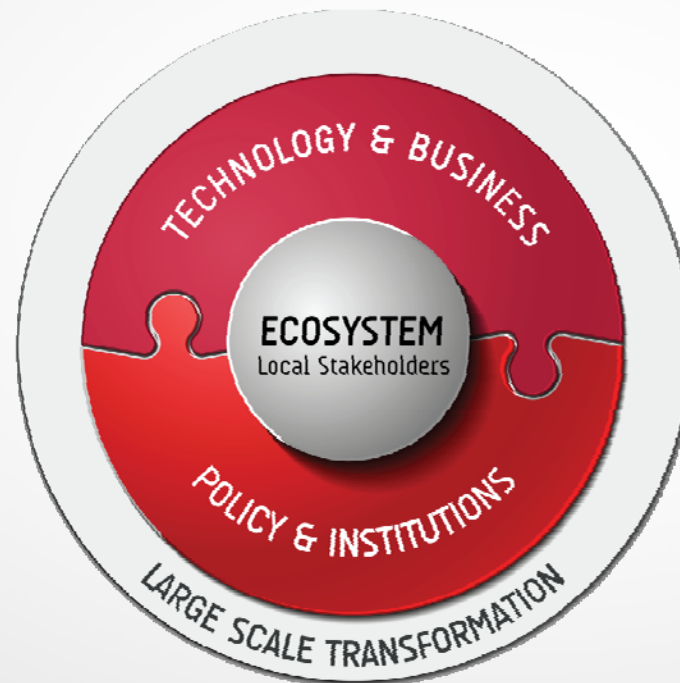
Digital Payments using an Ecosystem Approach to test, validate & scale

1. Define an Ecosystem

Identifying representative geographies comprised of merchants, consumers, distributors, local government and service providers agencies that routinely transact with each other

3. Influence Policy

Designing, simulating, and recommending evidence-based policies, regulatory incentives to facilitate digital payments (“regulatory sandbox”)



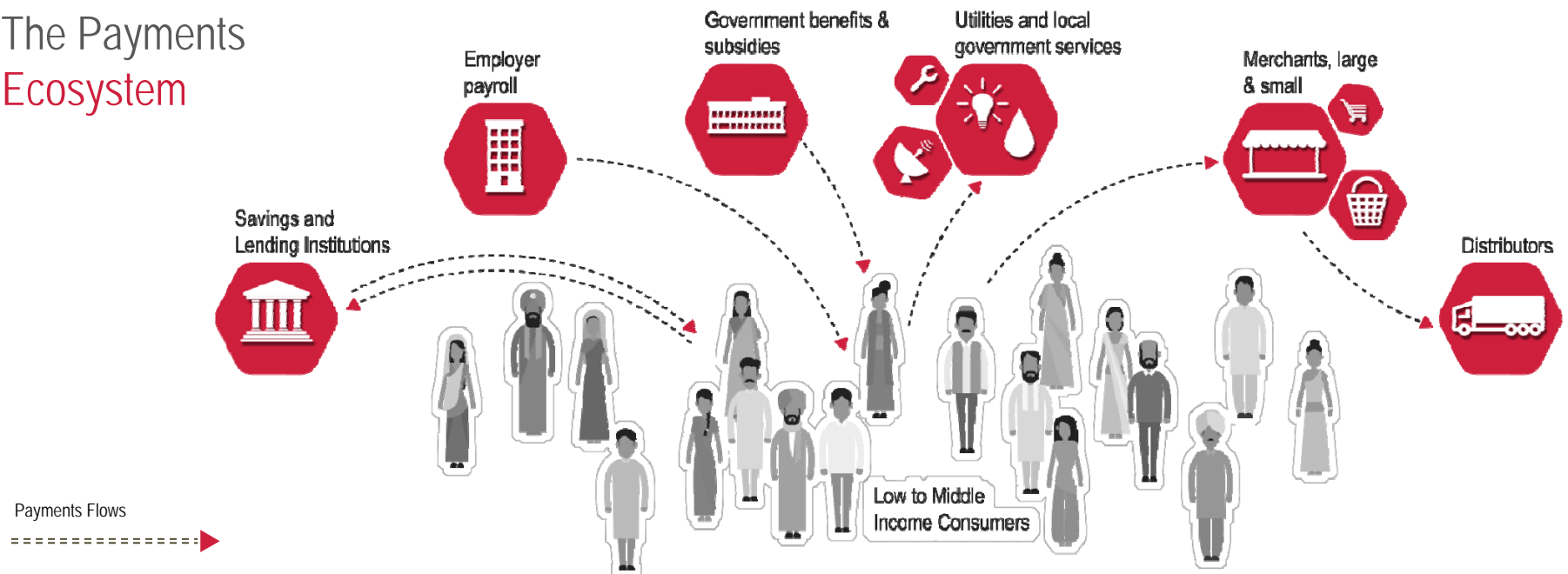
2. Design & Test a Portfolio of Market-Driven Solutions

Validating components of an end to end solution, including technologies, product interfaces, business models, distribution tactics, demand creation strategies

4. Scale & Transform

Replicating implementation templates based on successful rollout of digital payments by leveraging strategic partnerships & government programs

The Payments Ecosystem



- | | | | |
|--|--|---|--|
| <p>FUNDING SOURCES</p> <ul style="list-style-type: none"> Reinforce PMJDY, DBT Digitize daily wage earner payments Bundle voice plus salary accounts for informal employers Increase deposit points | <p>ENGAGING CONSUMERS</p> <ul style="list-style-type: none"> Financial services Priority use cases (Utilities, Transit, FPS, Health, Ed.) MFI digitization Incentives (e.g. rewards, SFA) Contextual products and interfaces Trust and trialability | <p>ENABLING MERCHANTS</p> <ul style="list-style-type: none"> Digital credit enablement Value added service bundles Niche solutions Business models for low trial cost Merchant financial literacy Incentives (KYC, tax, MDR waiver) Formalization and taxes | <p>DIGITIZING SUPPLY CHAIN</p> <ul style="list-style-type: none"> Supply chain automation aggregators Digital credit models Large brand "pull" |
|--|--|---|--|