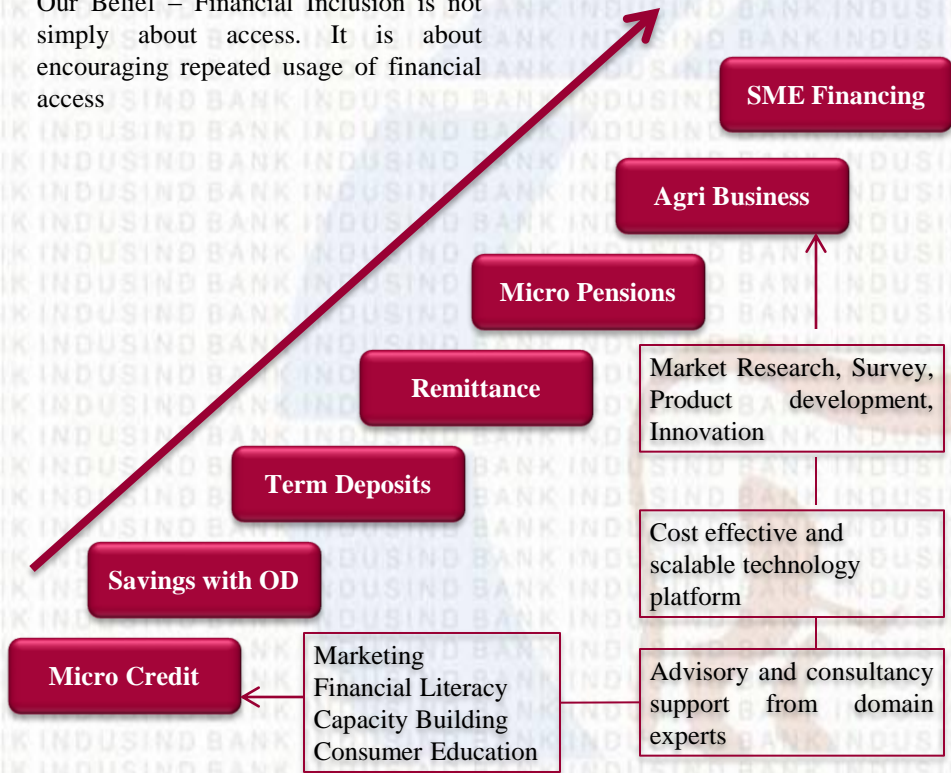


Financial Inclusion : Our approach

Financial Inclusion at IndusInd Bank

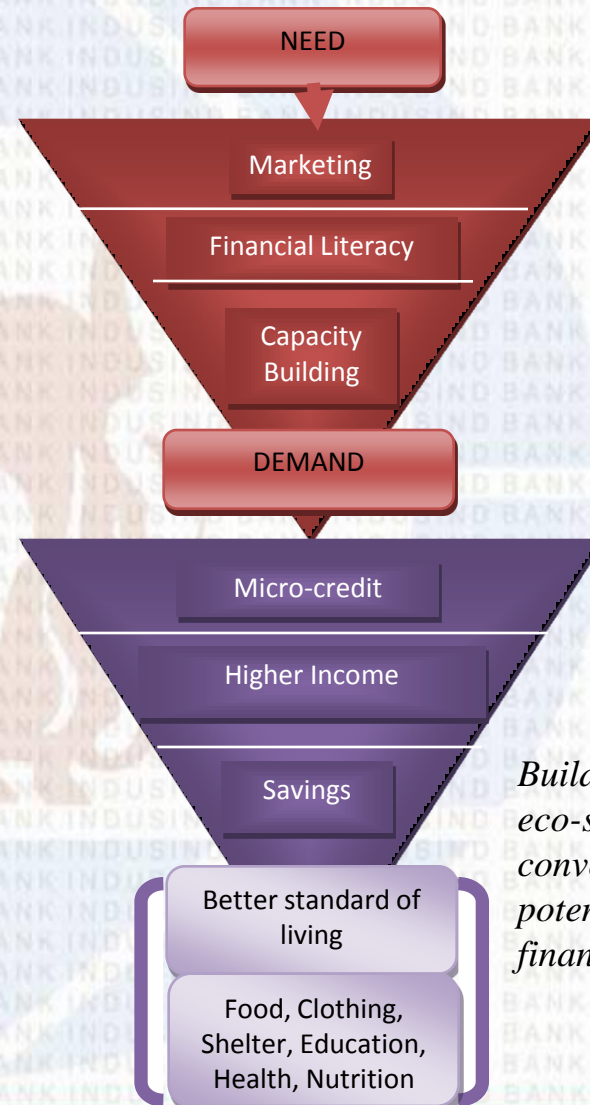
Our Belief – Financial Inclusion is not simply about access. It is about encouraging repeated usage of financial access



Objective of Financial Inclusion at IndusInd

Building an eco-system of financial services to address the issue of income generation , overall savings and improved standard of living

FINANCIAL LITERACY



IndusInd Bank Financial Inclusion

Specific initiative

Partnership program – Appointment of a suitable intermediary as Business Correspondent with time tested and proven processes for reaching out to the poor on an income sharing basis

Business Correspondents



**Cashpor Micro Credit,
Varanasi**



**Samhita
Community
Development
Services,
Bhopal**



**FINO Fintech
Foundation, Mumbai**

Technology solutions

- “Ganaseva” – Back end FI CBS solution specifically customized by Atyati for the functional requirements under the BC partnership program for hosting the customer accounts and all financial transactions with GL interface with our core banking
- EKO Financial Services – Front end mobile solutions for offering savings account facilities

Reach

- 1,10,000 enrolled clients
- 46,500 active borrowers
- 3 states – UP, MP and Maharashtra
- 17 districts - **UP** - Azamgarh, Ambedkar nagar, Ghazipur, Mau, Maharajganj, Sant Kabir Nagar, Kushinagar, Deoria, Jaunpur, Gorakhpur. **Bihar** – Gopalganj, West Champaran. **MP** - Bhopal, Sagar, Damoh. **Maharashtra** – Amravati and Sangli
- CSPs – 270

IndusInd Bank Financial Inclusion – Key features

Components

- **Target Segment** – clients with annual household income not more than Rs. 60,000 in rural areas and Rs. 1,20,000 in urban areas – As per regulatory guidelines
- **Products** – Starting initially with micro credit and followed by savings/RDs/FDs through front end solutions
- **Intermediary** – BCs with time tested and proven systems and capacities to reach out to the poor in an effective as well as sustainable manner.
- **Supervision** – Dedicated resources of Bank on ground to monitor BC's activities
- **Specialized Central processing Unit** – For Documents verification, KYC processing, Loan sanctions and fund release management
- **FI-CBS** : Separate FI-CBS at back end with customized interface for hosting of the customer details and all client level financial transactions

Guiding principles

Value Chain deconstruction
:Identify and outsource the non-critical functions to the professional agencies (as per the outsourcing guidelines of RBI) equipped to handle them, retain the critical functions which can significantly affect the bank.

Collaborative approach:
Collaborate with multiple partners and adopt multiple business models to diversify the risk and increase the outreach to different segments of the financially excluded.

Scalability - Build a viable and scalable business model that can be replicated to achieve Universal Financial Access.