



Investor Presentation

Q1 FY2022

Niyogin Fintech Limited



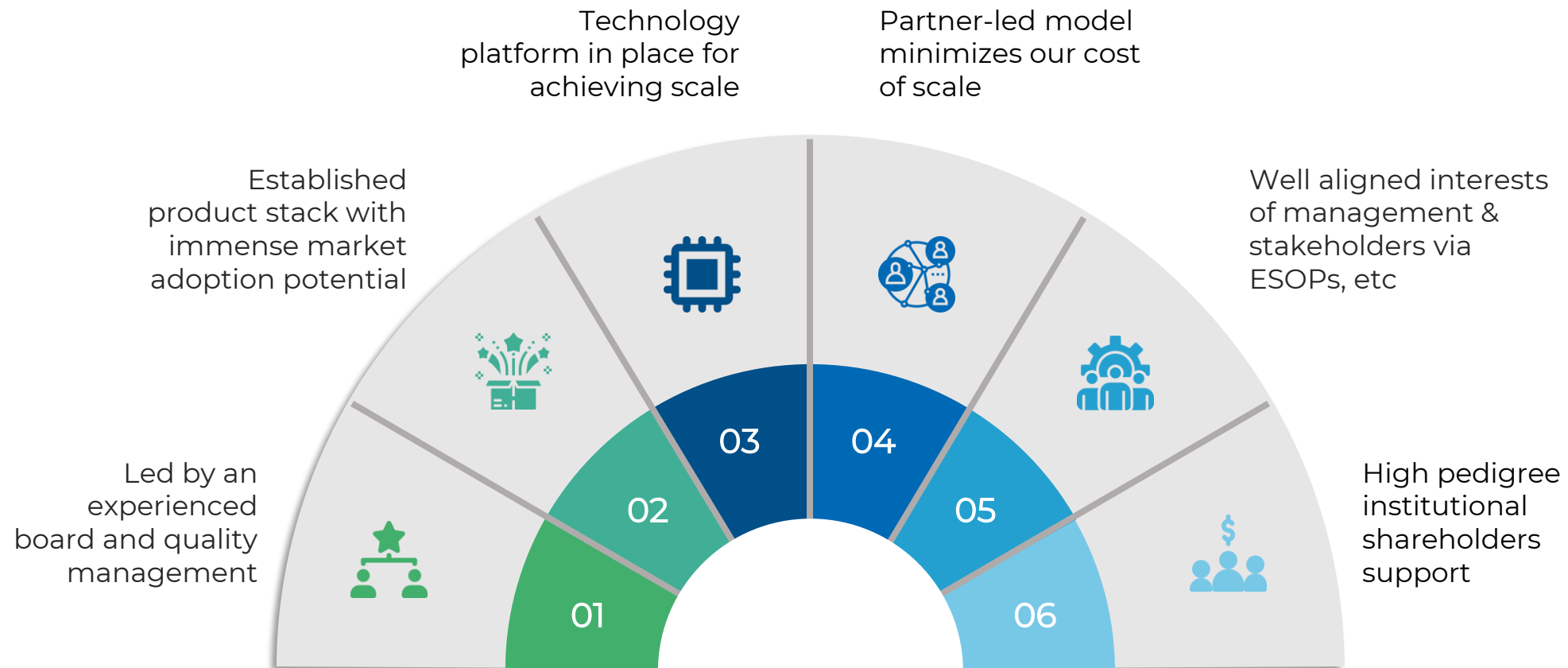
Investment Rationale



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Differentiating Factors

Why we will win?



Investment Rationale

Why Niyogin?



Unique - India's early stage listed fintech company

India's unique early stage listed fintech company straddling the **Rural Tech, Credit** and **Wealth Tech**.



Large addressable market

Targeting MSMEs and retailers :

- 63 mn MSMEs* and 70 mn rural retailers
- AEPS - US\$31 bn~ (3-yr CAGR @98%)
- DMT - US\$20 bn# (3-yr CAGR @17%)
- Unmet credit - US\$300 bn@



Tech-centric model

Scalable tech platform with a partner-led distribution model across urban and rural India which gives us:

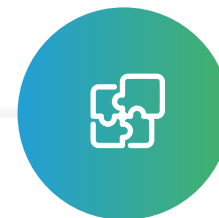
- A low CAC market access
- Fee/ commission-led revenue
- Opportunity for transaction-led credit



Delivering impact

Profit with purpose enterprise to drive financial inclusion through our:

- Rural reach
- Accessibility to banking services
- Partner model enabling income augmentation



M&A - A force multiplier

We are open to synergistic M&A opportunities in the startup ecosystem.

Building the "Neobank" platform infrastructure to power MSMEs

*msme.gov.in; ~NPCI; @RBI; #Internal estimates

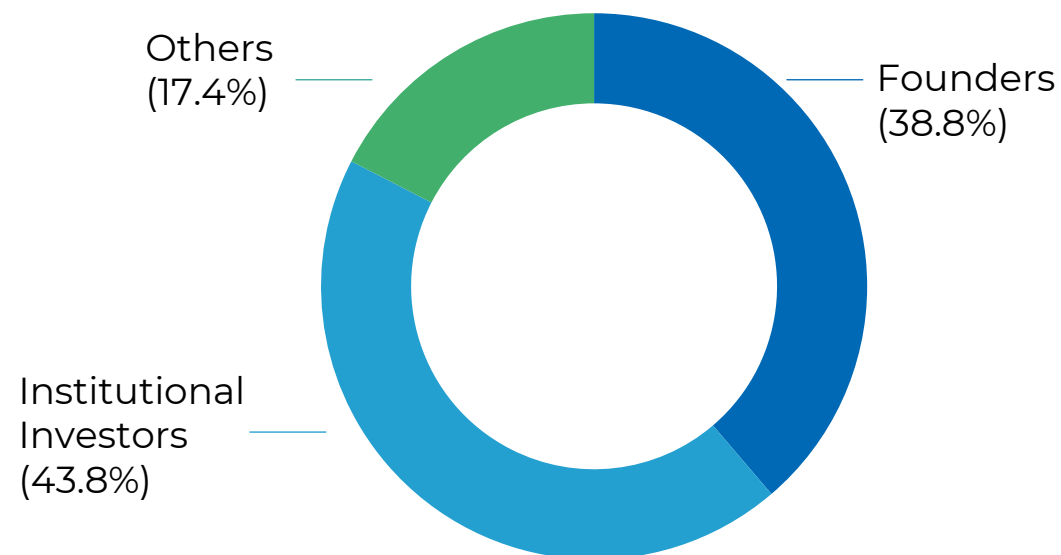
Our Investors

Supported by top institutions

Top Institutions

- Ward Ferry Asian Reconnaissance Fund Limited
- Carmignac
- Alchemy Group
- Lucky Investment Managers

Shareholding Pattern



Note: As of June 30, 2021

Business Model

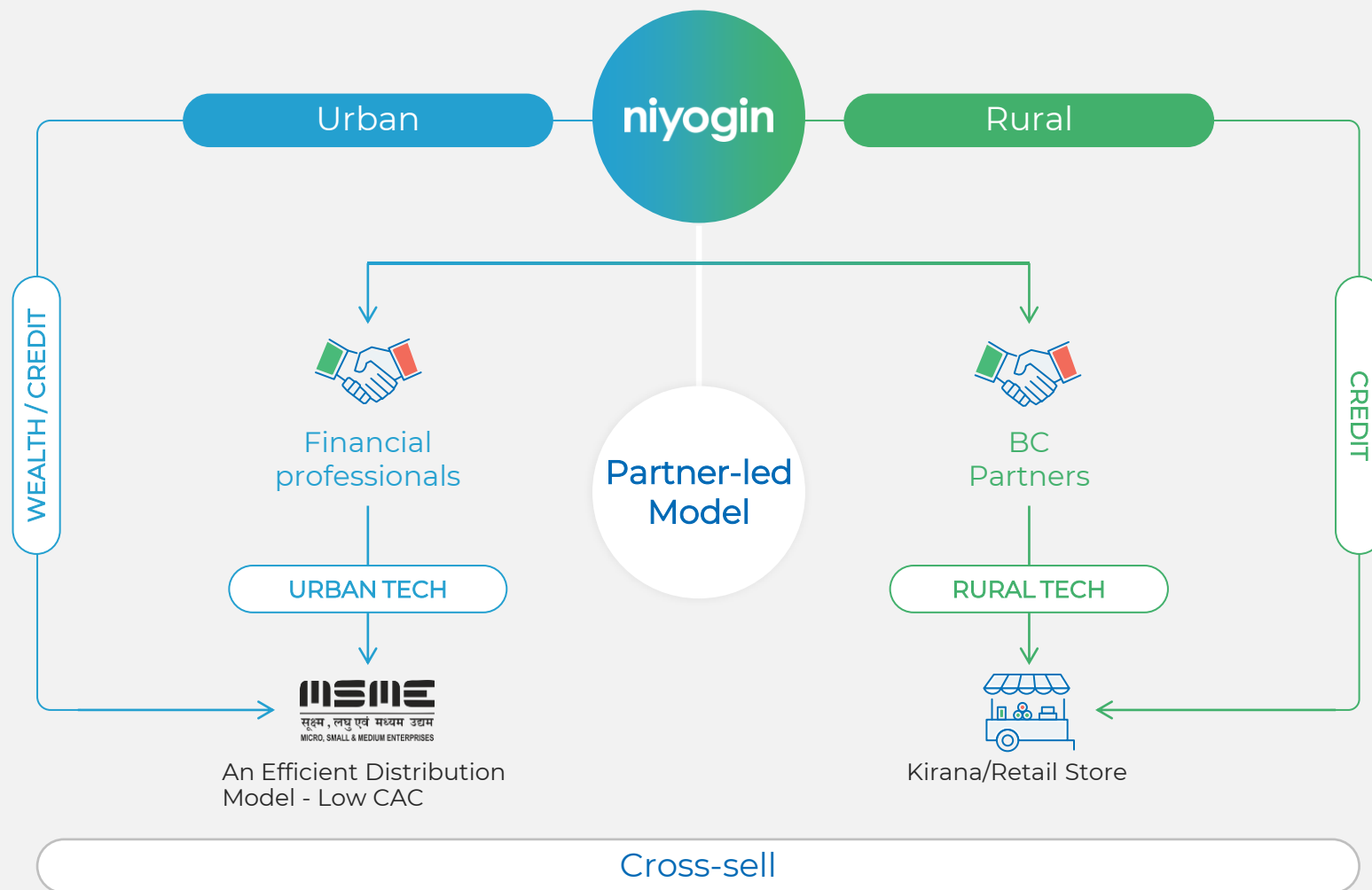


Our Business Model 07

Rural Tech Business Model 08

Our Business Model

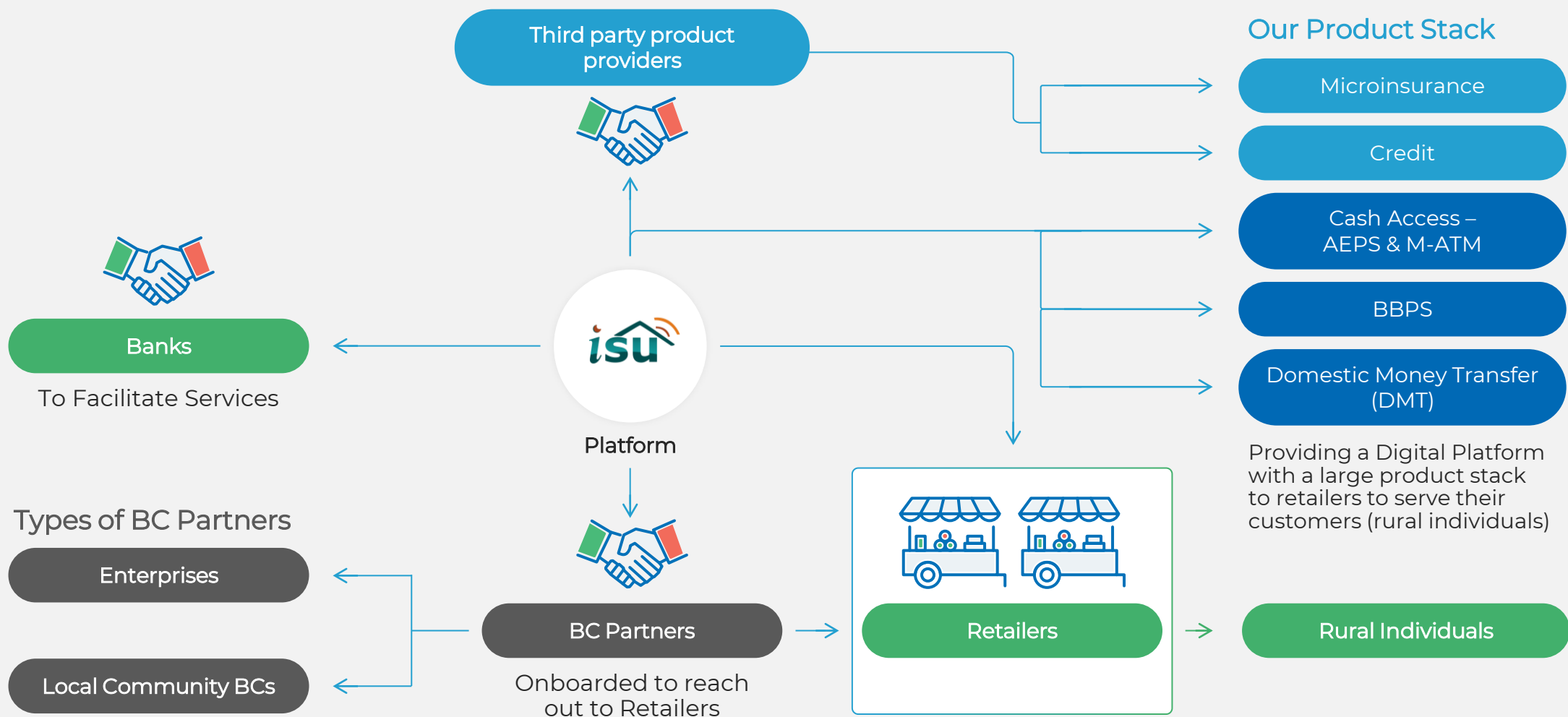
How do we do it?



Building the
“Neobank” platform
infrastructure to
power MSMEs

Rural Tech

Business Model



Financial Highlights



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Q1FY22 Highlights

Business

Business Update

- Platform-centric strategy has picked up momentum
- Revenue grew 20.0% QoQ, despite Covid-related headwinds
- Major rural-tech partner wins this quarter. Opportunity to scale multifold from current levels.
- Urban Tech – Launched SaaS based tax solution
- Rural Tech – Scaling Aadhar Pay and transaction-led credit. Expanded product offerings with an upgraded DMT product and BBPS agent institution

Distribution Build

- 35,283 retailers added in Q1FY22
- Rural retailer base at 166,365 up 203.9% YoY
- Retail partner base (Urban Tech) at 4,333; up 58.5% YoY
- Retail channel (Urban Tech) activation rate in Q1FY22 is at 15.2% as against 13.9% in Q1FY21

Q1FY22 Highlights

Financial Update - Consolidated

P&L Update

- Total Income for the quarter at INR 220.6 mn; up 176.5% YoY
- ESOP charge for the quarter at INR 17.2 mn
- Adj EBITDA (ex-ESOP) of INR 13.3 mn
- Non-GAAP (ex-ESOP) PBT of INR (0.3) mn

Balance Sheet Update

- Loan book stood at INR 348.1 mn; down 71.4% YoY as we continue to de-risk our balance sheet
- We remain a zero debt and net cash company
- Cash position further strengthened and stands at INR 1,682.8 mn

Q1FY22 Highlights

Financial Snapshot

Consolidated (INR mn)	Q1FY22 (June 30, 2021)	Q1FY21 (June 30, 2020)	YoY change
Total Income	220.6	79.8	176.5%
Expenses	207.3	65.7	215.6%
Adjusted EBITDA (ex-ESOP)	13.3	14.1	(5.6) %
Reported Pre-Tax Profit/(Loss) (A)	(17.5)	(12.2)	NM
Depreciation and Amortization	13.6	11.1	22.4%
ESOP (B)	17.2	15.2	13.5%
Non-GAAP PBT (C) = (A) + (B)	(0.3)	3.0	NM

177%

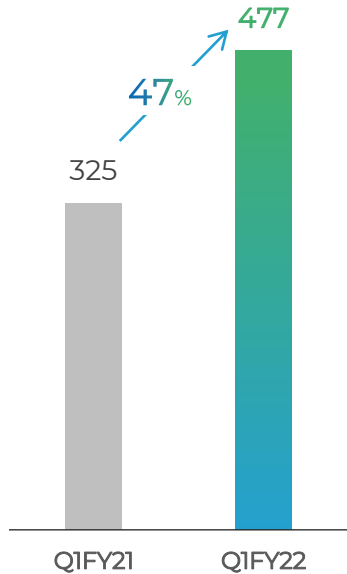
Revenue growth driven by Rural Tech business

Businesses built to scale

Rural Platform

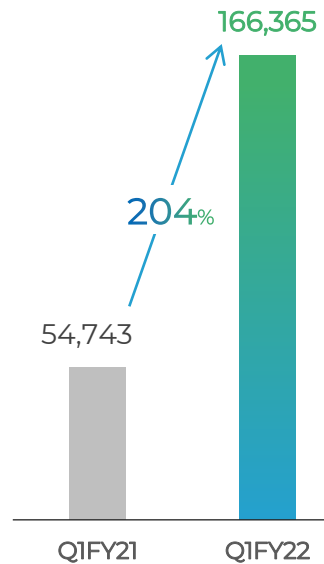
Consistent increase in rural-tech partners..

No. of BC partners (#)



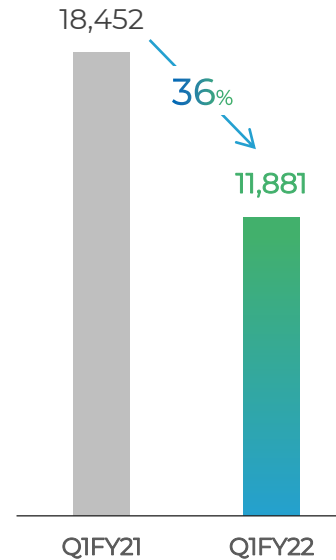
..leading to manifold growth in retailers.

No. of BC agents (#)



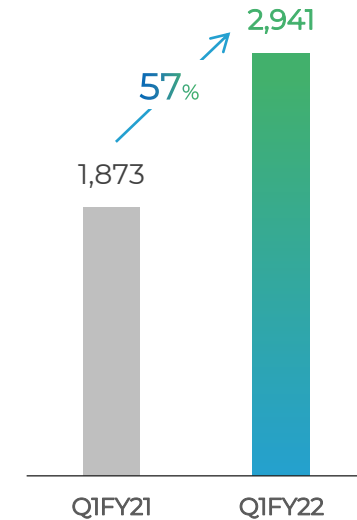
GTV impact due to one-time DBT in Q1FY21..

Transaction GTV (INR mn)



..but significant rise in average transaction size.

Average Transaction Size (INR)



DBT – Direct Benefit Transfer, GTV – Gross Transaction Value



Businesses built to scale

Urban Platform

Niyogin partners

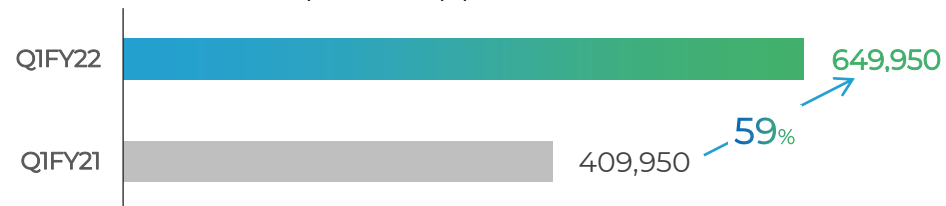
(#)



+

Market access (Low CAC) via Niyogin partners

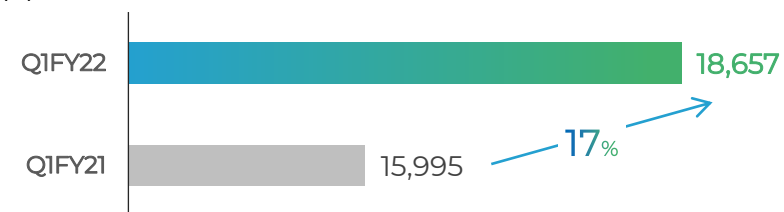
MSME market reach via partners* (#)



* internal estimates

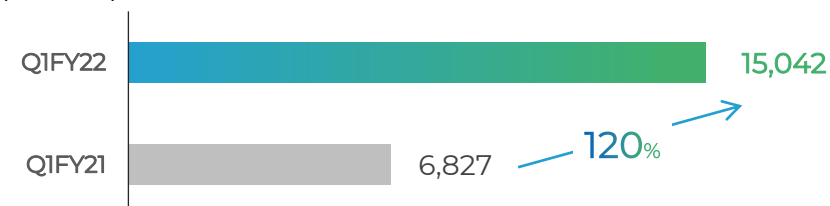
Wealth Tech Customers

(#)



Wealth Tech AUM

(INR mn)



About Niyogin



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About Us

Who we are & Who do we serve?



We are India's unique early stage
public listed fintech company
committed to delivering
impact-centric solutions to
MSMEs through Rural Tech,
Credit and Wealth Tech using
our partnership led model.



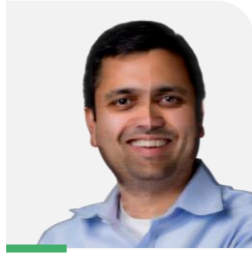
Our Team

Board of Directors



Amit Rajpal
NON-EXECUTIVE CHAIRMAN,
CO-FOUNDER

CEO – Marshall Wace Asia;
Ex-Morgan Stanley



Gaurav Patankar
NON-EXECUTIVE DIRECTOR,
CO-FOUNDER

Ex-BNY Mellon, Lockheed Martin



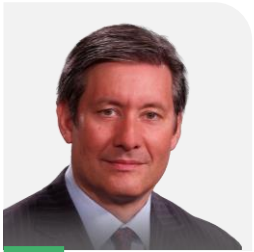
Sutapa Banerjee
INDEPENDENT DIRECTOR

Ex-ANZ Grindlays, ABN AMRO



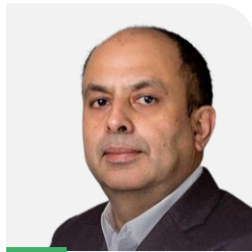
Subhasri Sriram
INDEPENDENT DIRECTOR

Director – TVS Electronics;
Ex-Shriram City Union Finance



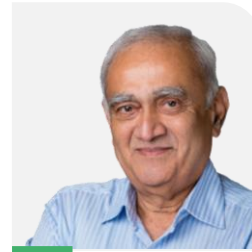
Eric Wetlaufer
INDEPENDENT DIRECTOR

Director – TMX group;
Ex-CPPIB; Fidelity



Kapil Kapoor
INDEPENDENT DIRECTOR

Chairman-InfoEdge India;
Ex-Nestle; ex-Global COO, Timex



Makarand Patankar
PROMOTER DIRECTOR

Founder – Information Interface
India Pvt Ltd; Ex-Glaxo



Noorallah Charania
WHOLE-TIME DIRECTOR

Ex-Aditya Birla Group, RBS

Our Team

Management



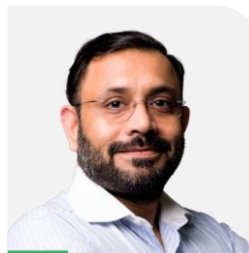
Tashwinder Singh
CHIEF EXECUTIVE OFFICER

Ex-Citigroup, KKR



Debiprasad Sarangi
CHIEF EXECUTIVE OFFICER,
RURAL TECH

Ex-iCash Card



Himanshu Rajpal
CHIEF BUSINESS OFFICER

Ex-Standard Chartered,
PepsiCo, Euronet, PayPal



Mohit Gang
CHIEF EXECUTIVE OFFICER,
WEALTH TECH

Ex-HSBC, Citi



Ravi Pratap Singh
CHIEF TECHNOLOGY &
PRODUCT OFFICER

Ex-Pine Labs, Mswipe



Neha Agarwal
COMPLIANCE OFFICER

Ex-Essel Infraprojects



Rumit Dugar
CHIEF FINANCIAL OFFICER

Ex-JP Morgan, Infosys,
IDFC Securities



Parag Chopde
CHIEF RISK OFFICER

Ex-RBL Bank, Exim Bank (T)
Ltd; Citi

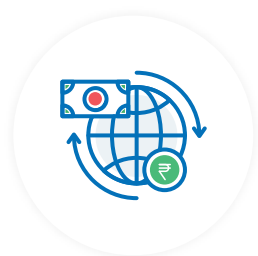


Noorallah Charania
CHIEF OPERATING OFFICER

Ex-Aditya Birla Group, RBS,
HDFC Bank

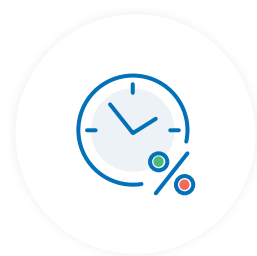
Niyogin - History

How did we get here?



2017

- Acquired M3 Global Finance, a BSE listed NBFC, and renamed Niyogin Fintech Ltd
- Raised capital of ₹2,348 mn from institutional investors



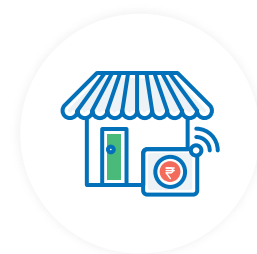
2018

- Initiated business with the **Credit** segment offering small ticket unsecured business loans (UBL)
- Focus on market access through CA network



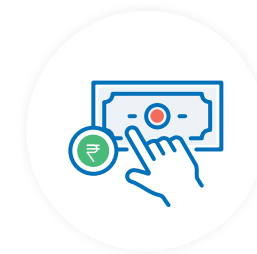
2019

- Acquired 50.01% in **Moneyfront**, a digital platform, adding **Wealth Tech** to its product stack



2020

- Acquired 51.00% in **iServeU**, a US\$500 mn GTV platform adding 5 products under a new segment – **Rural Tech**
- SaaS based B2B product went live under Wealth Tech



2021 Till Date

- Achieved cash breakeven
- Rural Tech crosses 166K touchpoints
- Initiated merchant credit segment

Note: All years are Calendar Years



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Thank You



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