



## Spice Money launches new festive brand campaign 'Dil Se Diwali', celebrating rural India's move towards digital transaction

**Mumbai, October 29, 2021:** Spice Money, India's leading rural fintech, has launched a new brand campaign for Diwali called 'Dil Se Diwali', to highlight and celebrate the significant strides rural India has made in the adoption of the digital payments ecosystem. Having started with an idea to empower rural citizens financially & digitally, today, Spice Money is moving towards becoming the most admired Rural FinTech brand in the country. Through the brand campaign, Spice Money celebrates every Indian rural citizen and its vast network of over 7 Lakh Adhikaris across 18,500+ pincodes who are helping millions of Indians with digital transactions.

The campaign is launched through a digital TVC that ties together the spirit of Diwali traditions with the transformation brought in by digital payments perfectly. It portrays a *kirana* store decked in lights and diyas with customers coming in to withdraw, deposit and transfer cash. The shop owner (merchant / entrepreneur) helps these customers out with Aadhar-enabled Payment System (AePS) - a simple process that involves a customer's identity verification to digitally transfer the requested amount from their bank account, enabling the merchant to provide it in the form of cash to his customers. In the film, since the mobile is an enabler to facilitate all kinds of digital payment transactions, it is equated to the "Lakshmi" that is presented on a Diwali pooja thali and *dakshina* that is offered to the priest.



Link: [https://www.youtube.com/watch?v=7w\\_Hjda5Adg](https://www.youtube.com/watch?v=7w_Hjda5Adg)

**Sanjeev Kumar, CEO, Spice Money** said, "Spice Money has a strong presence in rural India and has been persistently encouraging rural citizens to become self-reliant by joining the extensive Spice Money network. Spice Money Adhikaris (merchants / entrepreneurs) not only illuminate their own lives but also spread cheer into the lives of the local rural communities by extending banking and financial services to them, expanding the reach of digital and financial inclusion in India. This Diwali, with the 'Dil Se Diwali' campaign, we are celebrating all the merchants using digital payments and the remarkable feat of rapid expansion of digital payments that is bringing *dhan* into the lives of Bharat."



Spice Money has been driving the digital and financial services to Bharat through their vast Adhikari network that covers 95% of India's rural pincodes and serves over 20 million customers every month.

### **About Spice Money**

Spice Money is India's leading rural fintech company with over 700,000 Adhikaris (entrepreneurs) offering cash deposit, Aadhar enabled payment system for cash withdrawal, mini ATM, insurance, loans, bill payments, cash collection centres for customer/agents/representative of NBFC/Banks, airtime recharge, tours & travel, online shopping, Pan Card and mPoS services. Spice Money is a 100% subsidiary of DiGiSPICE Technologies. The vast Adhikari network covers 95% of India's rural pincodes and serves over 20 million customers every month. Spice Money services are available through Spice Money App (Adhikari App) and web portal. The user-friendly interface and superior technology platform has earned the app a 4.4 star rating, best in industry, on Google Play Store. Spice Money through its cutting edge technology and wide network of Spice Money Adhikaris, is bridging the gaps in access to various financial services for the masses across the length and breadth of India.

To know more, visit <https://spicemoney.com>