PATRIKA : 3RD EDITION

Spice money
तो *Life* बनी

UNITED
THROUGH VISION
CONNECTED
THROUGH DPI

Spice Money's Digital Bharat '24

Bharat Ke Kal Ko, Badlenge Aaj.

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Bharat Ke Kal Ko, Badlenge Aaj.

Unveiling DPI:
A Global
Tech Odyssey

Over the last decade, India's Digital Public Infrastructure (DPI) has been enabling its remarkable transformation from an offline, informal, low productivity, multiple set of micro economies into a single online formal, high productivity mega economy. India has successfully demonstrated to the world a unique model of leveraging technology to solve problems at population scale. This unique DPI-led model is collaborative and equitable, and based on the principle that opportunity must be made available to everyone in the country, irrespective of where they are.

In the recent G20 India Policy Recommendations Report, the World Bank highlighted that in just six years, India has achieved a remarkable 80% financial inclusion rate—a feat that would have taken nearly five decades without the DPI approach.

UNVEILING DPI :
A Global Tech Odyssey

Source: https://github.com/undp/digital-development-compass

In the vast expanse of technological evolution, Digital Public Infrastructure (DPI) emerges as a transformative force with global implications. DPI, at its essence, is the bedrock of a nation's digital capabilities—a convergence of sophisticated frameworks and services that redefine citizens' digital interactions. It catalyzes change, fostering inclusivity and propelling nations toward a digitally enriched future. Beyond technical intricacies, DPI's impact resonates in individual lives, economic pulses, and the trajectory of our interconnected world.

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Evolution of DPI in India - From Revolution to Recognition

Tracing DPI's journey in India reveals milestones marked by strategic initiatives, technological advancements, and a commitment to a digitally inclusive society. Let's embark on a narrative journey, exploring the roots of DPI, its milestones, and the dynamic impact it has had on the Indian socio-economic fabric.

1980s-1990s
Digital Revolution through Government Investments
India initiated the DPI saga in the 1980s, investing in statewide networks, CSCs, and SDCs. Today, DPI represents empowerment, financial inclusion, and efficient public services.

2009
Aadhaar Emerges as Identification Cornerstone
Aadhaar, introduced in 2009, transformed into a symbol of identity empowerment, facilitating bank account linkage, and serving as a unique identification system.

2016
UPI Revolutionizes Indian Finance
In April 2016, UPI revolutionized the payment landscape, enabling easy and instant transactions through smartphones, fostering financial inclusion.

2016
Demonetization Drives Direct Benefit Transfers
Demonetization in 2016 enhanced direct benefit transfers, curbing black money, and promoting financial inclusion.

2017-2018
Digital Inclusion Initiatives Unfold
Initiatives like free mobile SIMs, Startup India Program, and the Atal Innovation Mission unfolded, promoting digital inclusion.

2018
Internet Accessibility Boosts Rural Smartphone Usage
Internet accessibility surged, especially in rural areas, paving the way for impending digital transformation.

Since 2017
Formalizing Economy with GST & Digital Transactions
Goods and Services Tax (GST) introduction and digitalization of transactions, with informal sector workers enrolled on platforms like eShram.

2020
Pandemic Impact - Accelerated Digital Adoption
2020 became the year of the unexpected. The pandemic accelerated the adoption of digital infrastructure, making it the backbone for payments, education, health services, and industries.

2021
Launch of CoWin App
India's vaccination drive post Covid was not an easy task to conduct and this is where this digital platform came for the rescue, thus catering to the medical safety for such a huge Indian population.

2021
World Bank Recognition
India's DPI not only stood resilient but thrived, earning recognition from the World Bank for its six years of digital growth.

2022
Influence Beyond Borders
The DPI success story echoed globally, inspiring countries like Singapore and UAE to adopt UPI. A ripple effect ensued, with nations implementing similar technologies, all drawing inspiration from India's DPI journey.

2023
G-20 Summit: India Leads Global Digital Governance & Infrastructure
Under Indian Presidency, G20 achieved DPI breakthrough with the One Future Alliance for LMIC financing, Global DPI Repository, and Digital Upskilling Toolkit. India leads in shaping digital governance.

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Digital Public Infrastructure Unleashed: Transforming Lives Through Innovation

Unveiling the Power of DPI: In the heart of this digital revolution, DPI stands as a formidable force driven by strategic investments and cutting-edge technology. It's more than just an infrastructure; it's a catalyst for large-scale social and economic transformation.

The Noble Triad of DPI Objectives

Empower Citizens
- Catalyzing individual potential through digital empowerment.
- Facilitating informed decision-making and active participation.

Promote Financial Inclusion
- Breaking down economic barriers with innovative financial solutions.
- Enabling access to a spectrum of financial services for all strata of society.

Enhance Lives Through Accessibility and Efficiency
- Pioneering accessible and efficient public services that elevate the citizen experience.
- Nurturing a seamless and interconnected digital landscape.

The Dynamic Layers of DPI

Market Layer
- Igniting innovation with a cadre of competitive players.
- Crafting inclusive products that resonate with diverse needs.
- Fueling a dynamic marketplace through market-driven solutions.

Governance Layer
- Forging legal and institutional frameworks to fortify DPI's foundation.
- Unleashing public programs that propel widespread adoption.
- Guided by overarching principles and policies, ensuring effective governance.

Technology Standards
- Establishing unifying standards for identity, payments, and data sharing.
- Adapting and building technologies with a keen eye on interoperability.
- Embracing shared standards for seamless integration in the digital tapestry.

Components Forging DPI's Effectiveness

Innovative Products
- The market layer sparks a digital revolution with inclusive and competitive solutions, fostering a landscape where digital prowess meets the diverse needs of the populace.

Legal Frameworks
- The governance layer crafts robust legal structures, fortifying the implementation of DPI and paving the way for a secure and compliant digital environment.

Interoperability
- Technology standards serve as the linchpin, ensuring the harmonious integration of diverse digital services, giving way to a seamless digital experience that breaks down silos and enhances connectivity.

Public Programs
- Governance initiatives drive adoption, making DPI accessible to all, a true testament to public commitment, fostering inclusivity and accessibility.

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The Ripple Effect

DPI, a transformative force, aspires to create a digital ecosystem where public services transcend barriers. A vision where accessibility, efficiency, and inclusivity converge, redefining the quality of life for citizens. In this epoch of digital renaissance, DPI stands tall, promising a future where technology is a beacon of empowerment for every citizen.

Unified Payments Interface (UPI)

- Launched in April 2016, before demonetization
- Annual transaction value of $1 trillion, positioning India as a global leader in digital payments
- UPI transformed the country's payment landscape, uniting people through easy and instant transactions
- Empowered small businesses and rural communities, enabling access to various services with a simple tap

CoWin Platform (Covid-19 Vaccination Drive)

- Introduced in January 2021 after the pandemic hit the country in 2020
- Provided unified registrations and digitally verifiable certificates
- Successfully administered 2.15 billion vaccine doses to a population of 1.41 billion within the first two years
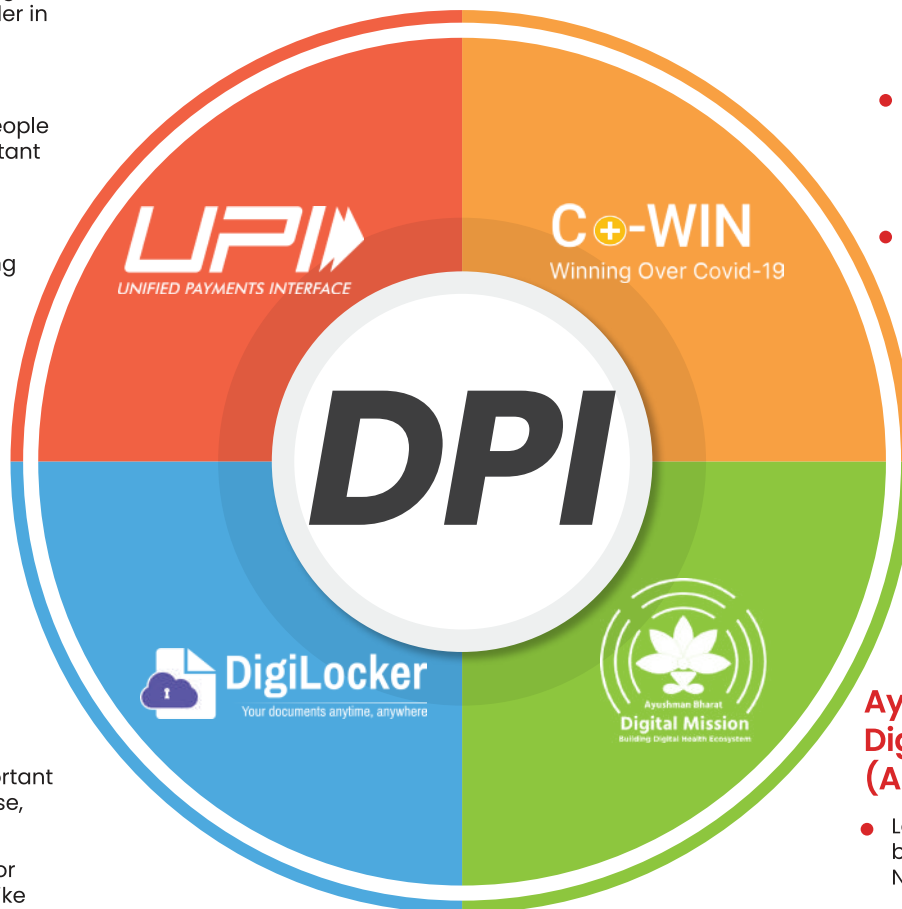- A digital platform for securely storing official documents

DigiLocker

- A digital platform for securely storing important documents like License, Aadhaar, etc
- Eliminates the need for physical certificates like Aadhaar, driving license, and PAN card
- Enhances transparency, efficiency, and accessibility for official tasks
- Mitigates identity document misuse and fraud

Ayushman Bharat Digital Mission (ABDM)

- Launched in August 2021 by Prime Minister Narendra Modi
- Integrated digital health infrastructure improving India's healthcare system
- Bridges communication gaps among healthcare stakeholders, connecting doctors, chemists, and other professionals with patients digitally
- Provides centralized data and medical history for effective coordination among medical institutions
- Aims to democratize healthcare for every citizen of India, addressing a critical need

DPI

UPI — UNIFIED PAYMENTS INTERFACE

C+-WIN — Winning Over Covid-19

DigiLocker — Your documents anytime, anywhere

Ayushman Bharat Digital Mission — Building Digital Health Ecosystem

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Spice Money's DPI-Led Financial Revolution
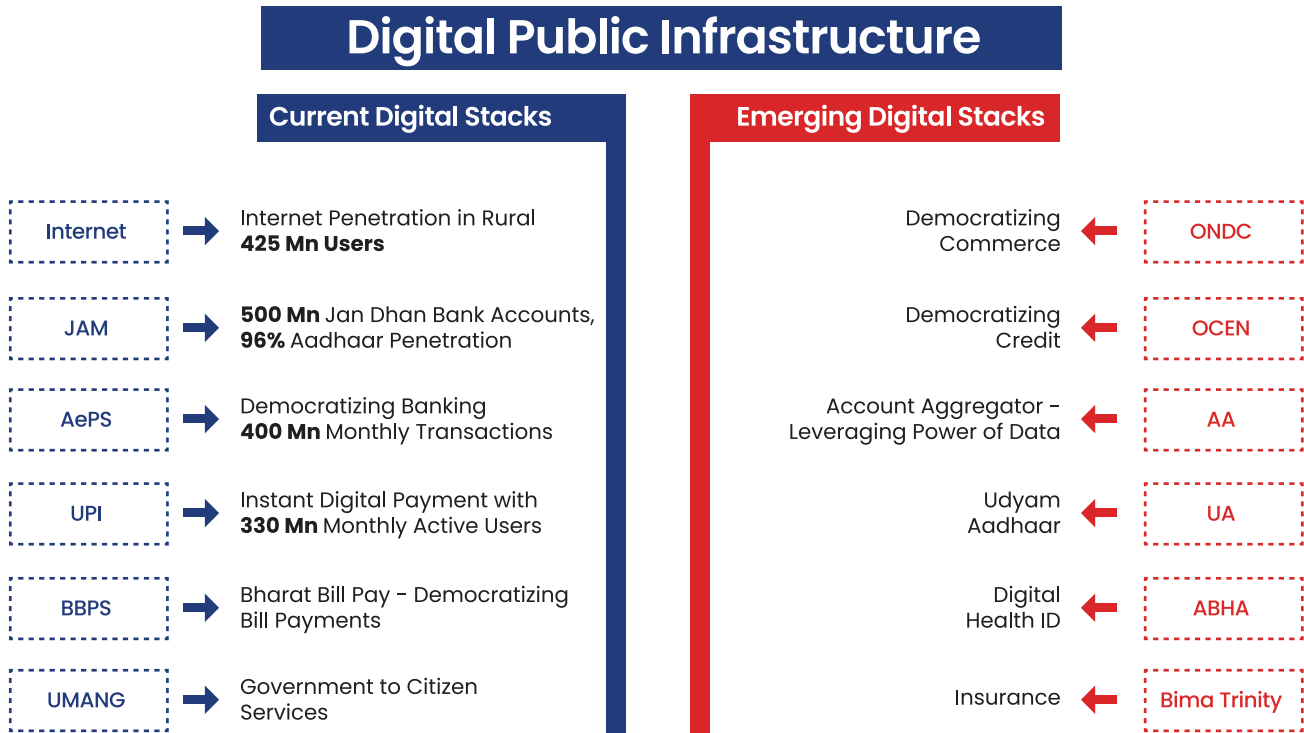
Transforming a Billion Lives, One Transaction at a Time

As India's DPI success garners global attention, Spice Money emerges as a key player, leveraging DPI along with Rural Entrepreneurship to successfully solve for lack of access in Emerging India on a large scale. Let's explore how Spice Money's diverse products are transforming the way banking and financial services are delivered in Emerging India.

DPI - Game Changer for Emerging India

Digital Public Infrastructure

Current Digital Stacks

Internet	Internet Penetration in Rural **425 Mn Users**
JAM	**500 Mn** Jan Dhan Bank Accounts, **96%** Aadhaar Penetration
AePS	Democratizing Banking **400 Mn** Monthly Transactions
UPI	Instant Digital Payment with **330 Mn** Monthly Active Users
BBPS	Bharat Bill Pay – Democratizing Bill Payments
UMANG	Government to Citizen Services

Emerging Digital Stacks

Democratizing Commerce	ONDC
Democratizing Credit	OCEN
Account Aggregator – Leveraging Power of Data	AA
Udyam Aadhaar	UA
Digital Health ID	ABHA
Insurance	Bima Trinity

Spice Money leveraging DPI to solve for lack of access to formal financial services

Unleashing Unprecedented Access with Ingenious Products Powered by DPI

Spice Money's Digital Revolution in Banking & Financial Services

As India's DPI success garners global attention, Spice Money emerges as a key player, leveraging DPI along with Rural Entrepreneurship to successfully solve for lack of access in Emerging India on a large scale. Let's explore how Spice Money's diverse products are transforming the way banking and financial services are delivered in Emerging India.

Aadhaar Enabled Payment Services (AePS)

AePS, an ingenious tech stack by NPCI, transforms online transactions through authorized Business Correspondents (BC), creating an authentication gateway for Aadhaar-linked account holders. Spice Money leverages AePS to enable customers to withdraw and deposit cash, as well as check their balance and mini statements through biometric authentication at their nearest Adhikari outlet, thereby saving long travel time and associated costs.

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Market Leadership in the Cash-out Business

17.5 %
Market Share

₹50Bn
Avg Monthly GTV

45 Mn+
Monthly AePS Transactions

Adhikari Testimonial

Thanks to the transformative power of AePS, **Chandan Kumar**'s business witnessed an incredible turning point with a remarkable 62-lakh transaction in just one month!

" I have been associated with Spice Money since 2019, and AePS has been the most served product. It is really helpful in growing my business. It has a very smooth process, and in case any problem, the Spice Money team always support to rectify it. The portal is easy to operate, and many shopkeepers around me are using the same portal now to grow their businesses. In last 5 months, I have obtained an average GTV of 3.03 Mn, and look forward to enhance the same. I thank Spice Money and the team for their continuous guidance and support. "

Chandan Kumar
Warisnagar, Samastipur, Bihar

End-Customer Testimonial

" Spice Money AePS service helps me to withdraw money using only my Aadhar card. If I go to the bank for this, I have to stand in a queue for a long time. Here, I know the shop owner, he is a person from our own community and thus, it's an easy and safe process. "

Aadhaar Pay

Spice Money Aadhaar Pay is a digital payment service that enables Adhikaris to effortlessly accept payments using just an Aadhaar number and a fingerprint scan. It is a fast, secure, and hassle-free solution that liberates both customers and Adhikaris from the constraints of traditional cash handling.

Biometric Empowerment

29 %
Market Share

₹ 17.5 Bn
Avg Monthly GTV

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Adhikari Endorsement

Vijay Kumar Mahto (Rampatti, Madhubani, Bihar) credits Aadhaar Pay for consistently contributing to his transactions, proving its significant role since 2020.

"
Aadhaar Pay service constitutes a major proportion of the Spice Money services that I use in my shop. I am highly satisfied with the service and the support that the company provides to its customers.
"

BBPS and BBPS Loan EMI Payments

Bill Payment Revolution: BBPS simplifies bill payments, integrating diverse billers and payment channels for a seamless experience. Spice Money's 1.3 million Adhikaris extend the convenience of Bill Payments as well as Loan EMI payments through BBPS to rural consumers.

Spectacular Growth

Did you know? Customers of **150+ BFSI companies** pay their EMI bills through BBPS at Spice Money Outlets.

₹ *3 Bn+*
Avg Monthly GTV

Laba Patra (Ganjam, Odisha) shares his success story, witnessing a 300% growth in business since providing BBPS loan collection services through Spice Money.

"
I began providing BBPS loan collection services through Spice Money in November 2022. Since then, my business has grown significantly, with a 12 million rise. We serve 500 consumers a month. The business has grown by an astonishing 300% as a result of this service. This increased income has also allowed me to plan for the establishment of my shop, moving away from the current rented space and indicating positive business development prospects in my future.
"

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eKYC (CASA Leveraging eKYC)

Banking at the Doorstep: Spice Money has partnered with Axis Bank and NSDL Payments Bank, offering digital e-KYC based hassle-free account opening for customers in emerging India. Leveraging Aadhaar biometric authentication and live photo / face authentication, the process is secure, instant, and paperless.

Digital Inclusion

300 K+
Accounts Opened Through eKYC

Customer Satisfaction

Users appreciate the seamless and secure e-KYC journey, emphasizing the potential enhancement of customer service requests through Adhikaris.

Banking Partners

> Customers are happy with our digital account-instant services, which can be made better if Customer Service requests are also available through Adhikari.

Travel Union (IRCTC MSP)

Spice Money's Travel Union is an exclusive portal that provides a comprehensive range of travel services. It offers a seamless travel experience with affordable flight, train, bus tickets, and convenient hotel bookings. The user-friendly portal ensures a hassle-free and budget-friendly journey for all.

Pioneering Accessibility

Spice Money, the proud Authorized payment service provider (PSP) of IRCTC since 2013, has redefined travel services with its Travel Union portal. Boasting the highest registered network of 50,000 Travel Union Members Pan India, Spice Money leads as the number 1 PSP in terms of RSPs, GTV, and transactions, achieving a monthly transaction volume of up to 5 lakhs.

50,000
Travel Union Members Pan India

500K
Monthly Transaction

Bharat Ke Kal Ko, Badlenge Aaj.

Adhikari Endorsement

Ashish Kumar Gupta, associated with Spice Money since 2013, commends Spice Money for consistently enhancing the user experience. The seamless, hassle-free portal and faster booking process make it a preferred choice for booking 500+ IRCTC tickets every month.

> I have been associated with Spice Money since 2013 and book 500+ tickets through IRCTC every month. The experience using the website has been good so far. The portal has been updated multiple times since I have joined, and the user experience has improved over time. The ticket booking process has fastened and has become hassle-free. I look forward to keep working with Spice Money in the near future as well to get more such benefits.

Ashish Kumar Gupta
Mungeli, Chhattisgarh

G2C Services

Umang

Unified Government Services: Umang, an assisted single unified app, delivers 500+ central and state services in Hindi and English. Active with 550 schemes and 127 central and 423 state services, Umang simplifies access to major government services, including Atal Pension Yojana, Passport Seva, Jeevan Sewa, EPFO, Mera Ration, e-PAN, and many more.

Passport   Atal Pension Yojana   Jeevan Pramaan   CO-WIN

EPFO   Mera Ration

Impact

40K+
G2C services delivered in first 6 months

Udyam Aadhaar

Empowering MSMEs: Udyam Aadhaar facilitates MSME registration, unlocking access to government schemes and initiatives. Spice Money's platform provides the facility of Udyam registrations, thus enabling small enterprises to certify themselves and enjoy numerous benefits.

500+
Monthly MSME Onboardings

Source: https://udyamregistration.gov.in/

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UPI

UPI has been one of the biggest success stories of India's DPI model, recording a whopping 12 billion transactions in Dec 23.

Currently at 350 million users, the National Payments Corporation Of India (NPCI)'s vision is to enable all Indians to use UPI. This means a 3x potential on the user side as well as a 3x growth on the merchant side, adding up to a 10x growth potential on transactions- that's 100bn+ transactions per month on UPI!

As UPI scales further, the next set of users will come from Emerging India- the consumers in Rural and Semi-urban India. Their preferences as well as the challenges they face in doing digital payments are different. Hence, these customers from Emerging India require a bespoke UPI solution combining the convenience of digital with hand holding through an assisted channel.

Our latest innovation, Spice Pay- a first of its kind UPI for Bharat solution seeks to bring the next 100 million users from Emerging India on UPI through our expansive network of 1.3 million+ digital micro-entrepreneurs.

Solving Digital Payments for Rural India	Challenges	Spice Pay Solution
	Non-availability of active debit cards	Instant UPI ID creation with PPI card using eKYC
	Lack of latest number seeding	Debit card/mobile number seeding not required
	Fear of exposing entire bank balance	Stand-alone prepaid wallet account; no exposure of bank account
	Income source in cash; lack of cash deposit points	Easy cash deposit at near-to-home 13 Lakh+ Adhikari outlets

Bringing The Next Underserved 250 Million on UPI

Bharat Ka Naya UPI Wallet Account
Business Bhi Personal Bhi

Spicepay

BALANCE
₹1800.50   Hide balance

Withdraw money | Add money using cash | Add money using UPI/Card | Lock your...

SHREY TRIKHA

View card

Send Money

To Mobile or Contacts | To UPI ID or Number | To Benificary | To Bank Account

My UPI ID: 9876543210@spicepay Copy

Spice**pay**   PLATINUM

RuPay PREPAID

Unveiling the Future - The Transformative Power of DPI

## E-Commerce: ONDC Revolutionizing Digital Commerce

The Open Network for Digital Commerce (ONDC), often touted as the UPI for e-commerce is a first of its kind initiative globally that seeks to democratize access to e-commerce in the country. ONDC seeks to unbundle the e-commerce architect in the country and make it open and interoperable similar to UPI. ONDC envisages to increase the e-commerce penetration from current levels of 4-8% to 25% of the population in the next 2-3 years. It aims to onboard 900 Million new buyers on ONDC in next 5 years. A major share of these new-to-ecommerce users will come from rural India.

As per ONDC CEO, T Koshy, rural India has the potential to surpass urban India in leveraging ONDC.

Source: https://ondc.org/

Spice Smart Shop (ONDC)
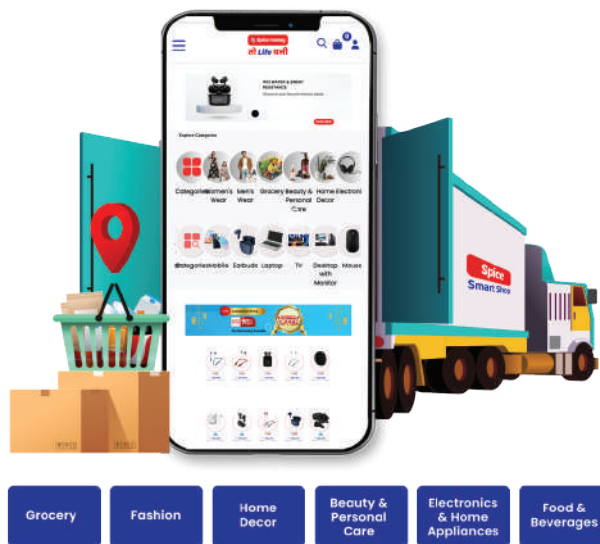
The Spice Smart Shop B2C Buyer App enables customers in Rural India, who are new to e-commerce, to shop online by offering them an assisted journey at Spice Money's vast network of 1.3 Mn+ Adhikaris across 228K+ villages. The Spice Money Adhikaris will assist the rural consumers in shopping online and also serve as their first point of contact for grievances since a physical touchpoint is crucial for building trust and driving e-commerce adoption in Rural India.

The Spice Smart Shop B2B Buyer App will empower the rural merchants to procure their supplies from manufacturers and sellers across the country at better prices and avail home delivery of products, thereby solving their pertinent problems of lack of access to a wider inventory as well as having to travel to the nearby towns to pick up supplies. With this, the existing 1.2 Mn Spice Money merchants as well as other small merchants in rural India can seamlessly choose from an array of options on ONDC network and avail the best rates, with the products being delivered straight to their doorstep.

Did You Know? The Spice Shop B2B and B2C Buyer Apps were among the first ones in the country to go live on the ONDC network.

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Testimonials of Transformation

Md. Sameer and Armaan share their success stories, emphasizing the convenience and cost-effectiveness of Spice Smart Shop. The platform enables businesses to thrive by offering diverse products without geographical constraints.

" Hi, my name is Md. Sameer and I'm from Ghunwara. My primary business is an electronics shop. Earlier, I had to visit another town to purchase electronic products for my shop. So whenever I had to purchase the stock, my shop remained closed for that particular time. But then the Spice Money team visited me and explained about the Spice Smart Shop portal and showed me all the available products. I then ordered a charger which was delivered at my doorstep and that too without any additional cost. The quality of the product is also good, and I am planning to purchase more products from Spice Smart Shop. "

Md. Sameer
Ghunwara, Madhya Pradesh

Armaan
Satna, Madhya Pradesh

" Hi, my name is Armaan, and I am from Satna. I own a mobile shop named Arman Mobiles. I usually purchase my stock from Jabalpur district and receive discounts on bulk purchases. Then I got introduced to the Spice team and learned about discounts even on smaller quantity orders. I ordered phone stands that were within my budget, and the quality of the product is also very good. I intend to make purchases from Spice Smart Shop in the future as well. "

DPI in Credit Systems: Democratizing Access for MSMEs

Current Landscape: India's MSMEs make a significant 30% contribution to the GDP; however, a mere 14% have seamless access to credit due to restricted collateral options and limited credit score availability, posing obstacles to their potential growth.
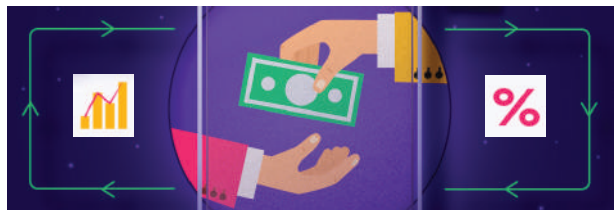
Innovative Solutions:

Open Credit Enablement Network (OCEN) 4.0:
Launched in August, OCEN 4.0 aims to democratize small-ticket lending. It provides a digital infrastructure for lenders and borrowers to interact seamlessly.

Account Aggregator Framework:
Proposed by RBI in September 2016, it ensures responsible data sharing among financial processes, facilitating informed lending decisions.

Future Impact:

The emergence of these DPI in the credit market will amplify access to small-ticket loans, nurturing a competitive landscape that harmonizes with the government's vision to expedite the growth of MSMEs.

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# The BIMA Trinity: Democratizing Insurance In India

The BIMA Trinity, launched by the Insurance Regulatory and Development Authority of India (IRDAI) in 2024, is a DPI that will transform India's insurance sector by solving the challenges of penetration, affordability, and accessibility.

This innovative three-pronged initiative aims to achieve IRDAI's visionary goal of 'Insurance For All By 2047.'

Bima Sugam: IRDAI plans to launch Bima Sugam that will serve as a one-stop destination for al insurance-related needs such as policy purchases, portability, changes, claims etc. The platform enables direct purchases of life, motor, and health policies, with facilitation by web aggregators, brokers, banks, and insurance agents.

Bima Vistar: Bima Vistaar, the flagship product of 'Bima Trinity,' is envisaged as a singular policy that encompasses health, life, property, and accident coverage.

Bima Vaahaks: A dedicated women-centric workforce known as Bima Vaahaks will operate at the grassroots level, educating and engaging women who are heads of households about the benefits of comprehensive insurance thereby enhancing financial security across diverse demographics.
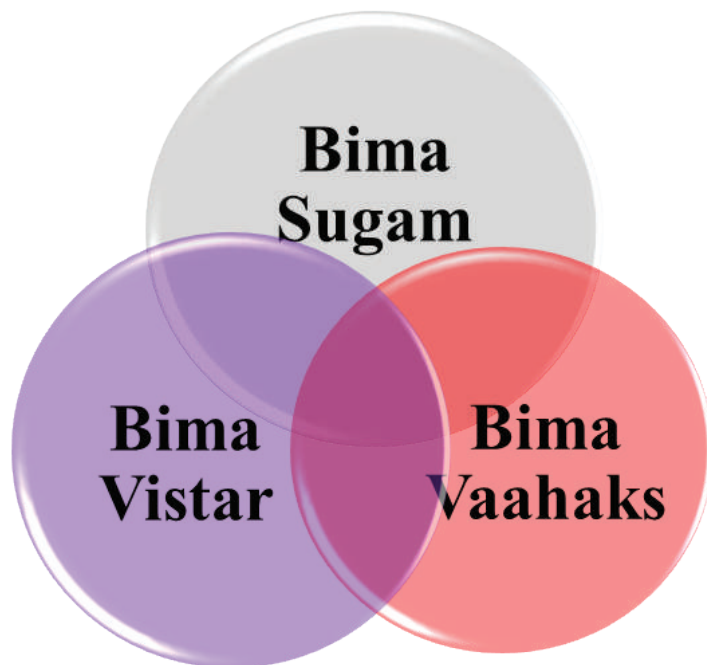
The advent of the BIMA Trinity, which can be seen as the UPI moment for insurance, is poised to solve for the 3As—Availability, Affordability, and Accessibility—of insurance products for a larger population.

Spice Money, with its large network of **1.3 million Spice Money Adhikaris** across **280K villages** in Rural India - of whom **32,981 are Women Adhikaris**, is uniquely positioned to be the rural arm to take Bima Trinity to the masses. We aim to work with the leading insurers as well as the IRDAI to achieve the vision of **Insurance For All By 2047**.

Transforming Nations, Bridging Divides, Globally with DPI

Quotes on Future of DPI

> To implement DPI in Global South countries, I propose the creation of a Social Impact Fund. India will start by initially contributing $25 million to this fund. I hope you all will join this initiative.

– PM Narendra Modi

(While addresing G20 Summit)

> The partnership that we are proposing around the DPI is truly a win-win for all those nations around the world that in a sense have lagged behind in digitalization. The India stack and the global DPI summit and the conversations around it are aligning with India's G20 presidency vision of 'Vasudhaiva Kutumbakam' where we work as one family for the betterment of our collective future using technologies and DPIs at its core.

– Rajeev Chandrasekhar

> There is now a major move afoot to take India's DPI model to 50 countries in five years. So over the next few years, you will see the proliferation of how this new way of thinking about digital infrastructure at population scale, using an open architecture, is going to be more and more ubiquitous and prevalent around the world.

– Nandan Nilekani

> India, in particular, by laying the groundwork for DPI starting with identity system, allows people to build on top of that. And to make financial access and financial payment an element of that in a trusted way allows for an incredible variety of applications. We are just at the beginning of this. We are seeing incredible ingenuity about using this, and it is in many different sectors. No country has done more (to build a) comprehensive platform than India.

– Bill Gates

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India's Plan for Global DPI Network

DPI's Future Vision: India's DPI is on the verge of becoming a global blueprint. Anticipated to guide over 50 countries towards a digitally empowered future in the next five years, this recognition elevates DPI beyond a national initiative, establishing it as a transformative force with far-reaching international implications.

भारत के कल को, बदलेंगे आज।

Spice Money's Commitment: At the vanguard of rural fintech, Spice Money emerges as a trailblazer, utilizing DPI to empower India's underserved rural communities. The pride of Spice Money lies not just in adopting technology but in its commitment to uniting rural India with the global landscape. This dedication goes beyond technological integration, encompassing a collaborative initiative with Spice Money Adhikaris (SMAs) to actualize the full potential of DPI at the grassroots level.

Challenges on the Horizon: Navigating the Digital Landscape

Digital Divide

The boon of DPI is not without its challenges. In a developing country like India, the lack of access to digital infrastructure has resulted in a stark digital divide across different geographies. Even when access is available, financial constraints create barriers for a significant stratum of the population.

Language and Consent Barriers

Affordability is not the sole obstacle; language and consent become additional hurdles. Bridging the divide necessitates not just access but also ensuring that technology is inclusive, respecting linguistic and consent diversity.stratum of the population.

Accessibility for People with Disabilities

A critical challenge is the limited accessibility for individuals with disabilities. The true potential can only be harnessed when DPI is designed and implemented with inclusivity at its core, ensuring that digital services are accessible to everyone.

Cybersecurity Imperatives

Vulnerabilities to cyber-attacks and data breaches loom large. The sensitive nature of data and transactions handled by DPI mandates a robust cybersecurity framework. Ensuring privacy and security are paramount to building trust in digital infrastructure.

Spice Money's Role: Filling Gaps, Pacing the Revolution

Rural Empowerment Since 2015

Since its inception in 2015, Spice Money has been diligently working to bridge the digital gap between rural and urban India. The challenges faced by rural populations in fully harnessing the power of DPI are acknowledged and addressed through innovative banking and financial products.

Pacing the Digital Revolution

The digital revolution sparked by DPI is a fire that Spice Money actively contributes to. Through judicious use of its diverse financial products, Spice Money aims to amplify the impact of DPI in rural areas of India. The partnership with Spice Money Adhikaris (SMAs) remains central to this mission.

Spice Money's Pride

As the leading rural fintech, Spice Money takes pride in reaching a stage where it can not only adapt to the fire ignited by DPI but also add its unique flavor to spice up this transformative journey. The commitment is unwavering, and Spice Money envisions a future where DPI becomes a catalyst for inclusive growth, leaving no one behind in the digital age.

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Spice Money initiated a dynamic journey fueled by assurance, prosperity and teamwork.

25 Years of Trust

Guided by Spice Money's esteemed leadership, including Founder Mr. Dilip Modi, Co-founder & CEO Mr. Sanjeev Kumar, and Co-founder and Chief Strategy Officer Mr. Rajneesh Arora, the Guarantee Yatra was a dynamic journey fueled by assurance, prosperity, and teamwork. This nationwide campaign achieved remarkable success, uniting Partners and Adhikaris across **21 major cities**.

India map with locations:
Ludhiana, Gorakhpur, Lucknow, Delhi, Meerut, Darbhanga, Jaipur, Bhopal, Patna, Ahmedabad, Kolkata, Siliguri, Ranchi, Bhubaneswar, Indore, Raipur, Nashik, Nagpur, Visakhapatnam, Mysore, Madurai

Bharat Ke Kal Ko, Badlenge Aaj.

Starting on January 16, 2024, in Patna, the Yatra traversed significant cities like Patna, Bhopal, Delhi NCR, Kolkata, Indore, Mysore, Ahmedabad, Lucknow, Ludhiana, Bhubaneshwar, Ranchi, Nasik, Darbhanga, Meerut, Siliguri, Madurai, Visakhapatnam, Raipur, Jaipur, Nagpur, and Gorakhpur. At every stop, our leadership team actively engaged with Adhikaris and Distributors, fostering genuine connections and co-envisioning a more inclusive Bharat.

The Guarantee Yatra was truly invigorating, reaffirming our shared commitment to mutual growth and 24*7 support for Adikhiaris and Distributors. It opened doors to new possibilities, shaped a prosperous vision for our collective futures, and strengthened partnerships that will endure beyond the conclusion of this remarkable journey.

We eagerly anticipate carrying this momentum forward as we continue to shape the future of banking in Bharat.

Bharat Ke Kal Ko, Badlenge Aaj.

Spice money
तो *Life* बनी

Banking Sewa Ki
Guarantee

Aadhaar Deposit & Withdrawal

Mini ATM

Money Transfer

Cash/Loan EMI Collection

Account Opening

Loans/ Credit

Bill Payments & Recharge

Ticket Booking

Government Services

Online Shopping

QR Payments & Withdrawal

PAN Card Creation

Academy

Bharat Ke Kal Ko, Badlenge Aaj.

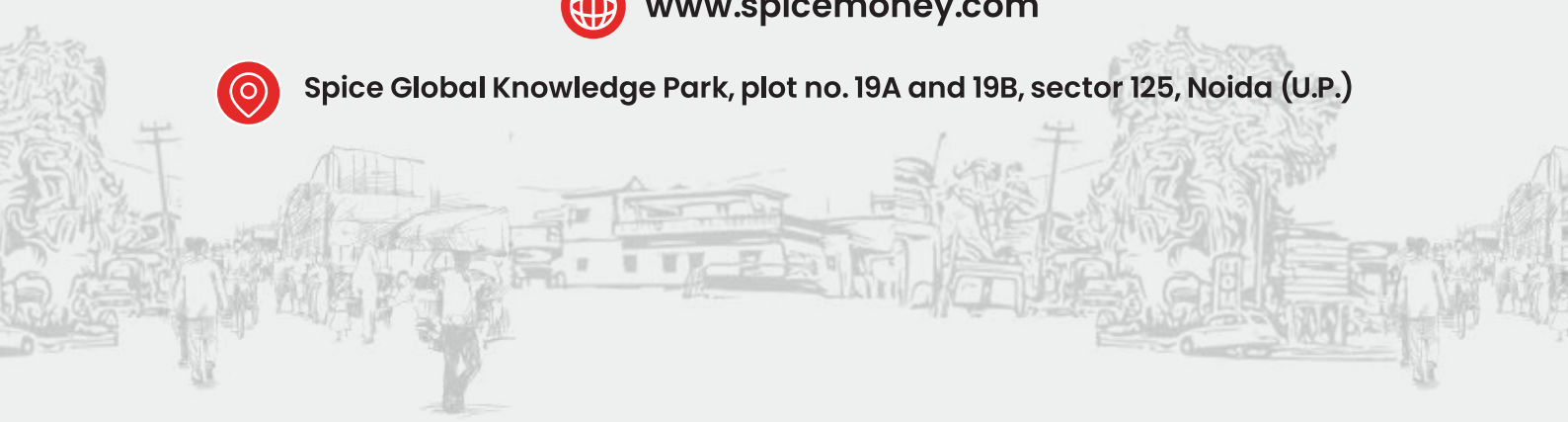| 1.3 Million + Adhikari Network | 6,471 Blocks Covered | 1 Lakh Crore + Annual Customer GTV | 2,43,797 Villages Covered |

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For more information, visit our website

🌐 www.spicemoney.com

📍 Spice Global Knowledge Park, plot no. 19A and 19B, sector 125, Noida (U.P.)

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