

A blue-tinted background image showing a family of four in a cafe. A woman is seated on the left, smiling and looking down at a white mug. Next to her, a man with glasses is leaning over a table, looking at papers. To his right, another man in a suit and glasses is smiling and looking at the papers. In the background, a young boy is standing and looking away. The overall scene is warm and professional.

niyogin

Investor Presentation

Q3 - FY20

niyogin

We are niyogin

India's first end-to-end
digital lending platform

Our Vision



Our Mission



Sanskrit for “**empowerment**”, niyogin is born out of a deep understanding of the real problems faced by small businesses every day - beginning with collateral free access to credit. We are a passionate team of people who are **re-imagining the future of small businesses in India by applying technology, data, analytics and human understanding**

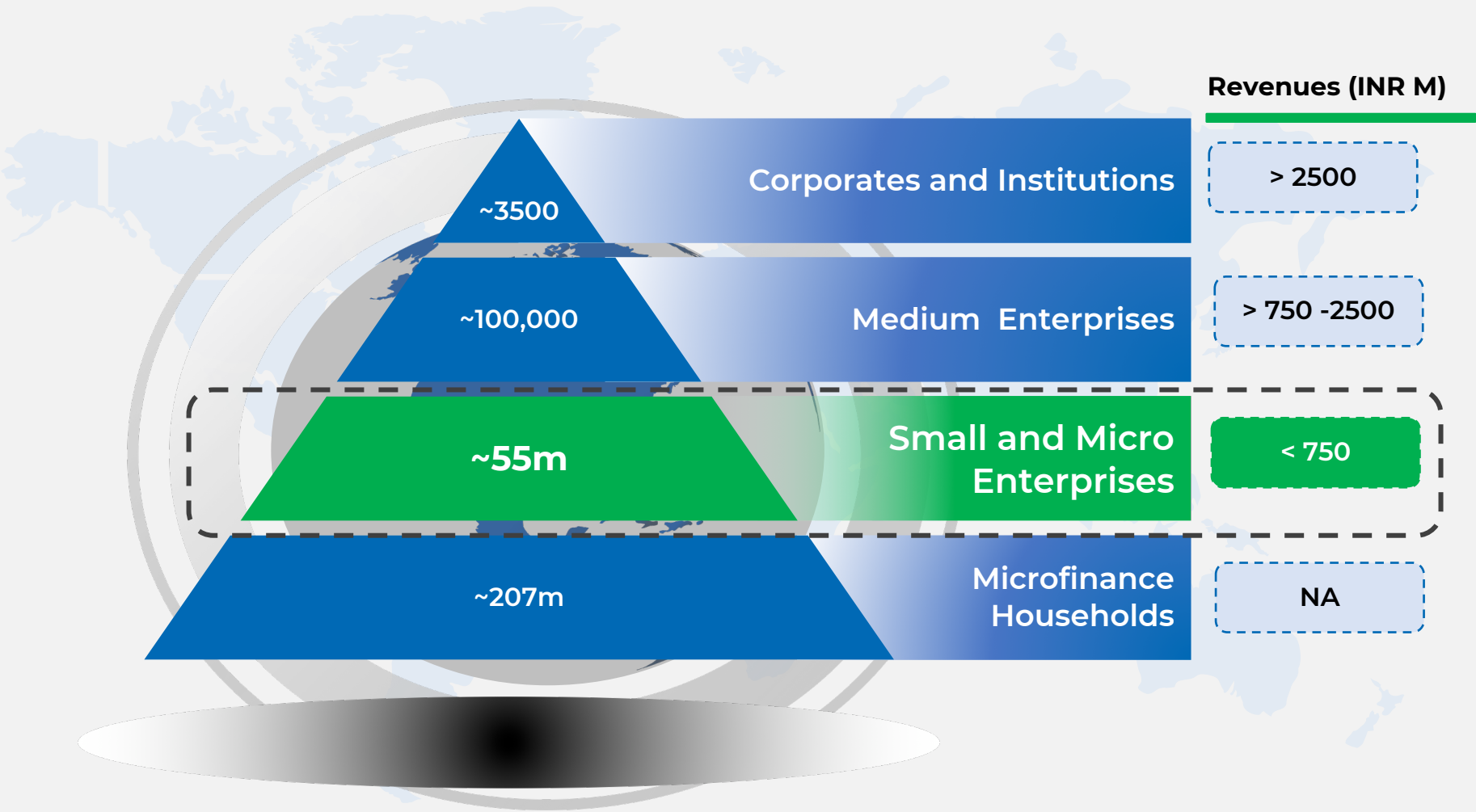
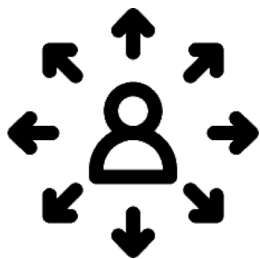
Our vision is to be the country's **best small business centric organization**, empowering customers through an ecosystem of products, partnerships, technology and exceptional customer experience.

Our mission is to **give small businesses access to a holistic support system**, through cost efficient, innovative technology and a committed network of partners



LARGE
UNDERSERVED
MARKET

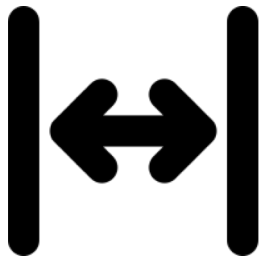
Small and micro
enterprises with
turnover less than
~\$10m



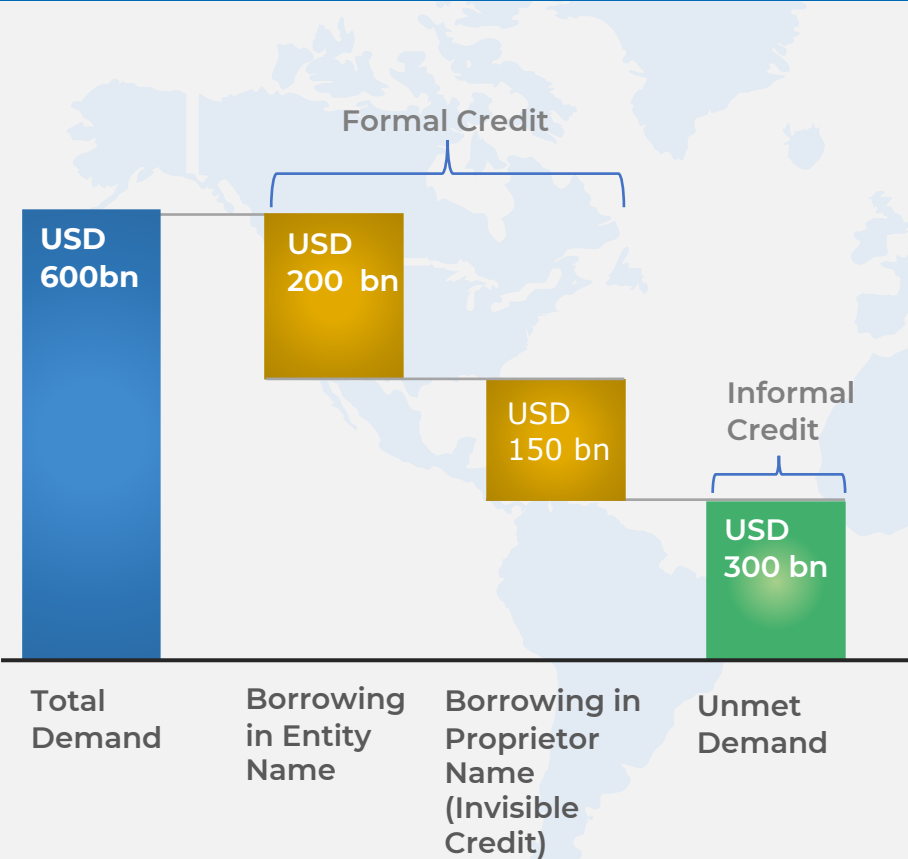
Sources : E&Y Evolving Landscape of microfinance in India, 2016
Annual report – MSME India 2017-18

INCREASING
CREDIT GAP

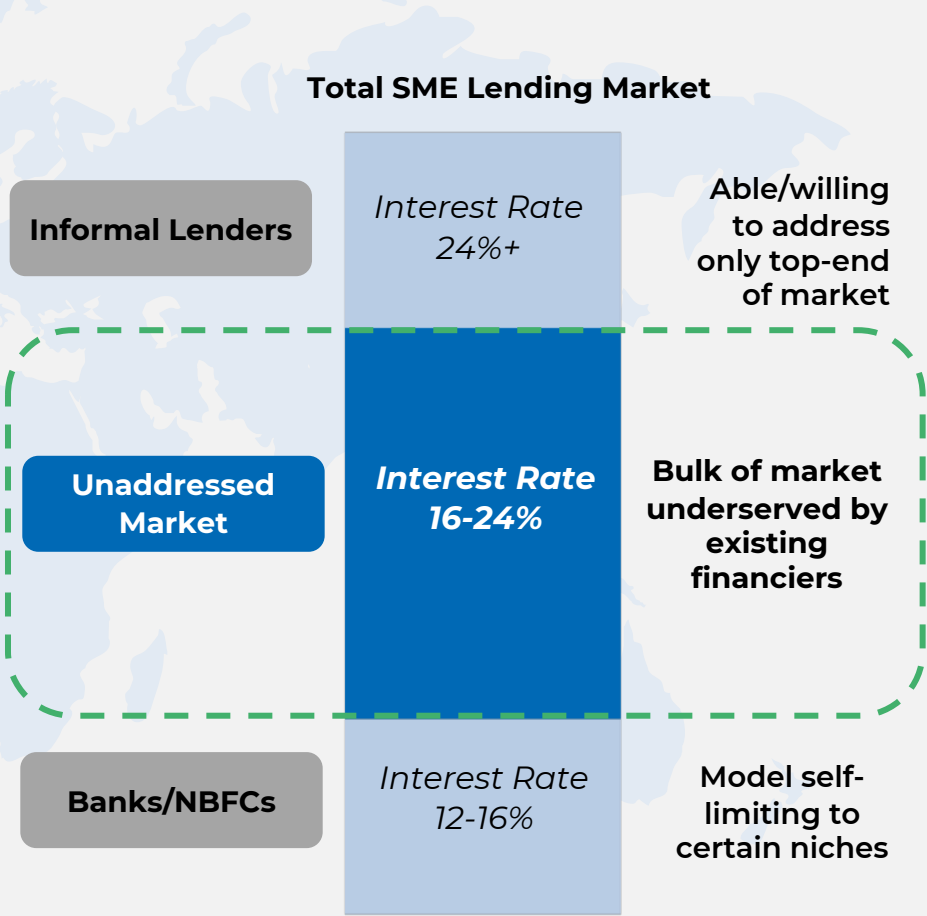
The estimated MSME credit gap is ~US\$300bn growing at 7%+ per annum



Expected Finance Gap in MSME Sector



Unaddressed market with extremely attractive yields



Source: BCG report, Nov 2018

TARGET MARKET= MICRO & SMALL FIRMS

Our target market
comprises of micro
and small enterprises,
with turnover <\$3m
and credit gap \$105 b



Our target market - Too big for MFI , Too small for Banks

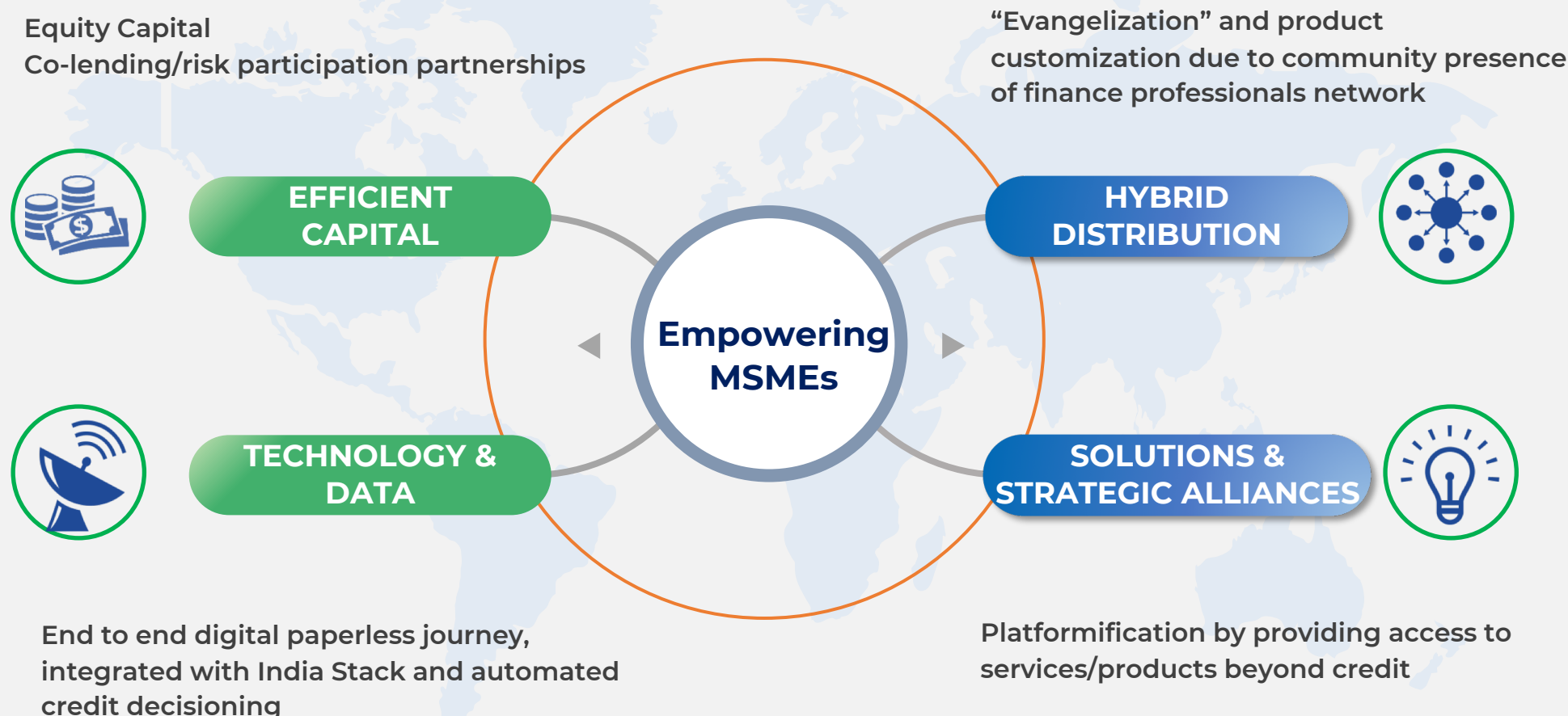
Revenue Segment (INR m)	No. of Units (mn)	Credit Demand (INR tr)	Bank Credit Supply (INR tr)	Credit Gap (INR tr)
< 1.5 m	41.4	4.1	0.9	3.2
1.5 m - 3 m	5.6	1.7	0.6	1.1
3 m - 15 m	4.5	4.8	2.1	2.7
15 m - 30 m	1.3	2.3	1.0	1.3
30 m - 180 m	1.8	7.2	3.6	3.6
Total	54.6	20.1	8.2	11.9

Source: Deloitte Analysis, MSME Annual Report, RBI, Industry Reports
*data doesn't capture details of medium enterprises with revenue > INR 750m

There is a large funding gap between microfinance and commercial capital that can be filled by a formalized lending process to micro and small enterprises and niyogin aims to address through its innovative business model

NIYOGIN CAPITALISING ON THE OPPORTUNITY

Externalizing the 4 key
components to create
an ecosystem to
efficiently service
MSMEs



THE JOURNEY

We raised equity capital in 2017 & developed a scalable technology & digital platform for our MSME business

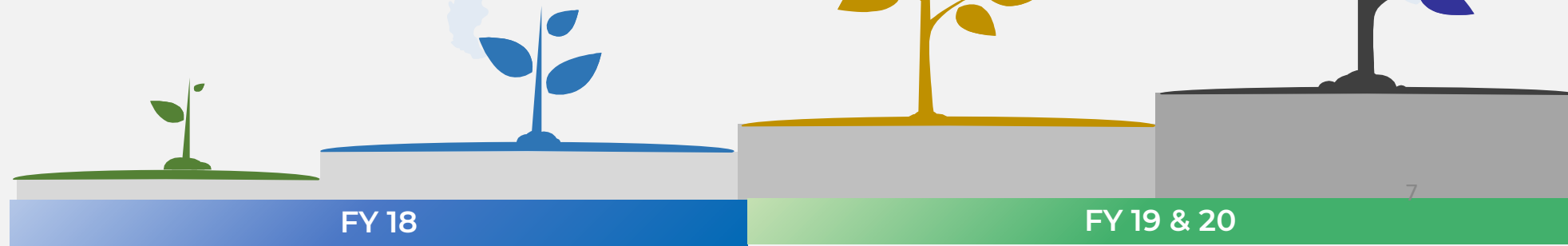


BUILT A STRONG FOUNDATION

- Capital raise of \$40m
- Setting up a strong management and execution team
- Creating meritocratic culture
- Technology, data and digital infrastructure built in 7 months
- Designing our credit, collections and operations processes
- Testing our market hypothesis in Maharashtra

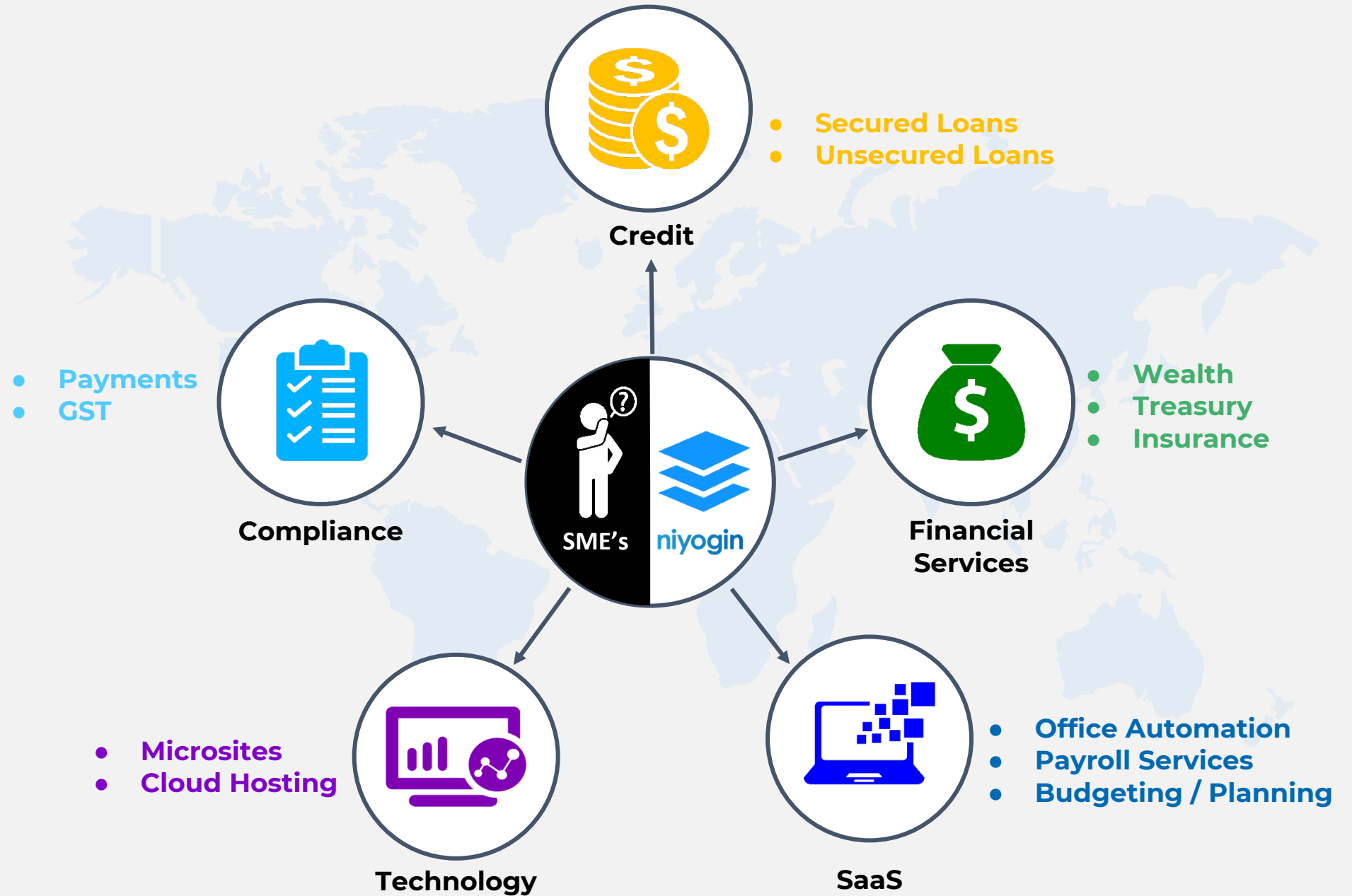
COMMERCIALISATION

- Partners : 1400+ partners onboarded on the platform and engaging with us
- Expansion of our distribution across 10 states and 131 locations
- Disbursals : INR 1.5bn+
- Platform Customers : 15k+
- Acquisition of Moneyfront, a new age wealth management platform
- Partnership with payment provider targeting “kirana” segment
- Multiple partnerships - Capital, Product, Distribution



PLATFORM LED MODEL

Our aim is to be the
“Go to platform” for
MSMEs that
addresses their
business needs



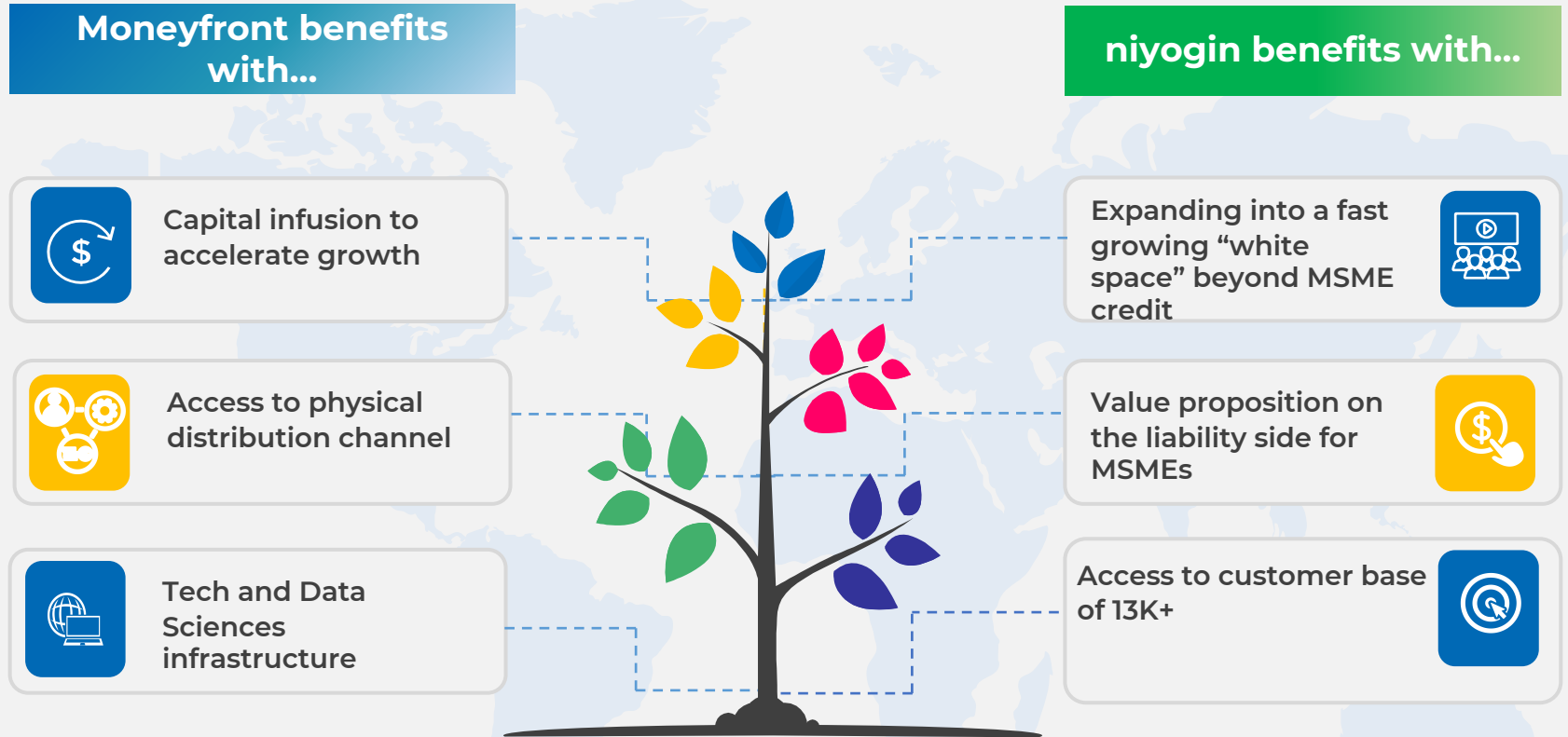
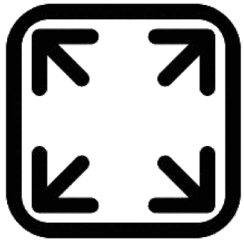
IMPACT

niyogin aims to have a positive impact towards MSME's in every sphere possible



EXPANDING BEYOND CREDIT

Exploring the wealth
management
opportunity while
creating a value-
based ecosystem with
the customer at the
center



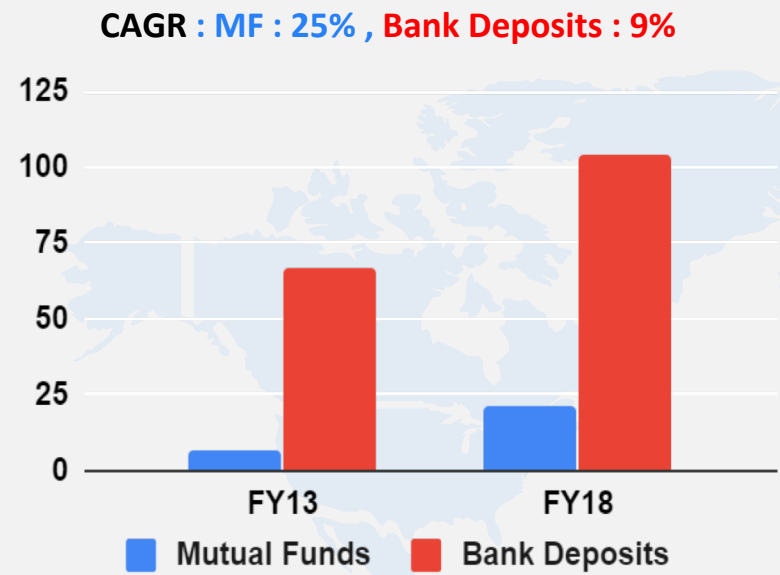
With this strategic partnership, niyogin (50.1% controlling stake) and Moneyfront will have the solutions, platform and distribution heft to address the credit and the wealth needs of the underserved customers in non-urban locations pan India

WEALTH TECH
MARKET
OPPORTUNITY

Indian wealth
management
ecosystem

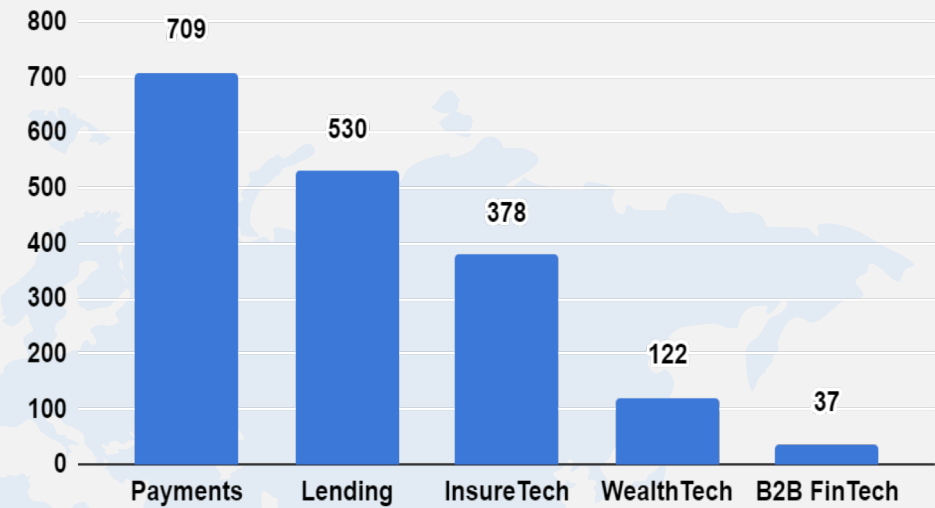


Wealth AUM India (INR .trn)



Increasing
Individual Wealth

VC/PE Funding India (\$ mil)



High Tech
Adoption Rate



Low Penetration
Levels

Source : a)Source: AMFI, RBI, CRISIL Research; Note: Bank deposits includes nationalised banks, private sector banks and foreign banks
b)Emerging technologies disrupting the financial sector PWC 2019

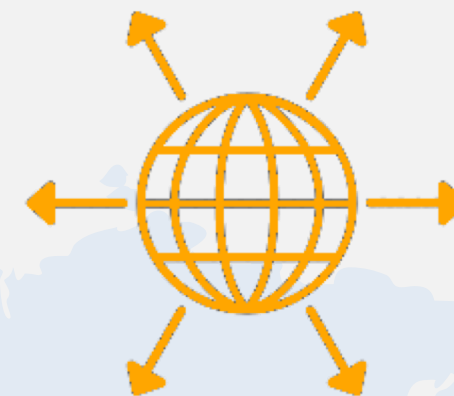
niyogin

MONEYFRONT : DIGITAL WEALTH PLATFORM

Large digital wealth
management
opportunity



**Similar target
Market**



**SME platform
expansion**

AUM (INR)
7500 M +

AUM / Cust (INR)
2 M+



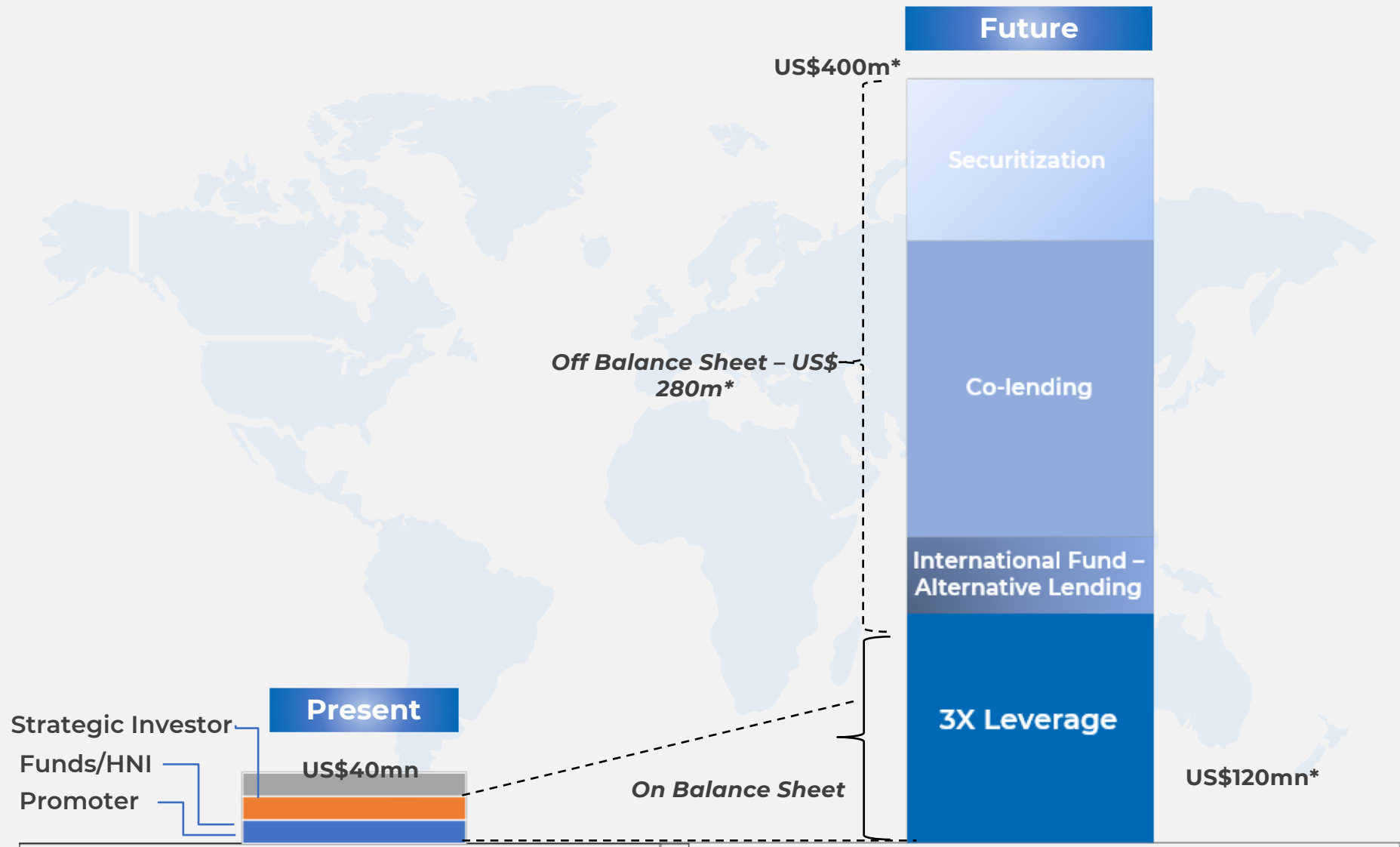
**Access to
partner
network**



**Combined
Marketing**

DIFFERENTIATOR - 1
EFFICIENT CAPITAL

A balance sheet light capital strategy based on risk participation while enabling cost-effective extension of credit



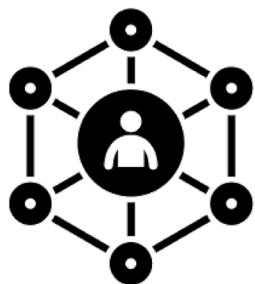
The niyogin capital model enables flexible alignment of institutional risk appetite to appropriate target segments

**proposed numbers basis current capital of niyogin*

DIFFERENTIATOR – 2

HYBRID DISTRIBUTION

Enables steady growth
of customer acquisition
and loan origination
funnel

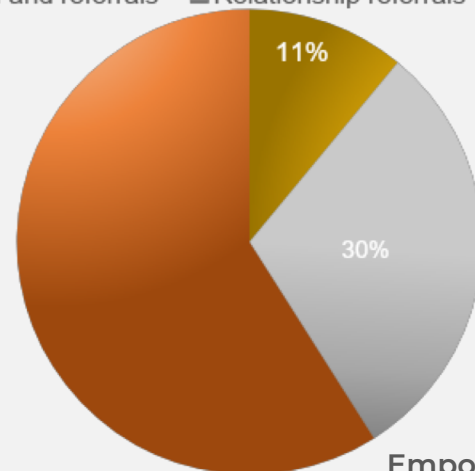


Partner Profile

- Average experience of ~10 years
- Deep understanding of the market
- Average customer base >100 MSMEs

Partner Acquisition

■ 3i and referrals ■ Relationship referrals ■ Digital



Empowering local connects with a digital first approach

Partner Onboarding

- Activity takes less than 5 minutes
- Ease of onboarding resulting 14x growth in FY19
- Multi geography granular presence in 100+ locations
- Risk based origination initiation:-
 - Pre qualifying criteria > invite code sent
 - Complete partner KYC
 - Reference Checks
 - NRM visit > Risk categorization

Omni Channel Distribution

- Straddles retail, wholesale and direct lending across multiple locations
- Onboarded 800+ financial advisor partners
- On ground engagement and activation driven by experienced and trained relationship management team

DIFFERENTIATOR – 3

TECHNOLOGY

India's first paperless digital lending platform for MSMEs

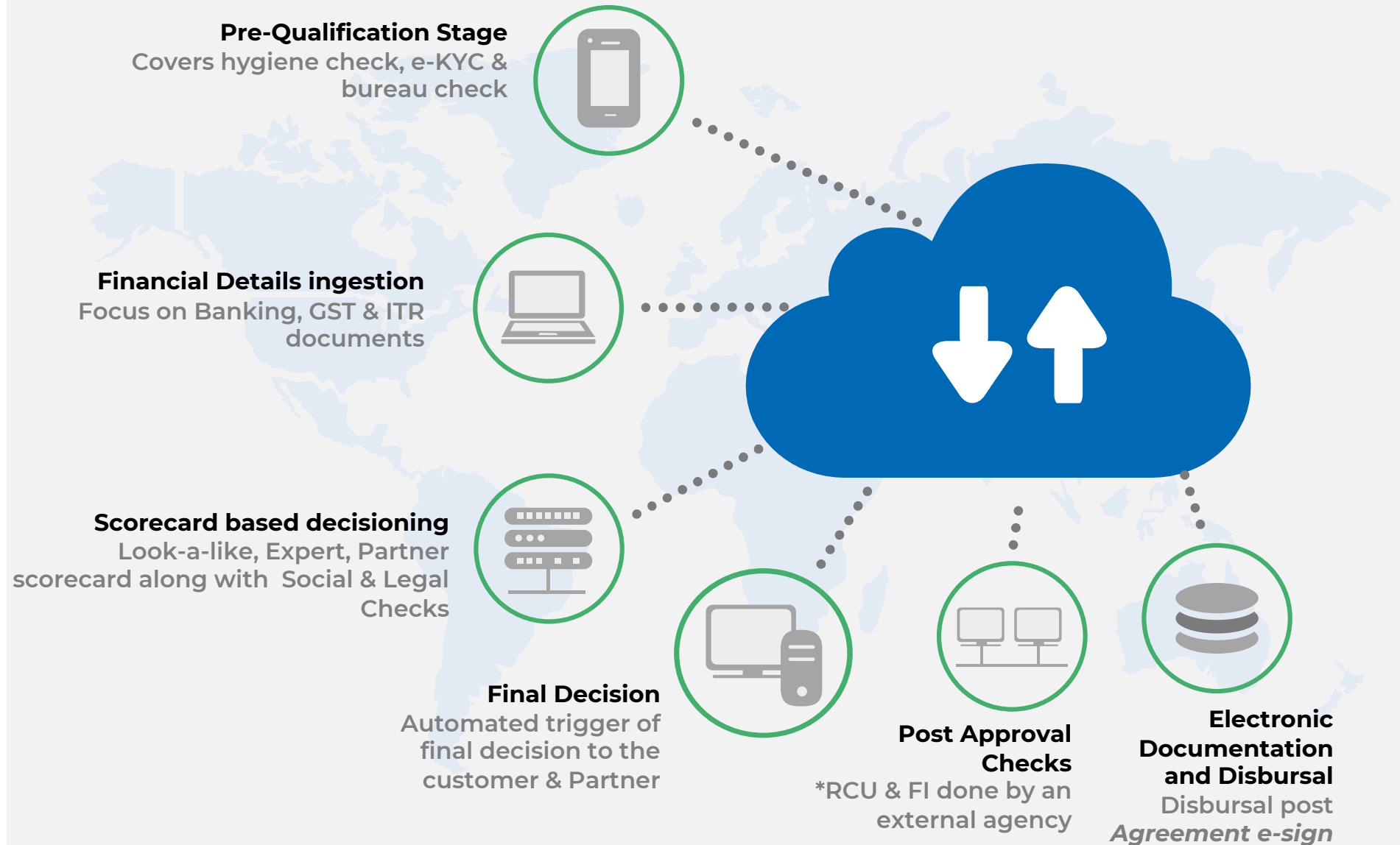
- 26 Applications
- 72+ APIs
- Open source stack
- Secure Cloud Infrastructure



DIFFERENTIATOR - 4

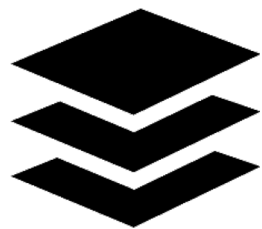
CREDIT

Credit and underwriting processes are optimally automated to reduce TAT and increase scalability

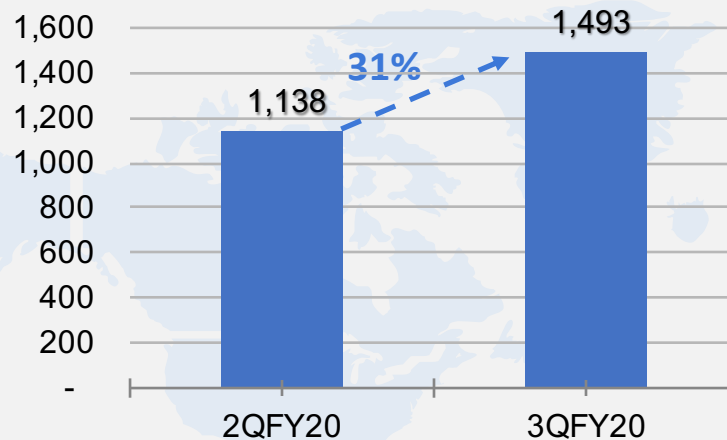


PLATFORM METRICS

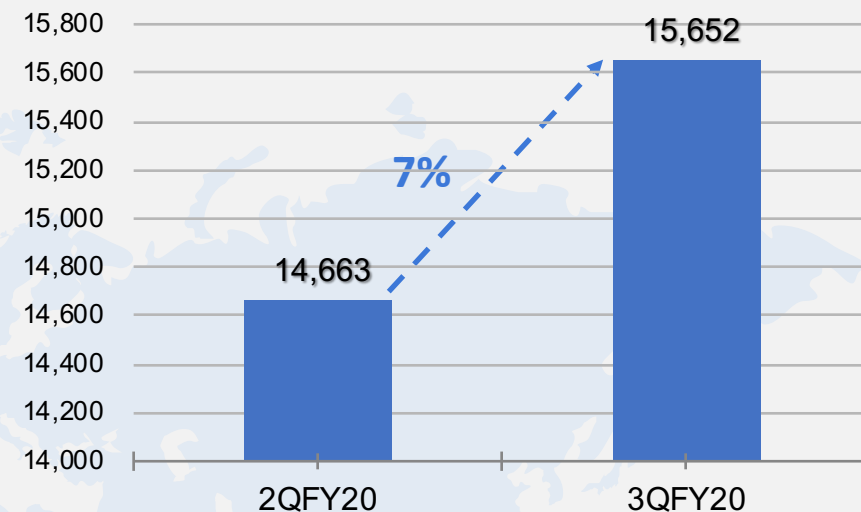
Q3'20 vs Q2'20



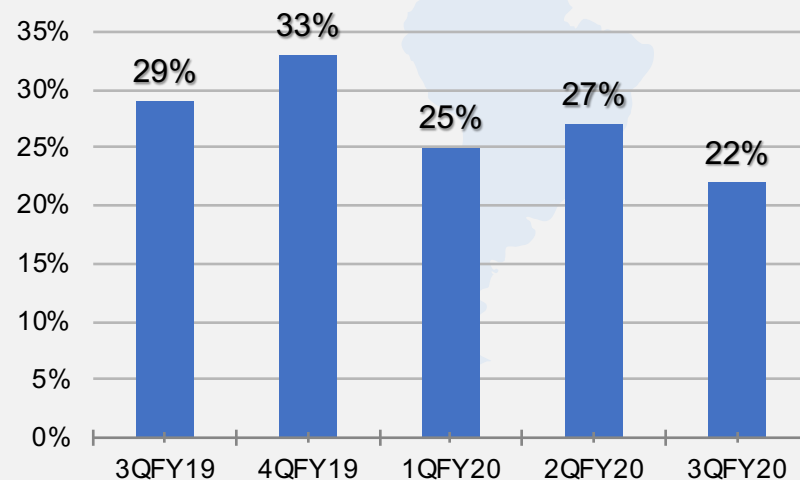
Retail Partners



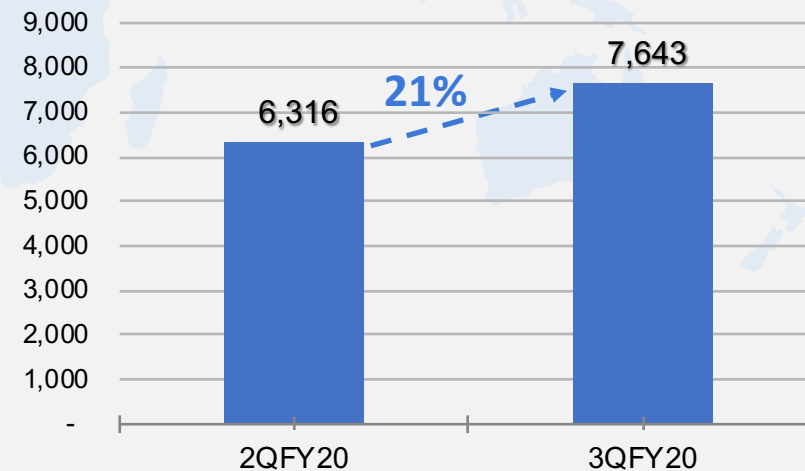
Platform Customers



Activation Rate (%)



Wealth AUM (INR M)

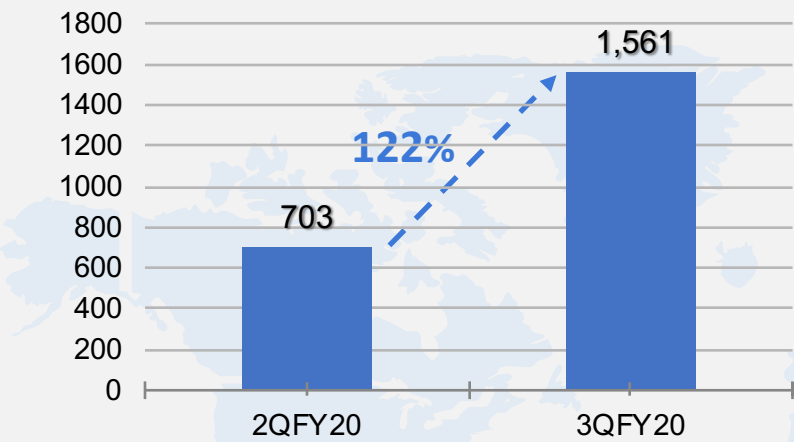


CREDIT METRICS

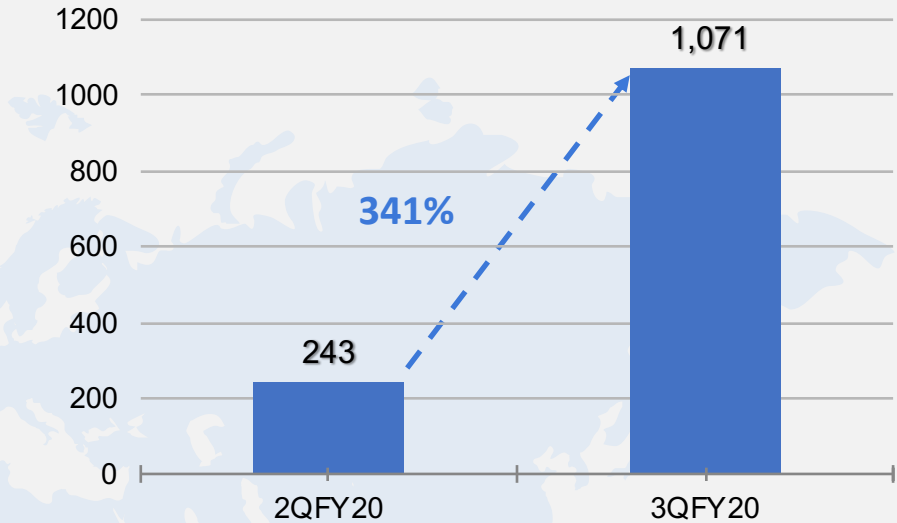
Q3'20 vs Q2'20



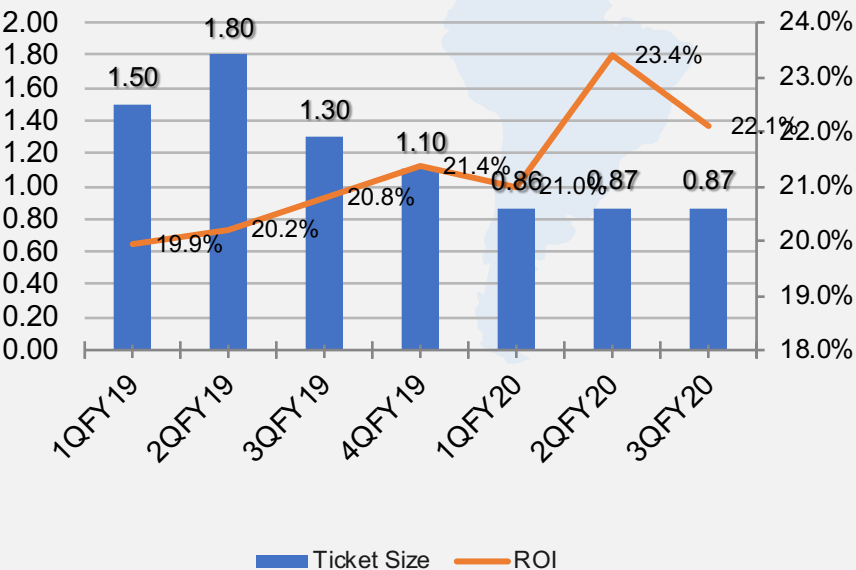
AUM (INR M)



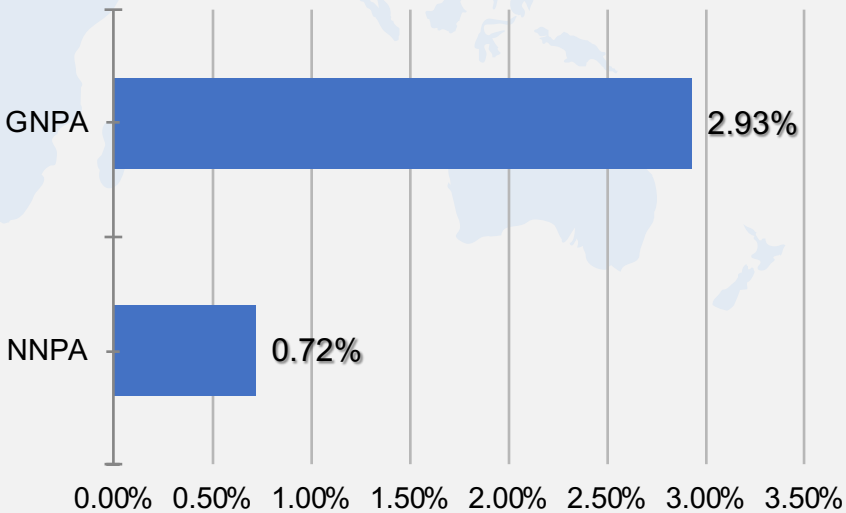
Disbursals (INR M)



Ticket Size (INR M) & ROI (%)



Asset Quality (%)



FINANCIAL
SNAPSHOT

Q3'20 vs Q3'19



Standalone (INR M)	3QFY2020 (31 Dec 2019)	3QFY2019 (31 Dec 2018)	YoY Change
Total Income	67.4	60.0	12%
Total Expenses (excl. ECL)	88.8	89.5	-1%
ECL	56.2	0.8	NM
Reported Profit/(Loss)	-77.7	-30.2	NM
Depreciation and amortisation	8.7	8.2	6%
ESOP	9.1	16.3	-44%
Cash Profit/(Loss) *	-36.2	-5.7	NM

- 25% Q-o-Q increase in customer revenues and 130% Y-o-Y
- 72% of revenue contribution from customer revenues
- Operating expenses (ex ECL) down 1% YoY

Note: *Ex ECL on capital partnerships for Q3FY20 as the loans are standard

FINANCIAL SNAPSHOT

9M'20 vs 9M'19







Standalone (INR M)	9MFY2020 (31 Dec 2019)	9MFY2019 (31 Dec 2018)	YoY Change
Total Income	194.3	166.4	17%
Total Expenses (excl ECL)	266.3	210.8	26%
ECL	98.5	0.3	NM
Reported Profit/(Loss)	-170.5	-44.6	NM
Depreciation and amortisation	25.9	22.3	16%
ESOP	33.0	21.5	53%
Cash Profit/(Loss) *	-87.9	-0.8	NM

Note: *Ex ECL on capital partnerships for Q3FY20 as the loans are standard

BUSINESS OUTLOOK

- Platformification – Key focus
- Expect to increase partner count by 3X YoY
- Growth to be driven by retail channel and partnerships



			
GOALS (YTD)	FY19 Actuals	9MFY20 Actuals	FY20 Target
Customers*	434	1058	1300+
Partners	612	1493	1800
Disbursals	INR 615+M (USD 8.8M)	INR 1546 M (USD 22M)	INR 1800+M (USD 25 M)
Partnerships	4	6	7
Solutions beyond Credit	1	2	3

Note: * Credit customers. FY19- based on average USD/INR=69.99. FY20E based on USD/INR = 71.35 as on 31 Dec 2019 closing rates.

niyogin

FOUNDERS

Our founders are
proven Financial
Institutional
Investors



Amit Rajpal

Amit is the CEO of Marshall Wace Asia and is an expert in the area of financial services, investing and research with 20+ years of experience



Gaurav Patankar

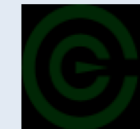
Gaurav is the CIO of Atharva A&C an OCIO and a Family office advisor and in that capacity advises several institutional investors. Over the last 20 years, Gaurav has been an activist investor focused on emerging markets having worked at Bank of America, BNY Mellon, Citigroup, Millennium Partners and Lockheed Martin. He started his career as the co-founder of Information Interface India (niyogin's parent). Gaurav is an engineer and an MBA and completed his PhD in Political Science and Social Economics.

KEY INVESTORS

Our investor base
comprises of well
established
institutional funds
and HNWI



WF Asian Reconnaissance Fund Limited



Carmignac Emerging Portfolio



Alchemy India Long Term Fund Ltd

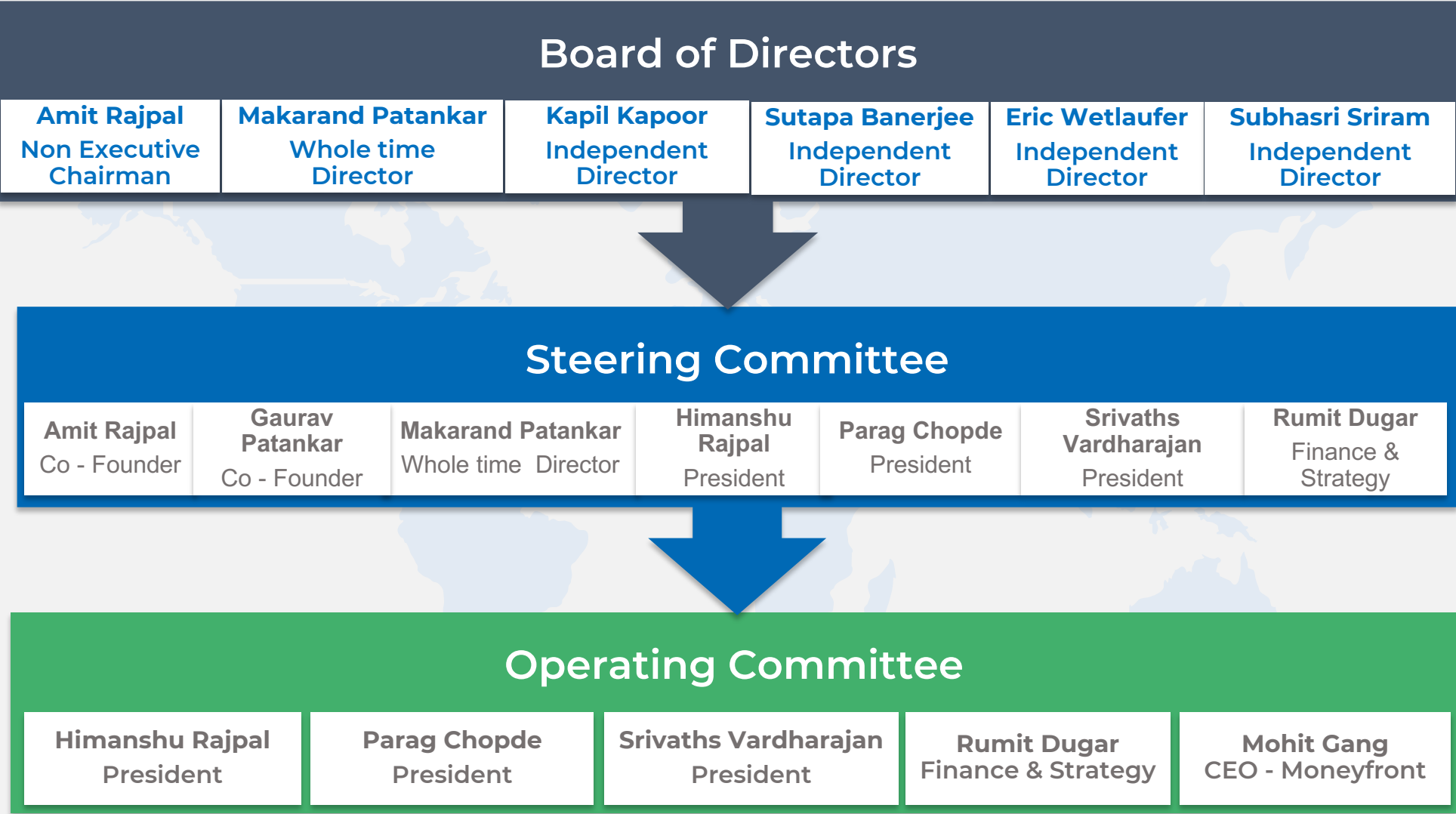


Strategic India Equity Fund



Vikasa India EIF I Fund

GOVERNANCE
MATRIX



niyogin

BOARD OF DIRECTORS

Esteemed board to calibrate growth of niyogin in a responsible manner



Number of Independent Directors

4

Amit Rajpal

Amit is an expert in the area of financial services investing and research with 20+ years of experience with Morgan Stanley and Marshall Wace. He is credited with being the youngest Managing Director in Morgan Stanley at the age of 30

Makarand Patankar

Mr. Patankar has over 40 years of experience in strategic and financial roles across financial services, pharmaceutical, healthcare and retail sector companies and has pioneered 3i

Kapil Kapoor

Kapil is the Chairman of Infoedge India limited and has been serving on their Board of Directors since 2002. Kapil has an MBA from IIM Ahmedabad and a bachelors degree in Economics Honors from the Shri Ram College of Commerce, Delhi University

Sutapa Bannerjee

Sutapa has 24 years of experience in financial services across multinational banks - ANZ Grindlays and ABN AMRO. Sutapa was voted as the 'Top 20 Global Rising Stars of Wealth Management' by the institutional investor group in 2007 and as the top '50 most Powerful Women by Fortune India in 2012

Eric Wetlaufer

Eric Wetlaufer provides counsel as a director, advisor and investor to a range of large public to smaller private companies with a particular focus on technology and financial sectors. He currently serves on the Board of Directors of the TMX Group and of Soulpepper Theatre Company and is an advisor to GrainDiscovery, CryptoNumerics and Aion Foundation

Subhasri Sriram

Subhasri has close to three decades of professional experience, including 15 years in CFO role of leading Financial Services businesses. She has won the award for "Best Performing CFO in the NBFC Sector" for 2013. Ms. Sriram is a Fellow Member of the Institute of Cost and Management Accountants of India and Institute of Company Secretaries of India. She also holds a Post Graduate Diploma in Cyber Laws .

niyogin

LEADERSHIP

Capable team brings
best practices from
established
organizations



Himanshu Rajpal
Chief Business
Officer



Parag Chopde
Chief Risk
Officer



Srivaths Vardharajan
Chief Information
Officer



Runit Dugar
Head - Finance,
Strategy &
Products



Mohit Gang
CEO - Moneyfront



Noorallah Charania
Chief Operations
Officer



Raghvendra Somani
Deputy CFO -
Finance & Accounts



Vijay Sankar
Head of
Collections



Andrews Rajan
Head of Wholesale
and Anchor
Partnerships



Shanmugham
Chief Credit
Officer

The leadership team has a combined experience of 200+ years, having worked for companies such as:



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