

The Arena: Bharat's Digital Gold Rush

GROWTH ENGINE



- **Bharat is going digital**- and fast!
- Tier 2/3 Digital Spending growing **4x faster** than Metros & Tier 1

INDIA'S CREDIT DIVIDE



1 Billion+ Debit Cards
& Digital Wallets

VS



~100M Credit Cards
(~50M unique holders)

**200-250M Credit Eligible
Users Remain Untapped!**

BHARAT'S EVOLVING LANDSCAPE



Digital Reach is already solved
Risk and Trust are still a Bottleneck



Account Aggregator = Big Leap,
But not the Silver Bullet yet

'Banking hasn't evolved in purpose- only in delivery & experience. Data is now the defining layer. It's in the DNA of Indians to adapt at speed'

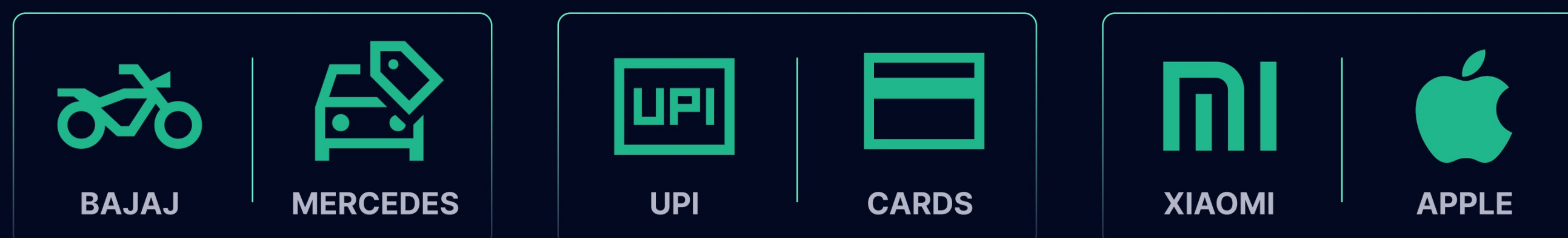
- R. Subramaniakumar, MD & CEO- RBL Bank

The Rule:

Trust is the Only Currency

INDIA IS A COUNTRY OF ANDS

Indians don't just appreciate choices- they demand it!



MORE CHOICES → COMPLEXITY → FRAUD & DISTRUST

1 out of every 4 Indians have faced online fraud

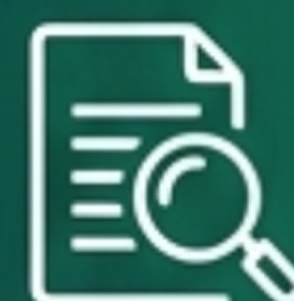


Trust is the ultimate scalable differentiator in BFSI.



Data

+



Transparency

=



Sustainable
Growth

'India is a country of ANDs- & only trust holds it together'

- Rishi Chhabra, MD- VISA India

'It takes 20 years to build a reputation & 5 minutes to ruin it.'

- Rajiv Gupta, President- PB Fintech

The Strategy:

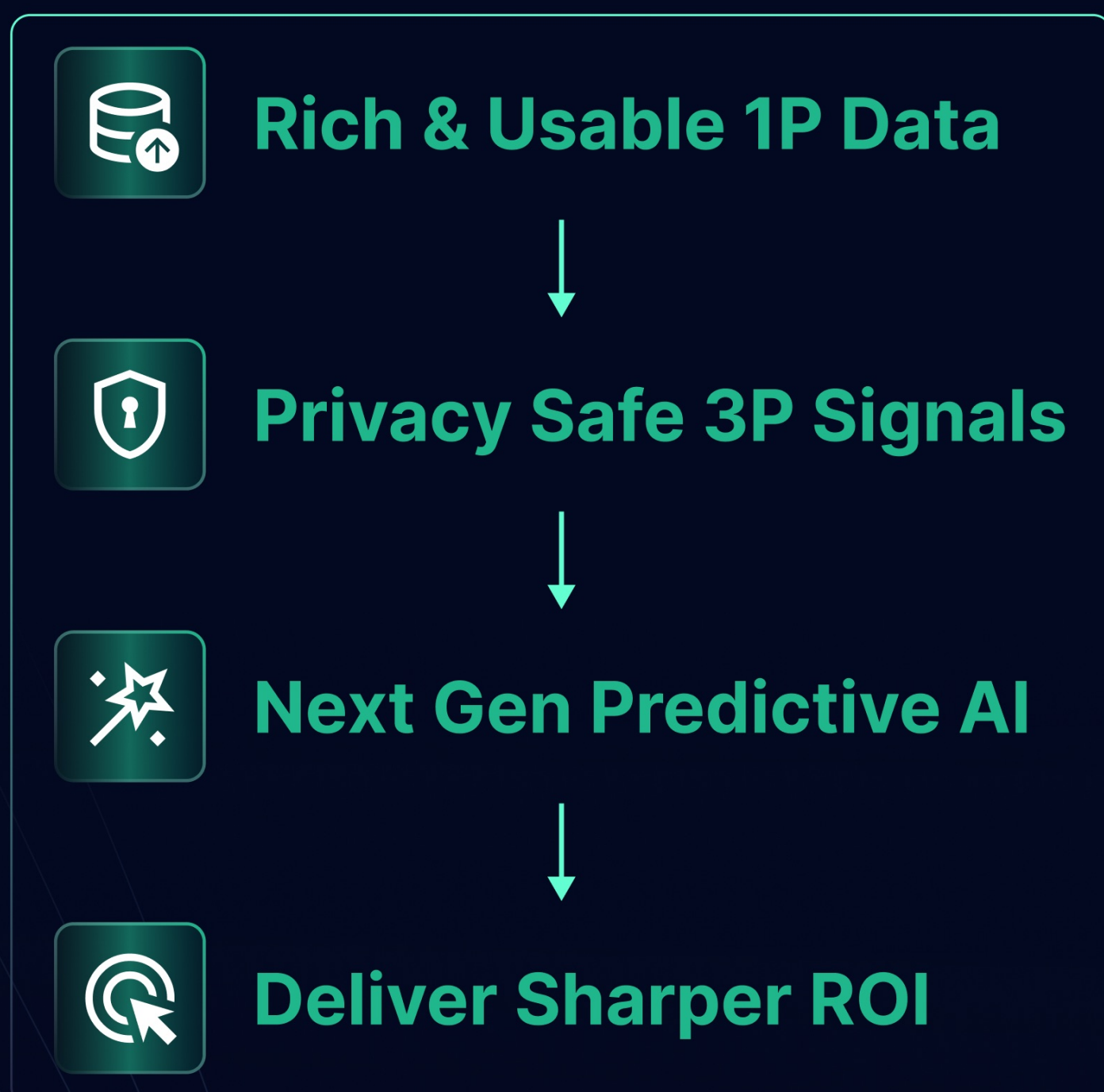
Leverage your Data– Own the Flow

THE USER JOURNEY IS A FLUID, MULTI-SCREEN SWIRL

Gone are the days of a linear funnel; The 4-S Consumer Journey is spread across devices, platforms, and content forms in 2025



THE ULTIMATE DATA MOAT STRATEGY



- **> 360° Customer View:** Combine 1P Data & DPDP Compliant 3P signals.
- **Next-gen Personalisation:** Leverage Explainable AI for Next-gen Intel.
- **Better Outcomes:** Sharper targeting, Managed Risk, & Stronger ROI

'Your data is your biggest competitive edge'

- Ila Wadhwa, Google India

The Opportunity: The Perfect Storm for Innovation

INDIA'S BFSI GROWTH PLAYBOOK IN 2025

is being rewritten by Four Converging Forces



Bharat's Credit & Consumption Surge

Tier-2/3 consumers driving demand with **4× spending growth** and **250M+ credit-eligible** thin-file users driving **21.3% CAGR growth**.



CTV & Short-Form Intent Pathways

India's **100M+ CTV audience** and **600M+ short-form viewers** reshaping discovery, intent, consideration, & purchase funnels.



Alternate Data for Underwriting

New risk signals unlock credit offerings for underserved consumers lacking traditional histories while maintaining risk/ fraud.



Privacy-First Collaboration on the Rise

Clean rooms and GRC tools will scale as evolving regulations push BFSI orgs toward **secure & compliant intelligence-sharing models**.

**THE OLD PLAYBOOK IS GONE. THE FUTURE IS
VERTICAL, DATA-DRIVEN, PRIVACY-FIRST!**