

Asia- Pacific Financial Inclusion Summit, Manila, Oct 2015

**Bank Responses to the Challenges and Opportunities of
Financial Inclusion**

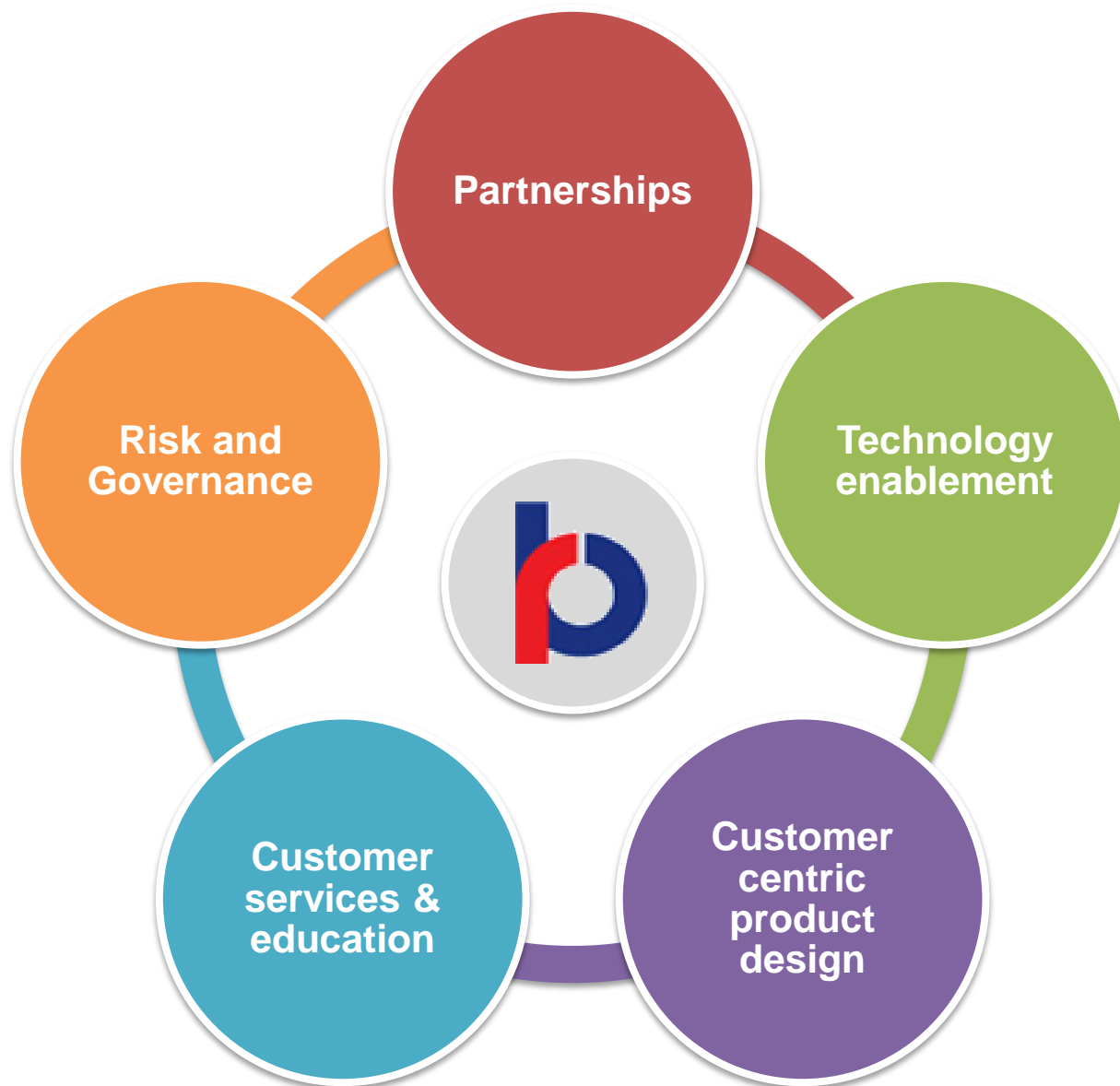
Objectives

- ✓ Financial inclusion as a long term viable business proposition, core to Bank's mission, not just a mandate
- ✓ Create an architecture for provision of all Banking Services for low income customer segment
- ✓ RBL branch / BC / Service delivery point to be core part of local financial ecosystem of a village / urban locality
- ✓ Harmonisation with Government FI initiatives - DBT
- ✓ Technology & innovation – critical for scale & last mile delivery
- ✓ Execution designed for customer centricity

Provide access to **Banking & Financial services** through a last mile delivery channel to **5 million under-served Households** in next **5 years**



What got us here ?



Multiple coverage model

Neighbourhood Banking

- Branch Location – Small Business Banking (SBB) Cluster based credit delivery mechanism
- Neighbourhood Banking – all customers in the neighbourhood to be serviced, businesses & individuals
- Branch resourcing - Product Sales Managers (PSM)

Partnership Model

- Expanding outreach beyond Bank Service Areas
- Business Correspondence (BC) model redesigned & re-aligned
- Building on strengths of partners

Institutional Tie Ups

- Capital market structures
- Refinance to improve the Bank's ability to deliver to a wider set of clients
- Risk sharing arrangement with ADB

RBL Approach - Business Segmentation

▶ *Customer segments*

▶ *Products*

▶ *Delivery channel*

Micro banking

▶ Low Income Households

▶ Micro Loans

▶ Branch & BC network

Small Business banking

▶ Micro & Small Enterprises

▶ WC & Term Loan

▶ Branch service

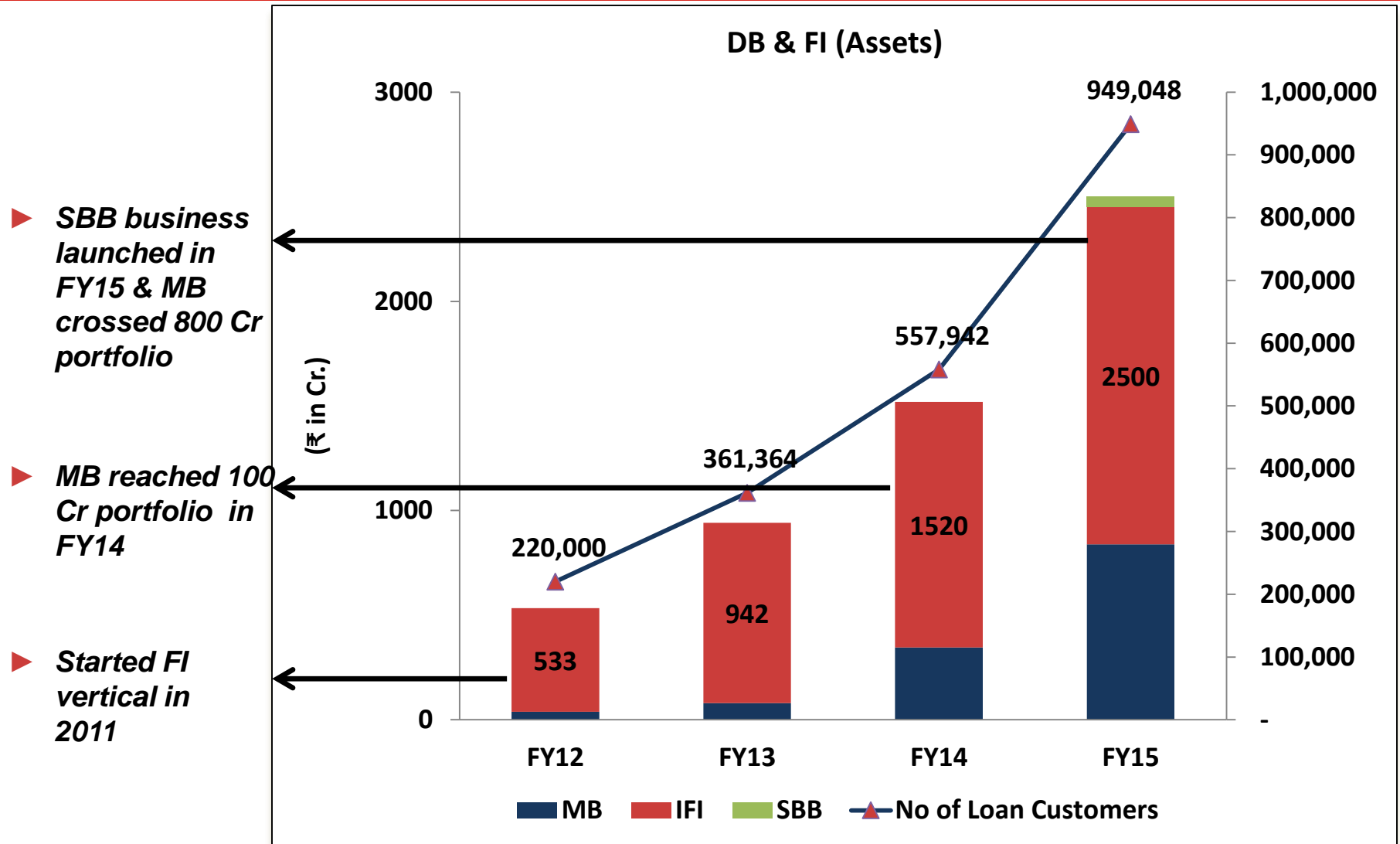
Inclusive Finance Institutions

▶ MFIs & Specialised NBFCs

▶ WC & Term Loan
▶ Securitisation
▶ FX, NCDs

▶ Centralised delivery

RBL FI Journey so far !



Customer Centric Product Design

- Minimum 2 products relationship for customer acquisition enabling higher usage of banking channels.
- Add other products after meeting the pull products demand for Urban and rural customers



Technology Innovation - mATM Devices

Traditional Banking

- Saving Account Opening
- Loan Account Opening
- KYC
- Document Capturing
- Collections
- Cash Deposit & Withdrawal
- Fixed Deposit
- Recurring Deposit
- Domestic Money Transfer
- Payments – Electronics/ Cheques /Standing Instructions
- Financial
- Non-Financial Enquiries

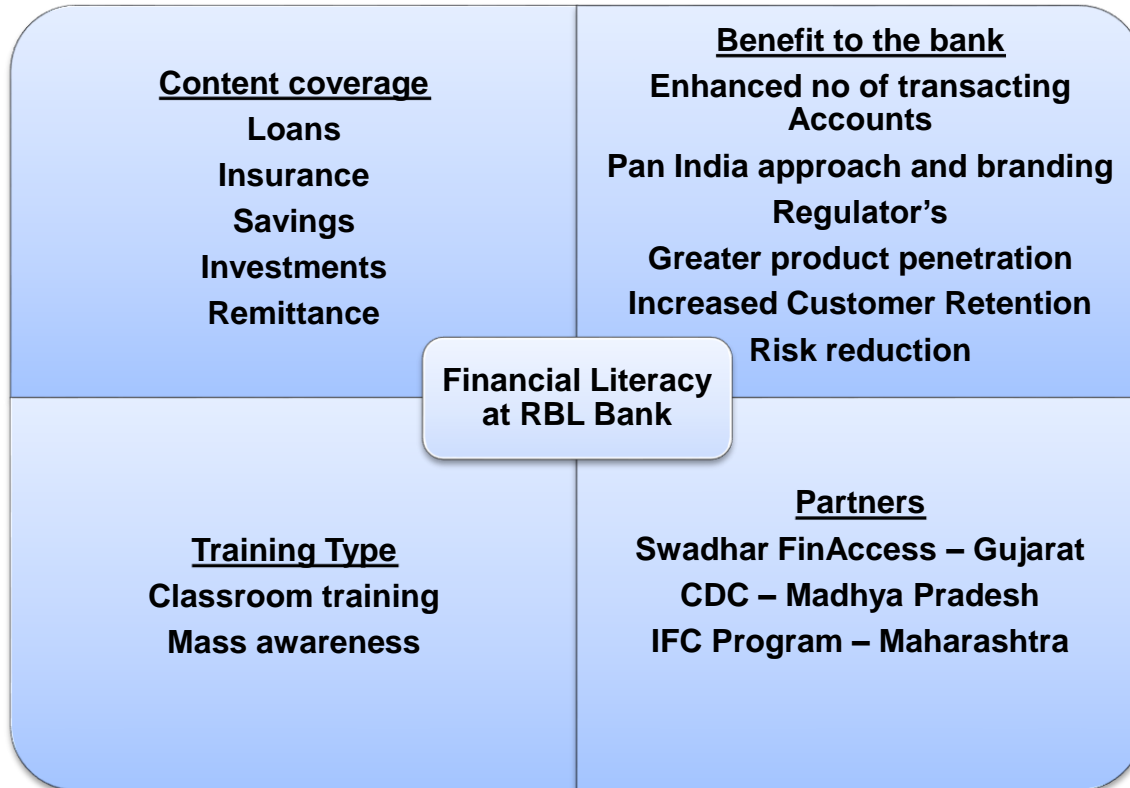
Banking Destination Model



Micro ATM Device

- Saving Account Opening
- Loan Account Opening
- e-KYC
- Digital KYC
- Document Capturing
- Collections
- Cash Deposit & Withdrawal
 - AEPS Based
 - Card Based
 - Card Less
- Financial /Non-Financial Enquiries
- Domestic Money Transfer
- DBTL Payment

Financial literacy program at RBL bank



Achievements:

- **16,000+** individuals covered from more than **300** villages under Mass awareness campaign in Kolhapur region
- **25,123** RBL clients undergone FL classroom training program in Pune region
- **18,000+** RBL clients undergone FL classroom training program in Gujarat region
- **560** Customer trained in CDC program as on Jun'15
- **Total** – 59,000+ customer in 1713 classroom camps and 300 mass awareness camps

Projects:

- **IFC Project** : Contract ending in April'15, Renewal expected in next cycle (Maharashtra)
- **CDC (Commonwealth Development Corporation) Project** : Recently started classroom training and mass awareness training in the state of Madhya Pradesh (Dist. ,Ujjain, Raisen, Vidisha, Indore)
- **Swadhar FinAccess** : Ongoing RBL customer classroom training

Thank You !

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