



# IPPB AT A Glance

## FINANCIAL LITERACY



Wealth creates wealth. Even a little saving can go a long way if channelized correctly. With trustworthy advice and services designed to include everybody, income can be invested correctly, more can be saved, and people can start building up financial wherewithal, faster. IPPB aims to catalyze financial inclusion in India, by ensuring that everyone has equal access to financial services, no matter who they are, what they earn and where they live.

## FINANCIAL INCLUSION

Millions of Indians still don't have access to banking facilities. They cannot easily avail of social security benefits, loans and insurance, and even interest on savings. IPPB will take basic banking to the un-banked and the under-banked across all cross sections of society. Services offered by IPPB will help the financially excluded take the first step towards prosperity.



## PAYMENTS & REMITTANCES



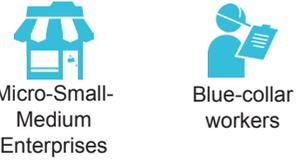
Beneficiaries will be able to access DBT payments like MNREGA wages, Pensions and scholarships, they will be able to pay utility bills, send or receive remittances instantly and economically from the same IPPB account that would also allow them to access loans and insurance from leading banks and insurance companies. It will ensure that wherever they are, they can make the most of financial opportunities available to them.

## EASE OF ACCESSIBILITY

IPPB will be powered by the post office's unmatched reach. With over 1.54 lac post offices across the country, 90% of them in rural areas, India Post already has the deepest penetration of any financial service provider. Through the local and trusted postmen and Gramin Dak Sevaks, IPPB will take banking to every doorstep. Coupled with an array of digital channels, this personal connect will make IPPB the world's most accessible bank.



## Customer Segments



IPPB aims to reach the unbanked and under-banked populace across the country especially in the rural and semi urban areas, with the objective of providing easy to use and trustworthy financial services and products.



## Customer Relationships

IPPB will leverage the deep connect India Post has built up with the citizen to nurture and develop customer relationships across the country.



Customer-centric-technology and the ability to assist adoption will help reduce cost, effort and ease the learning curve at various touch points.



## Value Proposition

### Spreading Financial Literacy

IPPB will ensure that everyone has equal access to financial information and services. The objective of financial literacy will be met by advising customers on how to avail government schemes and benefits, save more and spend wisely. IPPB will also help facilitate access to credit and financial security. Customers will be advised to set long term prosperity goals.



### Achieving Financial Inclusion

As India's most accessible banking network, IPPB will provide new age financial services to customers across the rural-urban and physical-digital divide.



### Improving Quality of Life

Personalized service and user friendly technology will help customers complete their financial tasks faster, thus freeing up valuable time.



## Key Activities

### Basic Banking:

Current & Savings Accounts  
Payments & Remittances



### Channeling DBT:

MNREGA Wages  
Social Security Pension  
Food & Fertilizer Subsidies  
Scholarships



### Providing Doorstep Banking Services:

Account Opening  
Payments and Remittances  
Hassle free payments of utility bills



### Promoting trustworthy investments

Easy access to POSB products  
Access to third Party products  
Loan and Insurance Products  
Mutual Funds  
Forex



### Facilitating MSMEs / SHGs with

CASA  
Cash management  
E-Commerce  
Loans, insurance, investments



## Key Resources

**IPPB's most valuable resource pool comes from the wide spread postal network.**

Post Office Branches across India  
Skilled Post Office Staff  
Shared Technology  
Infrastructure  
Service Agents  
Banking Professionals



## Key Partnerships

**Partnerships will align IPPB with loan and insurance products, customer outreach activities, merchants and retailers, new and exciting technology.**

Central Government  
State Governments  
Other Banks  
Insurance Companies  
Mutual Funds  
NGOs  
Social Entrepreneurs  
Panchayats  
Municipal Corporations  
Retailers  
Fintech Companies  
Wallet Providers



**Get Involved. Get in Touch.**

[pbi-project@gov.in](mailto:pbi-project@gov.in) | DIR PBI: 011-23096008