

Inclusive markets



pwc

The inclusive markets is waiting to be unlocked

There is a tremendous business opportunity to provide basic financial services to 2.5 billion people around the world. All Indians have dreams of educating their children, owning a home, protecting their families from health risks and securing their old age. Financial products can enable all of this. About 60% of the Indian adult population does not have a bank account, and 90% has not taken a loan from a financial institution in the last year.

In the new India, the semi-urban and rural Indians are using digital, mobile and e-commerce as a powerful platform to connect, shop, educate and empower themselves. At present, there are approximately 935 million mobile phone connections, of which 160 million people are using the mobile internet today. This number is expected to grow by 33% in rural areas alone. The entrepreneurial spirit of Indians has taken wings through the e-commerce medium, which has witnessed a number of small businesses mushrooming as they now have a platform to reach the customer. The use of digital data to understand customers, evaluate and connect is transforming the financial services industry in payments, small lending and micro savings. Innovation using data analytics would be critical for the future of financial services.

Meeting the financial needs of the aspirational and digitally empowered Indian presents a unique business opportunity.

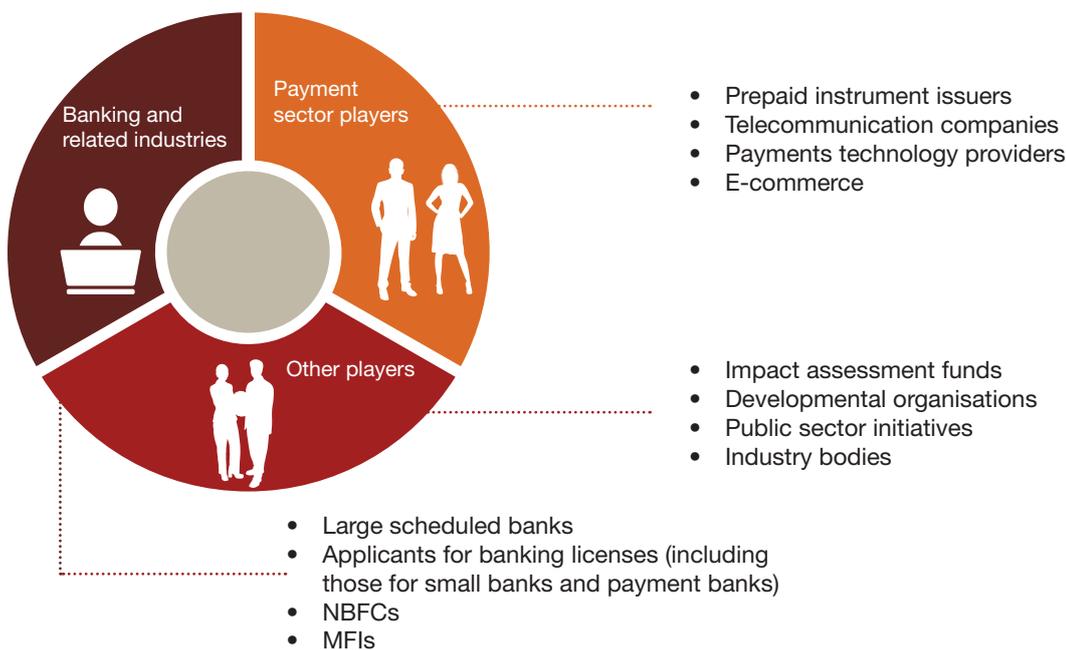
The challenges of providing financial services to the inclusive markets are complex, such as the cost of delivery, product design, regulatory compliance, risks of unsecured lending and expensive technology, to name a few. It requires an understanding of the market and the customer behaviour, and business necessities such as the last-mile delivery channel and the dynamic regulatory environment. This will help unravel present and potential opportunities and the governance and risk frameworks required along with business solutions.

The inclusive markets are an unchartered territory where there are no simple solutions.

With the imminent convergence of infrastructure for different businesses catering to the inclusive markets, a collaborative model is required. This involves an understanding of the evolving environment, the various players of the present and the ideal partners for growth in the future. The PwC Inclusive Markets team can help you with all of this.

The inclusive markets will belong to those who innovate in business and technology, have scalable and low-cost models, and forge the right partnerships.

PwC Inclusive Markets team has the insights, experience, along with an in-depth understanding of the market, policy and regulatory framework, market participants and business imperatives for success. We can help clients with the following:



The Inclusive Markets team along with the other expertise in PwC can provide end-to-end solutions with regulatory understanding and support, business modelling and business strategy, applicatory work for permissions and licenses, market entry strategy, corporate finance including M&A, structuring and tax, processes and technology.

In essence, we act as the one-stop solution for all those wishing to do business in and for the inclusive markets.

About us

Our leadership and team have relevant experience and the passion to make an impact. We have domestic and global understanding of the banking and financial services in the area of business and policy. Collectively, we bring the experience of being involved not only in policy analysis and execution but also corporate knowledge of banking, payments, NBFC and microfinance.

Contact

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