Quarterly Newsletter | Q2 FY 23

Easebuzz

Buzzing for भारत

Giving wings to Indian MSMEs through tech-enabled payment solutions

Table of Contents

5 **This is the Decade of Bharat –** Message from CEO

6 **Innovation Ethos at Easebuzz –** Our journey

8 **MSMEs in the driver's seat –** Macro View

10 **A Sage on the Stage: Bodhi AI –** Impact Story

12 **How Education Institutes Simplified Fees Collection?** Industry Story

14 **Case Study –** Sri Balaji University

16 **Easebuzz in News**

© 2022 Easebuzz. All rights reserved.

Our Promise:

Simple Fast Reliable Solutions

© 2022 Easebuzz. All rights reserved.

This is the Decade of Bharat

Message from MD & CEO

It's been a splendid year for all of us. A lot of structural changes have changed our lives with a wider reach of eCommerce and digital adoption in deeper pockets of the country.

For an extended period, MSMEs had linear growth. Only a few could break the shackles, compete with large enterprises and become national or international players, and most would focus only on limited geographies. With the democratization of technology, MSMEs now have a level playing field. With the Jio-fication of the Indian market, the internet now has around 900 million connections. Merchants can directly sell or connect with their customers through webstore, third-party marketplaces, WhatsApp/Messenger apps, or social media groups. The first half of the last decade was mostly about creating a digital presence but a real expansion of business opportunities for MSMEs came in the later half of the decade, with the digital payment ecosystem.

As per the latest report by Bluehost, 72% of payments happen digitally for MSMEs vs 28% in cash. The same report also reveals that 19% of businesses started their websites, and around 23% of SMEs were listed on e-commerce websites. The trend shows that digital transformation is changing how MSMEs conduct and expand their businesses. Tier-2 and Tier-3 towns continue to contribute over 50% of all online transactions, which reflects the rapid adoption of digital payments across Bharat Demographics.

We have seen in the last two decades that large enterprises led the growth for India, and now is the time for MSMEs from Bharat to take over. The government of India has also launched various initiatives to boost MSMEs like Atmanirbhar Bharat, Startup India, Vocal for Local etc. The India stack constituting UPI, AEPS, eKYC, eSign, and BBPS is helping in digitising and scaling the businesses of Bharat.

I take immense pride that we are contributing to this ecosystem through our tech-enabled payment solutions. Over the years, Easebuzz has created an affordable and easy-to-use API-based platform to offer small businesses "solutions" which could solve their collection-related problems and bring the availability of all payment modes to the end user.

Our focus is on creating secure, cutting-edge, easy-to-use Payment Solutions that are more accessible to Indian MSMEs and empower them to be the growth drivers for the $5 trillion economy dream.

We at Easebuzz want to see Bharat as the driver of India's economic growth.

Rohit Prasad
MD & CEO

© 2022 Easebuzz. All rights reserved.

Innovation Ethos at Easebuzz

Our journey

> **Easebuzz is building affordable payment products to support MSMEs to grow**

Online payment solutions are essential for all businesses, regardless of size or industry. Since the inception, Easebuzz has created safe, reliable and affordable payment solutions powered by technology. Right from Day 1, Easebuzz understood that facilitating Digital Payment is just one part of the solution. The more profound use cases lie across the collections life cycle, and these use cases vary from sector to sector.

Companies in the early stages of growth often face complicated business challenges in optimising financial operations and tech integration related to payments. They end up with massive recurring costs for multiple tools with solo utility.

Today, small businesses are not equipped to build technology from scratch for payment solutions. These businesses hesitate to go online because they lack access to technology or high infrastructure costs. Many of these businesses rely on third-party vendors to handle the backend collection operations, which are costly and complex. Easebuzz provides efficient, cost-effective, and easy-to-use solutions to the collection problem.

Easebuzz introduced SaaS-based payment solutions in 2016 to assist businesses with digital payment collections. Our core proposition is to solve payment collection and disbursement problems so that traditional offline businesses can be digitally transformed. We created product suites that can be integrated into their current tech stack or platform without worrying about setting up new technology systems or business processes. Easy-to-integrate APIs and SaaS-based solutions help businesses manage and focus on growth. Easebuzz has high security and is ISO 9001/27001:2013 and PCI-DSS Level 1 compliant.

With eKYC-based onboarding, Easebuzz is offering full-stack payment solutions to its merchants and helping them with payment collections, split payments, automated reconciliation, auto-reminders for recurring based payments, auto refunds, managing sub-merchants, coupons during customer checkouts, vendor payments etc.

© 2022 Easebuzz. All rights reserved.

Our journey towards optimising financial operations of businesses

2022

75K+ Merchant Signups

•Easebuzz Neo •Smart Expense Management
•Business Tax Payments •Vendor Payments

60K+ Merchant Signups

•Series A Funding •InstaCollect

2021

2020

4+ Offices in Pune, Mumbai, Bangalore, Delhi, Kolkata

•Wire •Lending Platform •Teller
•Easebuzz Capital

15K+ Merchant Signups

•Interoperational Card OLA Postpaid
•SmartBilling •EasyCollect •eNACH

2019

2018

Fraud Prevention Suite

•Marketplace and Split Payments
•FeesBuzz •Multi Acquiring Banks

5K+ Merchant Signups

•Payment Gateway •Forms

2017

2016

Launched Operations

•Payment Links •Integrated Webstore

© 2022 Easebuzz. All rights reserved.

MSMEs in the driver's seat

Macro View

MSMEs are now in the driver's seat of the Indian economy

Recent global events have underlined the importance of a robust MSME ecosystem in any country for sustainable development. Pandemic, geo-political tensions and global supply chain issues have impacted the global economy. The globalisation paradigm is getting redefined and thereby has highlighted the need for India to be self-reliant.

In India, MSMEs have been a silent hero of our economic story. They are a significant contributor to the Indian economy, accounting for around 30% of GDP and providing employment to over 110 million people.

With more than 63 million MSMEs spread across the geographical expanse of India, MSMEs have been contributing nearly 40% of overall India's exports, contributing to approx. 6.11% of the country's manufacturing GDP & 24.63% of the GDP from the services sector.

While Indian businesses have been successful in writing a revival story post-pandemic, India has the potential to scale up via effective utilisation of technology and implementation of e-markets and digitalisation in manufacturing processes.

Various steps taken by the government for MSMEs include:

- The Ministry of MSME is taking initiatives to digitalise the entire system of administration to make it more transparent, time-bound and result-oriented.
- The ministry has invested ₹200 crores (US$26.5 million) to build 20 technology centres and ₹20 crores (US$2.65 million) for 100 extension centres.
- The sector has recently grown due to increased internet penetration and customers' adaptation to digital payments, fuelled by B2C e-commerce players.

Today, local businesses have discovered pandora's box of opportunities by unlocking their business potential with digital transformation. Even small businesses can leverage sophisticated technology to streamline their day-to-day functioning and target a much larger consumer market.

Better and broader payment solutions, access to

30%
of India's GDP contribution is from MSMEs

40%
of India's total contribution in export is from MSMEs

110M
people employed by MSME sector in non agriculture activities

Source: IBEF

© 2022 Easebuzz. All rights reserved.

capital, and access to analytics hold the key to accelerating the business growth of Indian MSMEs. Easebuzz provides a wide array of solutions to help MSMEs streamline their payments, banking and accounting in one place. It allows entrepreneurs to focus on their core business proposition, conquer newer markets, and contribute to India's exports.

Industry experts have suggested that to become a strong contender in top global value chains (GVCs), Indian MSMEs will need to move towards medium-high technology products. Traditionally, MSMEs predominantly exported low-value goods like textile, food, artisanal products or not-so-sophisticated technology products. The entire ecosystem is coming together to solve this challenge. Experts believe this decade will witness India as one of the top GVCs.

© 2022 Easebuzz. All rights reserved.

A Sage on the Stage: Bodhi AI

Impact Story

Bodhi AI empowers teachers to create digital classrooms and easily accept digital fee payments

Technology has impacted almost every aspect of life today, and education is no exception. While ample content is available online, it only caters to the student needs at a mass level. The need for personal attention to track students' learning progress and handhold students with their query resolution is a critical but missing area of the edtech ecosystem. The need for a 1-to-1 connection between student and teacher is something that Jaipur-based edtech startup Bodhi AI believes will be the future of education.

Bodhi AI is a platform helping teachers bring their classrooms online and further connect them with students on the platform. It caters to all a teacher or a coaching institute's needs by providing LMS, ERP, CRM and Marketing solutions. For students, Bodhi AI is a doubt-solving app wherein students can ask their doubts about any topic of their choice and get connected over a 1-to-1 video call to a teacher in just 60 seconds.

Funded by the government of Rajasthan, this EdTech startup offers the best online learning platform for CBSE, ICSE, JEE, TET, and All Engineering & Medical Exams. In 2017, Bodhi AI started offering an AI-based interactive online platform that creates tests and courses personalised for each student based on their performance and learning abilities. This web-based technology is used to plan, implement and assess a specific learning process. Founded by Piyush Agarwal and Prashant Pandey, Bodhi AI is a team of 35, serving more than 3000+ Educational Institutes (Schools, Colleges, Coachings) and over 1 million students.

Business requirement:

With the increased acceptance of this interactive online teaching platform, Bodhi AI needed a standardised payment solution that seamlessly processes fee payments and quickly tracks and analyses the transactions between Tutors / Teachers / Coaching Institutes and Students.

Parents and students were finding it difficult to pay tuition fees and were insecure about the fee processing of the tutors and coaching institutes. To resolve this challenge, Bodhi AI collaborated with Easebuzz to offer a seamless payment experience on their teaching platform.

Bodhi AI partnered with Easebuzz:

Easebuzz facilitated Bodhi AI with a payment gateway and sub-merchant model for their business. It offered Bodhi AI, a seamless payment processing experience and its stakeholders with access to 100+ payment modes for fee collection. With a reliable payment platform from Easebuzz, Bodhi AI can make it easy for teachers and coaching institutes to continue their business. The sub-merchant model dashboard offered Bodhi AI access to view all schools, colleges or tuition transactions and helped them keep a check on the bills institute-wise.

Impact:

28% reduction in Operation cost

50% improvement in collection cycle

90% reduction in reconciliation effort

© 2022 Easebuzz. All rights reserved.

With Easebuzz, Bodhi AI can access, view, and analyse the ongoing payment flow between student and teacher and are assured of the safety behind the digital payments with Easebuzz. Enabling Easebuzz payment gateway in their system, Bodhi AI now manages to offer secure payment collections, automate reconciliation, a customer loyalty module and coupon facility, with easy refunds, a dashboard with a real-time transaction view, and checkout pages with customised branding and a lot more.

The best part about Easebuzz is their smooth onboarding process and dedicated RM support. They provide seamless API integration, which saves man-hours in coding efforts. With the sub-merchant feature, we could easily integrate our merchants in our system and track the business transactions

Piyush Agarwal,
Co-Founder, Bodhi AI

© 2022 Easebuzz. All rights reserved.

How Education Institutes & Schools Simplified Fees Collection?

Industry Story

India's education market has significantly improved over the past few decades. The exponentially-developing technology, smartphone penetration, and availability of high-speed Internet have resulted in easy acceptance of online education models among the masses.

As per the IBEF report, the education sector in India is expected to reach US$225 billion by FY25.

- India's online education market is expected to reach US$ 1.96 billion, backed by 9.6 million learners by 2021 – a significant jump from US$247 million and 1.6 million learners in 2016.
- The Indian edtech market is expected to reach US$30 billion by 2031, from US$700 to 800 million in 2021.

Transitioning to Digital Learning:

The Covid-19 pandemic struck education systems worldwide, affecting approximately 90% of the student population. The pandemic, which affected 286 million children during the middle of the academic year, saw over 1.5 million schools close in India. The loss of ₹32.2 lakh crores can be quantifiably attributed to school closings.

Online education has become more critical in both the lives of learners and educators since the Covid-19 pandemic. Educational institutions have adopted online education throughout the country to address the disruption caused to offline learning. In the revised National Education Policy, emphasis was also placed on combining traditional learning methods with online education.

While there has been a tectonic shift in digital adoption in learning, the administration infrastructure still lagged. The traditional infrastructure wasn't equipped to support digitisation of use cases like Student Onboarding, Fee Collections, Reconciliation etc.

Problems faced by the Education sector while dealing with online fees collection

A pan-India survey was conducted by leading Education Lending NBFC in May 2020, with 1678 respondents, including principals and owners of colleges and private schools. It was done to assess the difficulties faced by the non-government backed educational institutions during COVID and to determine their readiness to move from an offline business model to an online one.

© 2022 Easebuzz. All rights reserved.

Challenge in Fees Collection

- Overall, 85% of respondents stated that they are experiencing financial stress due to their inability to collect fees. This was the case with 87.5% of private schools.
- Reasons:
  - Parents do not have the income to cover fees due to lockdown (55%).
  - Parents cannot come to school or banks to pay fees because of the lockdown (24.5%).
  - Parents receive salaries late and can't pay on time (12%).
  - Parents are not willing to pay for online classes (8.5%).
- More than 67% of respondents offered fees payment in non-digital modes, such as cash (60.27%) or cheques and cash (6.9%).
- NEFT/ RTGS and Payment Wallets and Cards were adopted by less than 33% of the schools surveyed.
- In the majority of cases, cash is still an option to pay for payments across 91% of survey respondents.

It is difficult for educational institutions to accept online fees that were previously paid in cash or by direct transfer. There are many problems educators face when switching to online education. These include accepting online fees from multiple payment modes, collecting ad-hoc fees for special events and manually reconciling accounts without a central dashboard.

Many educational institutions use ERP software, large and small, to manage various daily tasks such as administration, fee management, etc. The software does not come with an integrated payment infrastructure, so it would be necessary to connect separately with a payment gateway. Educational institutes must make the best decision when choosing the right payment tool and provider for their payment needs.

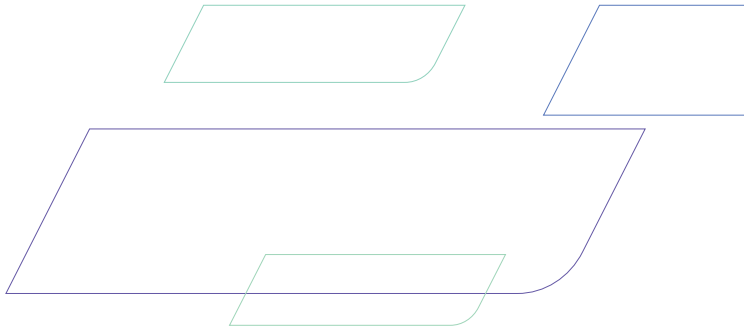
Our solution:

A comprehensive solution from Easebuzz simplified online fee collections

FeesBuzz, our smart online fees management system, helped educational institutions manage school fees collection, auto-generate receipts, send reminders, track payment status, and more. It's an online fee collection system with smart form builders integrated with the Easebuzz Payment Gateway, allowing students and parents to pay their fees online.

What makes FeesBuzz so different?

- No need to spend on expensive ERPs; get an online fees management system with an integrated payment gateway for admission and registration and fees collection.
- Create instant registration forms without any hassle.
- Customize fees for students, classes, and other information.
- Dashboard for autogenerated reports including billing, registrations and fees data.
- Measure ROI with the dashboard and see data for each channel of paid fees.
- Create dynamic web pages with forms for separate registration or student account creation.
- Easily integrated API with ERP, CRM, and other education software solutions.



© 2022 Easebuzz. All rights reserved.

Case Study

Sri Balaji University has reduced 90% of reconciliation efforts using FeesBuzz and Forms

Sri Balaji University is one of the best institutes in India that provides holistic, well-rounded Post Graduate Management Programs.

Problem Statement:

Fee collection is an essential administration process of any large educational institution. The business challenge of Sri Balaji University was the technology solution they were using is not competent enough to manage students' fee as per their classes and departments; reconciliation and tracking the payments was manual. Tech integration with existing ERPs was cumbersome and time-consuming.

Products Offered:

- FeesBuzz
- Payment Gateway
- Forms
- Slices

Solution:

Easebuzz studied the payment flow and identified all the pain points in different stages of fee collection. The institute wanted a solution to track and analyse the fees collected per course or student in a cost-effective and scalable module.

An Integrated payment solution is offered to Sri Balaji University – **Forms** helped the institute in digitising the student onboarding and admission process; **FeesBuzz** along with Payment Gateway helped with a complete online fees management system that facilitated the institute to collect digital payments through multiple payment modes like NetBanking, Debit Card, Credit Card, UPI etc from parents, auto generate receipts, send reminders for the payment dues, track and report fees payment status etc. Slices helped the institute in split payments and automatically debit to varied units like admissions, library, canteen etc

© 2022 Easebuzz. All rights reserved.

Benefits Realized:

- Reduced manual efforts in student admissions, fees collection and reconciliation
- FeesBuzz dynamic dashboard helped with tracking fees all in one place
- Split payment with FeesBuzz aided the institute with an automated categorisation of fees as per the requirement
- Instalments were easily customised. Each instalment that was being paid started reflecting real-time on the dashboard
- The institute also benefited from automated reconciliation of settlements and MIS reporting

Impact Created:

40%	60%	90%
Reduction operational in cost	Improvement in collection cycle	Reduction in reconciliation effort

Sri Balaji Society's
Sri Balaji University, Pune
UNIVERSITY FOR OPPORTUNITIES
• Discipline • Dedication • Determination

© 2022 Easebuzz. All rights reserved.

Easebuzz in News

ET THE ECONOMIC TIMES

Easebuzz to empower Shopify merchants with tools for online payment collections

ET Online • Last Updated: Jul 04, 2022, 03:03 PM IST

Synopsis
Driven by affordable internet and smartphone adoption, ecommerce segment is growing in India at a CAGR of 19.24% and it's an opportunity of $111.40 billion by 2025.

Easebuzz payment integration with Shopify will empower businesses to offer customers 100+ payment modes including Credit/Debit cards, NetBanking, UPI, Wallets etc.

Easebuzz Payment Solutions platform has announced the availability of new payment solutions that aim to empower Shopify merchants selling across India. Easebuzz is currently serving 70,000 merchants across India through its end-to-end payment solutions suite and with Shopify Integration, it is targeting to reach businesses of Shopify Merchant Stores in India through its Payment Gateway API Offering and other value-added services. Driven by affordable internet and smartphone adoption, ecommerce segment is growing in India at a CAGR of 19.24% and it's an opportunity of $111.40 billion by 2025.

FINANCIAL EXPRESS
Read to Lead

RBI gives Easebuzz in-principle approval for payment aggregator licence

It is a digital platform where businesses can include "technology-based solutions" which are integrated with payments so as to digitize collections with ease.

Written by FE Online
Updated: August 17, 2022 9:38:04 pm

In the process, they receive payments from customers, pool, and transfer them to the merchants after a time period. (Photo PTI)

It is a digital platform where businesses can include "technology-based solutions" which are integrated with payments so as to digitize collections with ease. The company, over the years, has created an affordable and easy to use APIs based platform to offer small businesses "solutions" which could solve their collection-related problems. It also helped in bringing value in terms of subsidized pricing, easy-to-integrate API's and availability of all payment modes for the end user.

Easebuzz, through scalable and easily adaptable API solutions, is solving end-to-end payment use cases for MSMEs. It seeks to be the financial operating system for the existing 63 million Indian MSMEs and be the catalyst for Digital Transformation.

© 2022 Easebuzz. All rights reserved.

CXO OUTLOOK
INSIGHTS, IDEAS, INSPIRATIONS

HOME NEWS MAGAZINE CXOs IN FOCUS LEADERS' INSIGHTS EXPERTS' OPINION COVER STORY INVESTORS' INSIGHTS COMPANY SPOTLIGHT

Easebuzz Wins the Product Innovation Award at Technoviti Awards 2022 for InstaCollect

May 19, 2022
Editorial Team

Easebuzz, India's leading digital collection platform, bags the Product Innovation Award at Technoviti Awards 2022 for its flagship product, InstaCollect. Offering best-in-class fintech solution, InstaCollect enables merchants to accept prompt payments from customers and authorized accounts into the virtual merchant account via IMPS, NEFT, RTGS, or UPI. It also equips merchants to instantly transfer the amount received to their bank accounts.

The Technoviti & Finnoviti Awards and Conclave 2022 honors banks, NBFCs, FinTechs, and insurance firms by recognizing innovation in the BFSI sector. The selection criteria for new-age innovative solutions include parameters like the scope of impact, the market potential of its services, innovation, security, and ecosystem enhancement. During the event, best innovative products were awarded after a thorough screening of applications by a jury comprising of leading CIOs, CTOs & CISOs in the BFSI world.

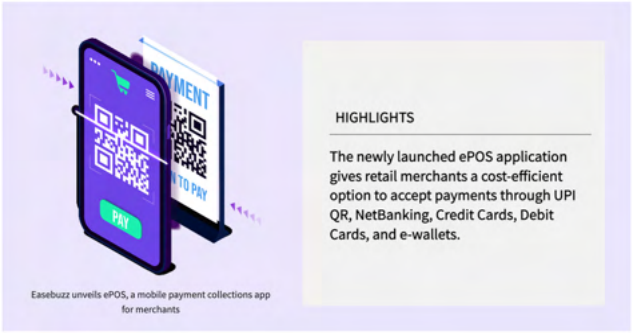
Easebuzz won the award under the 'Innovate to Accelerate' theme that covers trending subjects such as digital innovation and acceleration, ecosystem building, investments, and trending technologies.

THE HANS INDIA

LATEST NEWS HYDERABAD NEWS ENTERTAINMENT CRICKET PHOTO STORIES

Home > Tech > Tech News

Easebuzz unveils ePOS, a mobile payment collections app for merchants



Easebuzz unveils ePOS, a mobile payment collections app for merchants

Kahekashan
Hans News Service | 28 Apr 2022 8:45 PM IST

Pune based fintech Easebuzz offers digital payment collection and payout solutions powered with cloud based SaaS financial management solutions, to more than 65,000 Businesses. The company is majorly focused on helping offline businesses to shift to digital payment collections. It also offers value added services like Book-keeping, Invoice Reconciliation, Financial services and complementary Marketing Tools for Indian SMEs and Startups.

© 2022 Easebuzz. All rights reserved.

Transforming businesses with integrated payment solutions

Payment Gateway

Accept payments with an API integration

EasyCollect

API based solution to manage subscription based payments

Forms

Drag and Drop any form for your business registration process in 5 minutes

Easebuzz Neo

Smart business banking

Slices

Split payments on every sale

SmartBilling

Invoicing solution with eNACH & subscriptions

Webstore

DIY online store builder

SmartX

Expense Management suite with prepaid cards

Payment Links

Accept payments via a link

InstaCollect

QR based collections via Virtual Account

ePOS

Mobile App for accepting payments via UPI QR & Payment Links

Tax Payment

Business tax payments GST & direct tax

Teller

B2B invoicing with book-keeping

Wire Payouts

API based Payouts via IMPS, RTGS, UPI & Wallets

Feesbuzz

Fees collection with immediate reconciliation

Vendor Payments

B2B invoicing with book-keeping

© 2022 Easebuzz. All rights reserved.

Easebuzz
Payment Solutions

Thank You

www.easebuzz.in

All the information provided in this Newsletter is for information purpose only. All rights reserved with Easebuzz Private Limited (Easebuzz) . While every efforts are being made to provide the accurate and complete information in the Newsletter, however, Easebuzz make no representation, claims, promises or guarantees about the accuracy, completeness, or adequacy of the contents of the newsletters and expressly disclaims liability for errors and omissions in the contents of this newsletters. While any views or opinion represented in this Newsletter, unless specifically mentioned shall be construed as personal and do not represent those of the people, institutions, or organisation as the whole.

Neither Easebuzz, nor its employees, directors, associate or stakeholders make any warranty, expressed or implied or statutory, including but not limited to the warranties of noninfringement of third party rights, title, and the warranties of merchantability and fitness for a particular purpose with respect to content available from the newsletters including the products of the company and are governed by the Terms of Use and Privacy Policy of Easebuzz as published from time to time. Neither does Easebuzz assume any legal liability for any direct, indirect or any other loss or damage of any kind for the accuracy, completeness, or usefulness of any information, product, or process disclosed herein, and do not represent that use of such information, product, or process would not infringe on privately owned rights.

© 2022 Easebuzz Private Limited. All rights reserved.