

India Post Payments Bank (IPPB) Case Study – One of the Largest Financial Inclusion Projects in the World



Leverage the Indian postal infrastructure with over 155,000 branches and 300,000 postmen to deliver superior financial services to the unbanked



Empower their 300,000 + postmen with mobile apps to make financial products available to everyone in India.



The scale of the project with regards to the size of the country, transactional volumes, and customer base was huge.



Support self-service and assisted service usage.

IPPB uses Appzillon Digital Branch to offer best-in-class doorstep banking services for the unbanked in India

30 M

On boarded 30+ million customers since inception



Fast track financial inclusion in India



Mobile and tablet



Instant account opening



Improved business results and customer base expansion



Cash disbursement during emergencies



5+ million downloads



Supports full service banking, receipt of government benefits, utility payments, investments, insurance, recharge, etc.



Intuitive and unified user interface across form factors and operation systems



Postmen can perform banking transactions on behalf of a customer



Using e-KYC postmen can instantly onboard customers



Biometric authentication, geo-tagging, profile management, offline capabilities, etc.



Offline capabilities



Large transactional volumes



Training postmen new to banking



Integration with disparate systems



The size of the country



Non-tech savvy customer base



Need for rapid scaling



The Appzillon based solution has helped IPPB expand its customer network by more than 30 million customers in 18 months.



IPPB has enabled more than millions of Aadhaar Enabled Payment System (AePS) transactions during COVID -19 lockdown.

IPPB's network has helped the Indian Government transfer financial benefits of over 4 billion INR mostly in rural and unbanked areas during the COVID-19 lockdown.

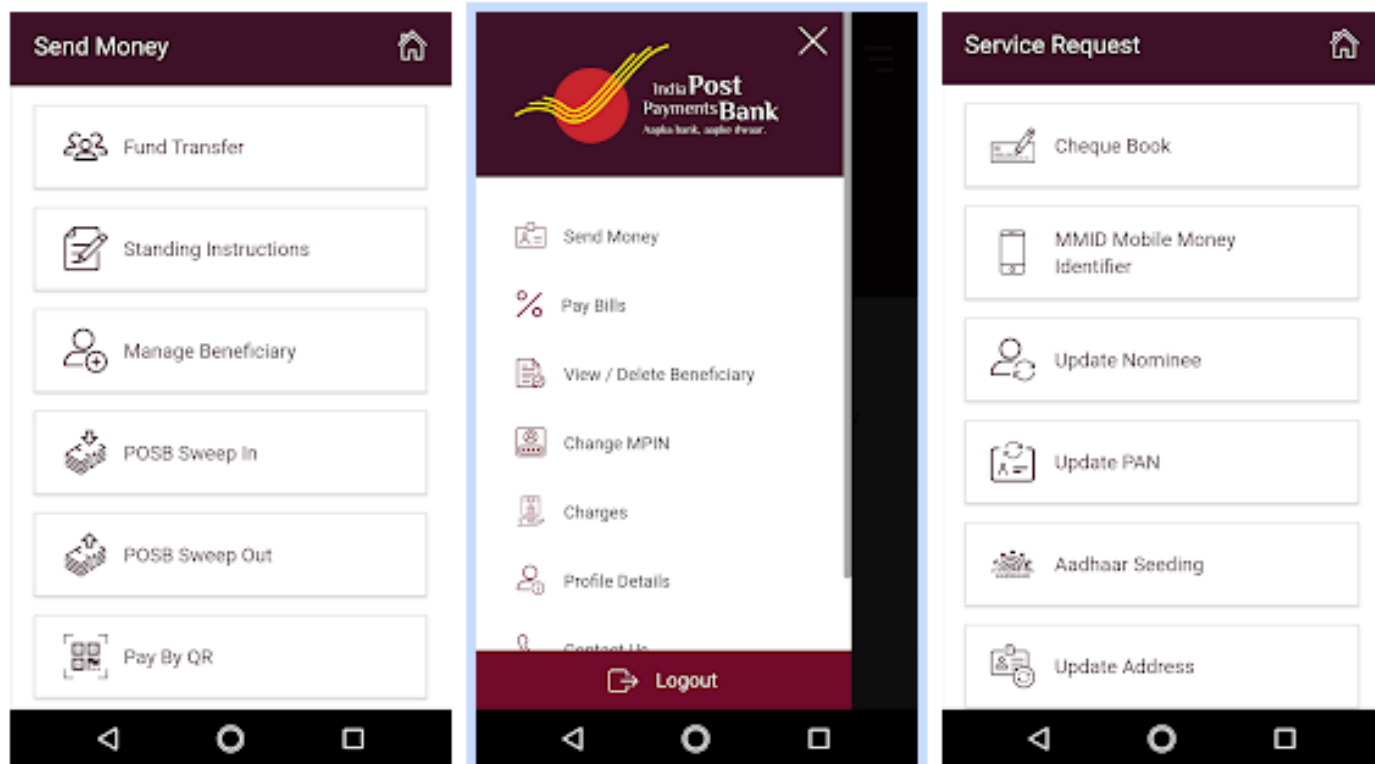


The solution has significantly reduced operational and infrastructure costs.

Due to the low-code platform based approach of Appzillon, the bank can now quickly introduce process improvements and add new features with minimal effort.



Watch how IPPB is delivering superior banking services to the unbanked - <https://bit.ly/3eMSQK2>



Thank you!!

