Presentation 3
Affluent Banking
## The Big Opportunity
Market Size of over USD 1 Tn

### The Sweet Spot

<table>
<thead>
<tr>
<th>Category</th>
<th>Ultra HNIs</th>
<th>Super HNIs</th>
<th>HNIs</th>
<th>Affluent</th>
<th>Emerging Affluent</th>
<th>Mass Affluent</th>
<th>Mass</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Adults</td>
<td>~2200</td>
<td>11300</td>
<td>2.5L</td>
<td>30L</td>
<td>70L</td>
<td>2.8Cr</td>
<td>78Cr</td>
</tr>
<tr>
<td>Investable Surplus (USD)</td>
<td>&gt;50Mn</td>
<td>10 – 50 Mn</td>
<td>1Mn - 10 Mn</td>
<td>0.1 – 1 Mn</td>
<td>0.01 – 0.1 Mn</td>
<td>0.01 – 0.03 Mn</td>
<td>&lt; 0.01 Mn</td>
</tr>
</tbody>
</table>

- **Fast Growing Segment**
- **Cost Efficient**
- **Increasing Allocation to Financial Assets**
- **Expanding Geographical Spread**

The IBL Affluent Business Performance Highlights from FY 19 to FY 22 show significant growth:

- **Fee Growth at 25% CAGR**:
  - FY 19: 100
  - FY 22: 195

- **Liability Growth at 33% CAGR**:
  - FY 19: 100
  - FY 22: 235

- **NRV Growth at 35% CAGR**:
  - FY 19: 100
  - FY 22: 246

Additionally:

- **19% Operating Efficiency**

Key strategies include:

- **Building Scale in chosen Segments & Geographies**
- **Focus on NRV, Productivity & Profitability**
- **Diversified Revenue across Product Lines – Wealth, Banking & TFX & Assets**
- **Investing in People, building Next Gen Teams**
- **Robust Service Model reinforcing Customer First Behavior**

Numbers indexed to FY19.
Affluent Strategy for Growth
4S for Success

**SCALE**
- Grow market share in chosen **Home Markets** (fast growing Tier 2 / 3 cities).
- Ramp up RMs, Service & Product Teams.
- Launch **Private Banking**.
- Expand **IB presence**, grow **Gift City**

**SEAMLESS DELIVERY**
- Simplify ease of doing business through process **re-engineering & digitization**.
- Integrated Wealth Platform.
- Customized **Mobile App** for PIONEER Clients.

**STRONG DOMAIN EXPERTISE**
- **Client Segment approach** – Building capabilities in D&J, NR, Bollywood, Cricket, Healthcare segments to capture market share.
- **Cross-sell** - Leveraging relationships across BU’s - BBG, OPDT, CFD to cross-sell.
- **Focus on Sweet Spot** (BO and NR Segments) to build sustainable revenues.

**SUPERIOR SERVICE**
- **Dedicated SRM / VSM** for proactive servicing.
- Comprehensive **Customer Engagement Framework**.
- Best-in-class **PIONEER Lobbies** in major cities.
- Multi-channel flexible and convenient touch points.
Unique Positioning
Well Poised to Capitalize on the Opportunity. Strong Traction since Launch

Universal Banking with focus on Business Owner Segment
- Banking & Credit
- Trade Forex
- Customized Wealth Offerings
- Preferential Pricing

Superior Customer Experience
- PIONEER Lobbies
- Empowered Service Team
- Curated Lifestyle Benefits
- Priority across touch points

Customer Oriented and Capable Team
- Experienced RMs
- Product Specialists
- Digital Touch Points
- Service Relationship Managers

PIONEER - Our Flagship Brand
Built on foundation of Trust and Transparency
Universal Banking
Well Diversified Business, poised for Growth through Business Cycles

Affluent – Product Mix YTD H1 FY23

- 52% Wealth
- 29% Assets
- 9% TFX
- 10% Others

Fee

16% QoQ Growth

Q1 FY23: 100
Q2 FY23: 116
Indexed to Q1FY23

NRV

Indexed to Mar-20

Mar'20: 100
Mar'21: 137
Mar'22: 151
Sept'22: 162

TFX: Trade & Forex related transaction fee
Superior Customer Experience
Best in class proposition coupled with Unique Service Model, Reinforcing Right Behaviour

Specialist Team
Service RM for All Clients with No Sales Targets
Experienced Relationship Team, Customer First Focus
Product Specialist – Wealth, TFx and Assets

Digital Touch Points
IndusSmart
Online Investment A/C
IndusNet
Internet Banking
Reach Us

Business Owner
TFX – Integrated Trade Pricing
CC/OD & Term Loan
Door Step Banking

Non-Resident Indian
Superior Structured Solutions
Indus Fast Remit
Concierge Benefits

PIONEER Metal Card
Faster Earning on Reward Points
Higher Spend Limits
Zero Cross-border Markup Charges
Taking Affluent Experience to the next level

Specially Curated Lifestyle Benefits

- Unlimited Airport Lounge Access
- Discounted and complimentary Lockers
- Zero cross border Mark Up Charges
- Unlimited Golf games

Best-in-Class Experience at PIONEER Branches

Segment first metal Credit and Debit cards
Industry First Customer Engagement Scorecard
Assigned Engagement Score for each Household basis Key Engagement Vectors

- Improve Household Penetration 15
- Increase Product Holding 10
- Deepen Digital Engagement 15
- Increase Transaction Intensity 15
- Strengthen Liability Relationship 15
- Grow Wealth Relationship 15
- Improve Asset Relationship 15

Each Vector has High Correlation to Business Output
Interactive Scorecard for Quick Frontline Adoption
Building Scale in Affluent Business
Investing in people to build Next Gen Teams and expanding distribution

**PEOPLE**

- **Strong Learning Culture**
  Regular Trainings and industry expert sessions

- **Rewards and Recognition**
  Affluent Elite Club | Half Yearly Awards

- **Strong Enablement**
  Regular Scorecards/ MIS
  Tech Support (NBA/NBO)

**DISTRIBUTION**

- **Presence** in top 50 cities in the country

- **10 Pioneer Branches/Lobbies +**
  New Planned every Quarter

- **Affluent RMs** to double by FY25, matched by Growth in the Team of dedicated **Service RMs**
Customer Testimonials

For me, PIONEER Banking represents **Trust and Superior service**. Since I have switched to PIONEER Banking, I’ve been delighted with the quick assistance from the bank, particularly my Service Manager. I will soon move all of my family's banking to PIONEER Banking because they have thought about how to provide exceptional service to their consumers.

Prem Mehtani
Retired Businessman
Mumbai

I started my association with PIONEER Banking a few years ago, and I haven't looked back. The majority of investments and transactions for my family are now done through IndusInd Bank. The **Team's Proactive Approach** to any significant issue that impacts my account stands out the most.

Guninder Kaur Gill
Lawyer
Delhi

My experience with PIONEER Banking has been **Convenient and Rewarding** for my family and me throughout the years. I recently received a PIONEER Metal Credit Card upgrade. This card has become one of my favourites since using it is such a **WOW experience**.

Girish Kumar Nagaraj
General Manager,
Therelek Engineers Pvt. Ltd.
Bangalore
Ambition 2025
Double the Affluent Business

2x

Double Clients & NRV

Leverage PIONEER Brand

Real-time customer Analytics & Technology for achieving scale

Market Focus –
• Improved wallet share in Tier 1 cities
• Play density in Tier 2 markets

Amongst Top 5 Banks in Affluent Space
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