



Nuclei

Delivering Consumer Tech DNA to Banks



Nuclei: Introduction

2018



3+ Products

20+ Clients



Presence
across Asia

3 million+



Processing 3m+ txns
per month

250+ Partners



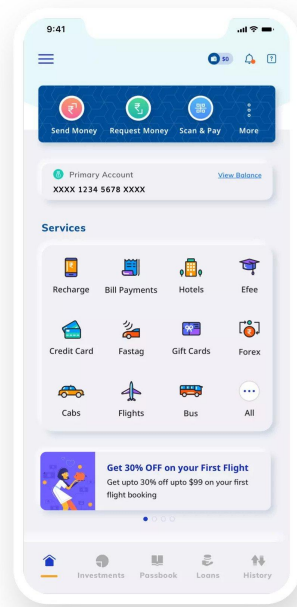
Global partners

20+ Global Client Banks

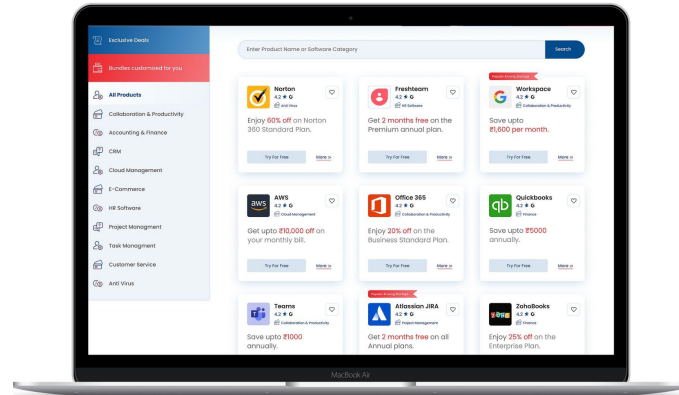


Nuclei's Solutions: Ecosystems for all Segments

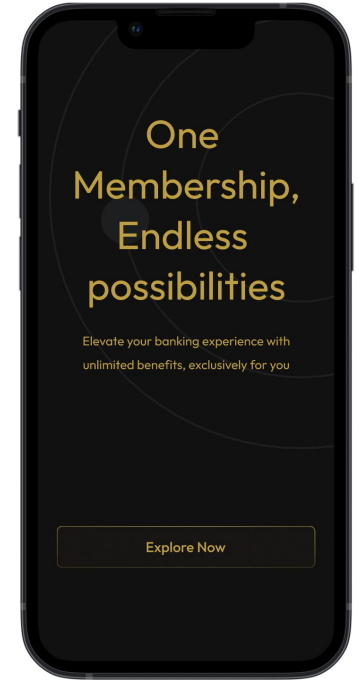
Differentiate products & Engage customers



Retail/NRIs/Seniors/
Employees
(Merchant Marketplace)



SMEs/Corporates/
Startups
(Business Marketplace)



HNIs/UHNIs/CXOs
(Arise Club)

Digital Banking: The Game has changed

Mobile/Digital have emerged as the primary channel of engagement



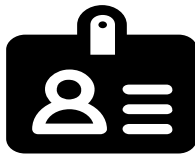
Banks are facing competition from the Consumer Tech/Fintech companies



What do Banks need?



Engagement: Give customers options, VAS to engage with the platform more regularly



Data: Gather intelligent consumption & behavioural data to personalize experience

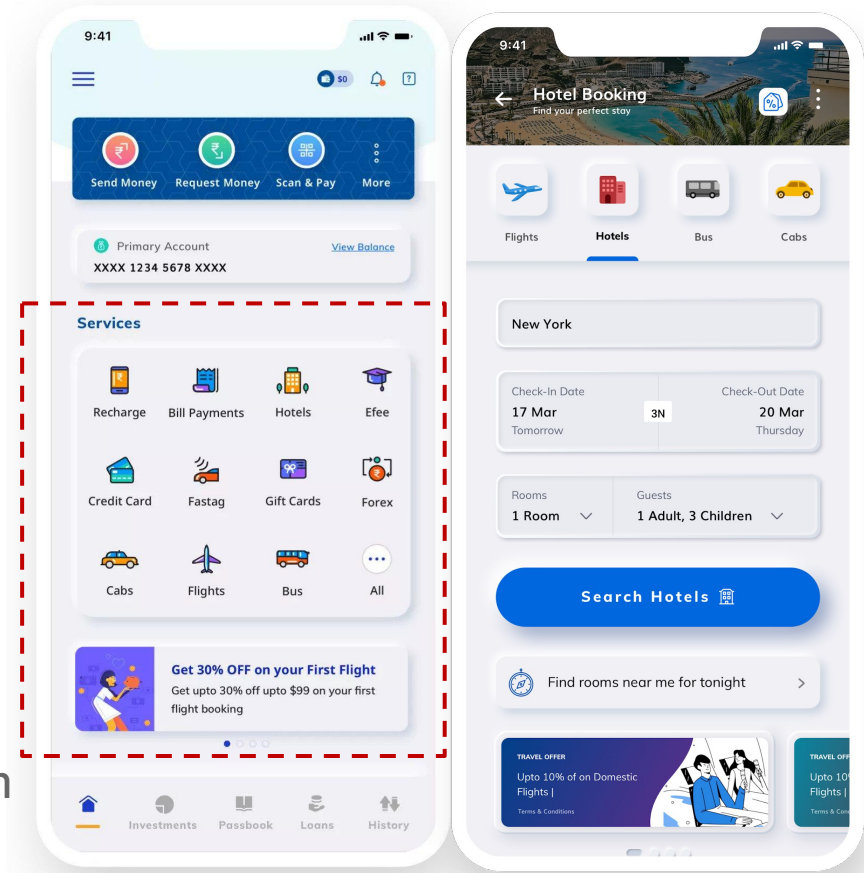


Stickiness: Bind customer, improve retention by capturing more of customer's daily lifestyle



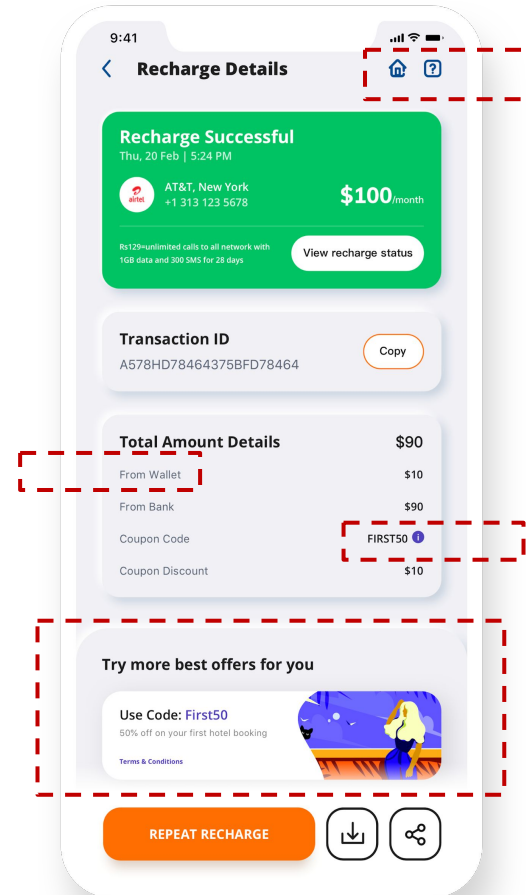
Revenue: Increase products/customer, Cross-sell products (banking/lifestyle); Impact revenue/CLTV

- Powers multiple daily use cases
- Seamless and native in-app experiences
- Payment control with the Bank
- Plug & play soln. with rapid go-to-market
- Partner onboarding and aggregation
- Merchant management & reconciliation
- Increase customer engagement & retention



Merchant Marketplace: Add-on Capabilities

- Dedicated wallet for the marketplace
- Automated customer support
- Eventing infrastructure capabilities
- Create customized discount coupons
- In-app notifications and smart triggers
- Cross-sell new products with banners
- Capture transactional/behavioural data



Wide range of Categories



Flights



Hotels



Gift Cards



Events



Donation



Credit Report



Recharge



Bill Pay



Healthcare



Digital Experiences



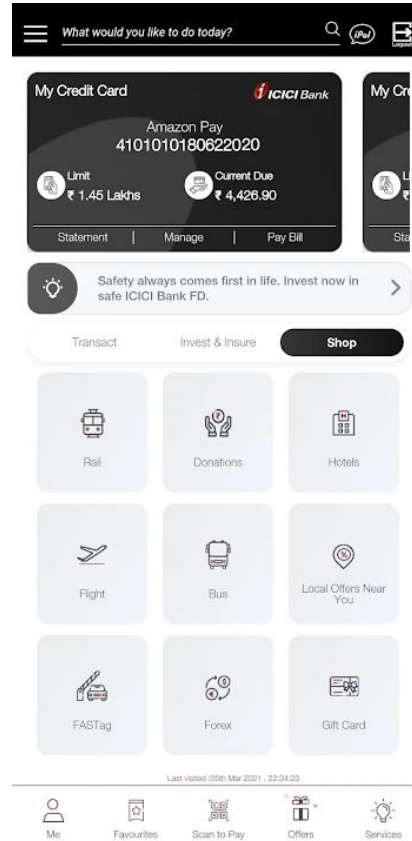
Digital Gold



Bus



& more... Making end to end marketplace for customers



Nuclei: **Our Team** (120+ members)



Ankur Joshi
Founder & CEO
16+yrs. Serial Entrepreneur;
2 exits; B.Tech., IIT Bombay



Adarsh Pandey
CTO
16+yrs. of technical leadership
B.Tech., PCCS



Pallab Sarkar
VP- Engineering
14+yrs; Ex- Amazon & Samsung
B.Tech., M. Tech



Tanpreet Singh Sehgal
VP - Product
15+yrs of experience
Serial Entrepreneur;
B.E. (Hons), BITS Pilani



Raghavendra Prasad
VP - Business
14+yrs of experience
Serial Entrepreneur;
B.E. (Hons), VTU

THANKS

Need to understand further?
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