Twitter Thread by Soumen Chatterjee

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Extract From AR of #BajajFinance - BFL has steadily moved "Light Years Ahead" than its peers in Digitalisation of their offerings. It will be very tough for others to match the Fintech Capabilities of BFL.

@NeilBahal What Impact gonna come with BFL entry in Digital Broking.

Business transformation requires significant changes in operating processes and core technology stack of the Company. These are detailed below.

- BFL is developing five proprietary marketplaces. These involve: (i) the 'EMI store'; (ii) the 'Insurance Marketplace'; (iii) the 'Investment Marketplace'; (iv) 'BFL Health'; and (v) the 'Broking App' with the help of group companies. These five apps will provide customers with an option to review, compare and buy host of financial products and services across electronics, insurance, investments and health category.
- Having received approval for running its own wallet business, BFL has developed a wallet application called 'Bajaj Pay'. This will offer an integrated payment solution comprising of UPI, PPI, EMI card and credit card to its customers. The Company will start offering 'Bajaj Pay' to its customers in the first quarter of FY2022.
- BFL is also developing a 'Bajaj Pay' for merchants. This should broaden the payment solution offering of the Company to its approximately 98,300 merchants; and enable higher growth and larger market shares.
- The Company plans to partner with 25+ adjunct app ecosystem which have related products or services offering for its customers. These apps will provide adjacency to BFL's core offerings, and thus increase the 'customer stickiness'.
- It is developing and significantly transforming four productivity apps: (i) the 'Sales One' app; (ii) the 'Merchant' app; (iii) the 'Collections' app; and (iv) the 'Partner' app. These apps will significantly improve productivity and efficiencies of employees, channel partners and the merchant ecosystem.