

Propelld: Democratizing access to Education

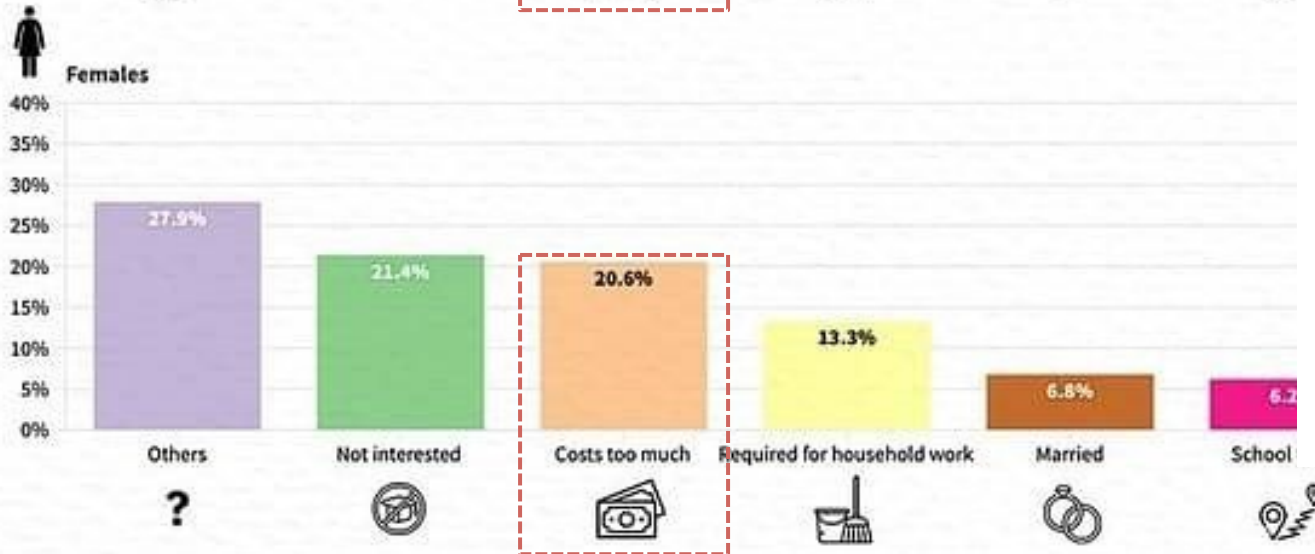
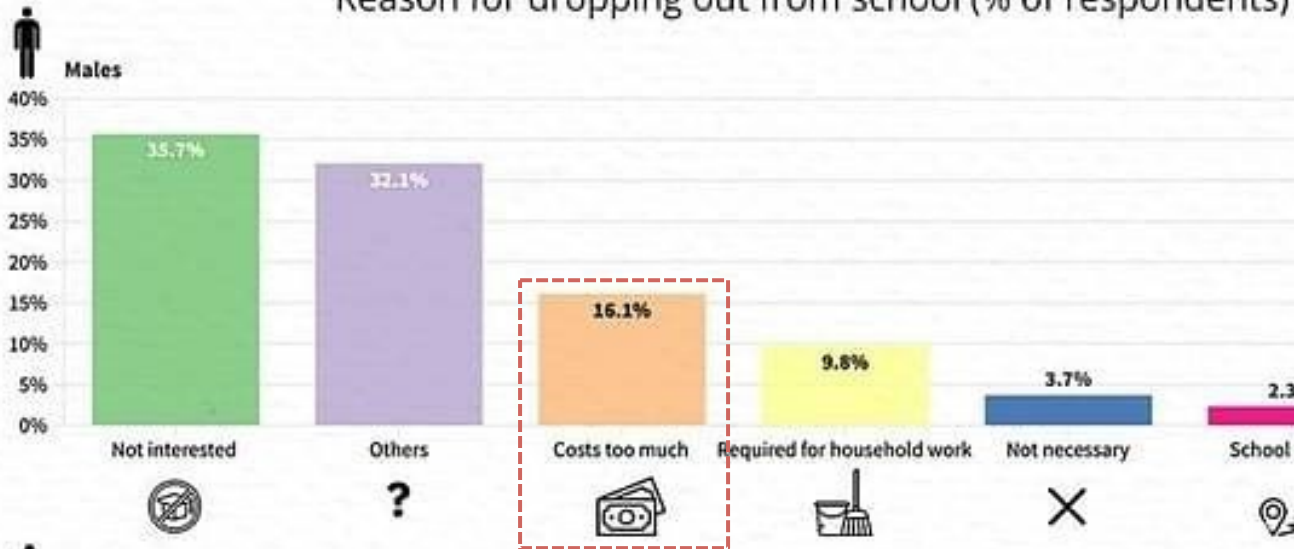
(www.propelld.com)



Vision: Good students are able to choose and complete the best quality education, fit for them, without worrying about financial constraints

WHY ARE KIDS DROPPING OUT OF SCHOOL? SOME TOP REASONS

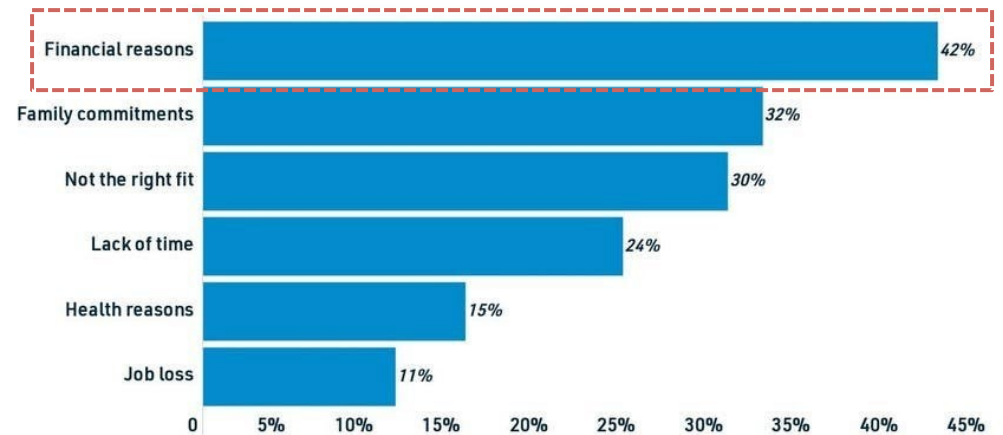
Reason for dropping out from school (% of respondents)



Hundreds of students pursuing degrees have appealed to their [universities](#) for financial bailouts because their households no longer have the resources to pay the course

- Times of India

TOP REASONS WHY COLLEGE STUDENTS DROP OUT



Source: The University Professional and Continuing Education Association (UPCEA)

Note: The questions were asked to respondents aged 6-17 who had dropped out of school before 2019
Source: National Family Health Survey-5 (2019-21)

Current Financial Systems have not been able to solve for financial access in the Education eco-system

Current Offerings and Gaps

- *Traditional Lending System caters to only meet **priority sector lending quotas***
 - ***Opportunity cost** is better with Home loans/SME Loans (cream profiles)*
 - *Prefer **salaried profiles with strong income** & bureau history*
 - *Evaluation lens not specialized for taking courses and students into account – **horizontal lens***
 - ***High NPAs** due to design failures, lead to **vicious cycle of pulling back from Education***
 - *Current focus on **High ticket size, collateralized loans** at only **premium Institutes (2-3% of Education market)***
- *Most parents rely on informal lending systems with asset collaterals and predatory interest rates*
- *Institute and students lose out*
 - ***Fee losses** for unfilled/unpaid seats*
 - *High **effort in collecting fees***
 - *Students losing out in **pursuing preferred course** or in **completing course***

Who we are !!



The Team

- *Industry veterans from consumer startup and financial services*
- *IIT/IIM Founders & CXOs with pedigree of Credit Suisse, Deutsche Bank, Snapdeal, Bajaj, Aptus, Home Credit, Kotak, etc*

Our Growth

- *Started in 2017 with a team of 5 and 3 Institutes*
- *Work with 700+ Institutes across schools, colleges, test preparation Institutes, online Institutes, etc with a team of 500+*

Our Backers

- *India's largest Financial Services Investor with a \$8bn Fund*
- *Backers of Bajaj, Axis Bank, CIBIL, Experian, HDFC, AU Small Finance Bank, Equitas, etc*

Our Institute Partners

- *FOSTIIMA, GL Bajaj, Upgrad, Great Learning, Akash, Allen, Other Universities, etc*



Banks	vs	Propelld
<i>Cater to only cream salaried profiles with high income & bureau</i>		<i>Cater to 'Bharat' – all profiles incl. salaried plus self employed</i>
<i>Constraints of account, location</i>		<i>No such constraints</i>
<i>Horizontal Focus</i>		<i>Specialists in Education</i>
<i>Evaluation on traditional parameters only</i>		<i>Education intent, ability, future employability, Institute ranking & performance</i>
<i>Only focused on Tier A+ Institutes</i>		<i>Good students are everywhere</i>
<i>Collateral is mandatory</i>		<i>No collateral</i>
<i>Onerous paperwork, multiple visits, 30-60 days process if you are lucky</i>		<i>Only required paperwork, easy process, 72 hrs disbursal</i>

True Stories from Propelld

▶ **Candidate:** Muthuswamy Pavithra

Academics:

- 10th- 85.60%
- 12th- 80%
- Degree- 77%

Parent Occupation:

Road construction/ JCB Driver

Place: Erode

▶ **Candidate:** Shubhankar Bagchi

Academics:

- 10th- 60
- 12th- 63%
- Degree- 62%

Parent Occupation: Medical Shop Owner

Place: Delhi

World Class team of Financial Services & Startup veterans



CEO/Founder

Bibhu Prasad Das

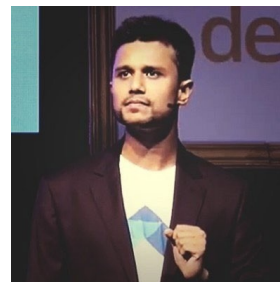
IIT Madras, IIM Calcutta
Debt Raising, Syndication,
Structured Finance
Worked with IFC, World Bank



Founder

Brijesh Samantaray

IIT Madras
Risk Management, Regulatory
Analytics - HSBC



CRO/Founder

Victor Senapaty

IIT Madras, FMS
Investment Banking - Financial
Institutions – Deutsche Bank



Chief Business Officer

Nikunj Doshi

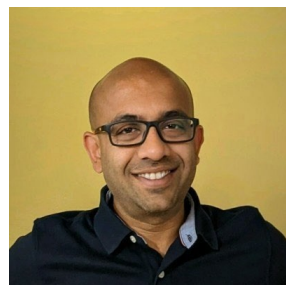
Business Head at Bajaj for 15+
years, across CD and lifestyle
finance



Chief Technology Officer

Satendra Singh

IIIT Bangalore
Tech Lead/ CTO @ last startup - exit
to Exotel



Chief Product Officer

Mayank Jain

IIT Delhi
CPO @ Snapdeal, Zoomcar



Head of Finance

Amit Kothari

Ex Head of Finance
@ Aptus, Ex-CFO
@ Edelweiss HF



Head of Collections

Vikas Singh

Ex Head of
Collections @
SBFC, Ex-Zonal
Head @ Kotak



Treasury Head

Nikunj Agarwal

Ex Head of
Treasury @
Casr24, Home
Credit

Parameter Details:

S. No.	Parameters	Details
1	Product code	UG / PG - Moratorium
2	Name of The Educational Institute	
3	Course Name/s	College programs up-to 15 Lakh
4	Applicable Academic Year	2023-2024 / 2024-2025
5	Unsecured loan amount	Rs. 15 Lakhs
6	Rate of Interest	11% PA Onwards *
7	Processing fee	1% + GST
8	Margin	1st year - 20% Margin , Other years - No margin
9	Repayment Type in Moratorium	Simple Interest / EMI
10	Repayment Period after Moratorium	10 years including moratorium

Parameter Details:

S. No.	Parameters	Details
11	Principal Moratorium period	Course Period
12	Pre-payment Charges	NA
13	Collateral/Security	Not applicable, Collateral Free Loan
14	Insurance Available	Optional
15	Disbursement frequency	As per Institute, fee payment schedules
16	Disbursement of Loan	Fees will be transferred directly to the Official Institute Payment Account
17	Co-borrower Relationships Accepted	Father/Mother/Spouse/Brother/Sister/Parents In Law /Grand parents
18	Co Applicant (Financial)	Required
19	Co – Borrower Profile	Salaried, self-employed, All Retail Shop Owners, Small Business Owners, Farmers (all), Cottage industries, contractors & many more categories included.
20	Co-Borrower Locations Accepted	As per the Propelld's Listed Location
21	Pre-payment & Part payment	Pre payment is there , No Part Payment

Document Checklist:

Student

KYC

Mark sheets (10th, 12th and last qualification)

Admission letter

Any other proof asked during the sanction process

Co-borrower

KYC

Relationship proof

If Salaried: Latest 3 months pay slips, one-year ITR and latest 6 months bank statement

If Self-employed: Document checklist will be provided after discussion with the co - borrower. (Discussion will happen in Co-borrower's mother tongue if needed)



Thanks

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