

# INFOLINE



अलंकित इन्फोलाइन मासिक पत्रिका

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## Re-Imagining the Future of Banking and Payments



### From The MD's Desk



**Ankit Agarwal**  
Managing Director

“*The pandemic has acted as a force multiplier of digital transformation.*”

The impact of the global pandemic on financial services was swift and at scale, adding significant momentum to the creation of digital banking business ecosystems. But to thrive in these ecosystems, banks need new and innovative digital business models.

Today's banking business leaders' biggest challenge is keeping pace with change. Whichever way you look at the industry, from the standpoint of the consumer, the investor, or plain competitiveness, the traditional banking model does not look sustainable anymore, while innovative digital models are going from strength to strength.

The pandemic has acted as a force multiplier of digital transformation. Every bank we have spoken to confirm a sharp acceleration in digital adoption across segments, as customers not only bank more on digital channels but also consume more products digitally.

The Internet has fundamentally changed

banking, enabling a vast array of specialist providers to excel and thrive in different customer niches. Conversely, companies that try to offer everything to everyone; particularly those that try to do so alone, are likely to be mediocre at everything.

Like most industries, banking is also going the way of digital ecosystems. Vertically integrated pipeline-based business models are being replaced by ecosystems formed around customers. Digital technologies are unlocking unprecedented opportunities to create, deliver, and realise the value in new ways.

There is no silver bullet, but you have to start with culture. Without a clear and deliberate change to the culture and ways of working and the shift in mind-set that

flows from that, traditional companies won't be able to innovate. But a great culture isn't enough. Becoming a truly digital business is a long journey.

Success in the long term will depend on how well organizations transform banking for the new normal'. The sector will have to rely on technology to create new values for customers, becoming indispensable partners through value chains that cross business and industry boundaries.

Many people in developing economies do not have access to financial services. As a result, banks and other financial institutions are looking for new solutions to extend banking services to these unbanked sectors beyond traditional bank branches and ATMs.

It is where Kiosk comes in. Introduced by the Reserve Bank of India, Kiosk Banking's main aim is to bridge the gap and convey banking services to underserved sections of society.

There are two components of the Kiosk Banking system, as mentioned below:

## Kiosk: The Banking Future



• Customer Service Point (CSP)

• Kiosk Machine

**Why Kiosk is the Banking Future?**

- Cost-Effective
- Offer Excellent Customer Experience

- Hassle-Free Banking Zone
- Easily Accessible

- Allows Low Transaction Volumes

Banks and financial institutions are benefiting from the deployment of Kiosk Centres as a more cost-effective, scalable solution to expand their customer footprint and increase their revenue streams from a largely untapped customer base in remote sectors.

### Why Alankit?

Alankit, in collaboration with 6 leading Nationalised banks namely, State Bank of India, Bank of Baroda, Punjab National Bank, Central Bank of India, Union Bank of India, and IDBI Bank, delivers mainstream financial services to the remote Indian public using biometric-enabled secure technology, i.e., Kiosk Banking. Ergo, we facilitate banking through multiple benefits with complete safety and reliability.

### Why Partner with Us?

- Tie-up with Major Nationalised Banks
- Experienced & Dedicated Team for Field Supervision
- Attractive Incentive Schemes for Kiosk Owners
- Wide Pan India Presence
- Professional Back-End Team for Technical Support

Get in touch with us today at: ☎ +91-89299-55-347 ✉ [bc\\_ho@alankit.com](mailto:bc_ho@alankit.com)

# Investment Opportunity

Alankit



## Muthoot Fincorp Limited

Public Issue of Secured, Redeemable, Non-Convertible Debentures

Issue Opens on: 05<sup>th</sup> August 2022  
Issue Closes on: 01<sup>st</sup> September 2022

Credit Rating:

CRISIL A+/Stable by CRISIL

Issue Size:

₹250 crore with Green Shoe option of upto ₹250 crore, aggregating to ₹500 crore.

Allotment on first come first serve basis



Option	I	II	III	IV	V	VI	VII
Nature	Secured						
Tenure	27 Months	38 Months	48 Months	27 Months	38 Months	48 Months	96 Months
Frequency of Interest Payment	Monthly			Cumulative			
Minimum Application	₹10,000 (10 NCDs)						
In Multiples of thereafter (₹)	1 NCD after minimum application						
Face Value/Issue Price (₹/ NCD)	₹1,000 (1 NCD)						
Coupon (%) (p.a.)	8.00%	8.25%	8.35%	NA	NA	NA	NA
Effective Yield (%) (p.a.)	8.29%	8.56%	8.67%	8.29%	8.56%	8.66%	9.09%
Redemption amount (₹ Per NCD)	1,000	1,000	1,000	1,196	1,297	1,395	2,007
Put and Call Option	Not Applicable						
Deemed Date of Allotment	September 06, 2022						

\*The total Allotment under Option VII of the NCDs shall not exceed a value more than ₹ 75 crore

For more information, contact us: +91 958-2200-551  
+91- 4254-1933 / 922, +91- 72-900-666-17

✉ investments@alankit.com  www.alankit.co.in

**DISCLAIMER :** Investment in financial instruments subjected to market risk. We do not assure or guarantee, in any manner whatsoever, timely payment/ repayment of your investment and income thereon. While we have taken care to obtain information from authentic sources, we are not responsible for any errors/ omissions in the newsletter. You are requested to kindly obtain all necessary information before choosing your investment.

CIN: U74899DL1994PLC059289

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## ISSUE HIGHLIGHTS



PRIVATE PLACEMENT OF SECURED, NON-CONVERTIBLE, NON-CUMULATIVE, REDEEMABLE, TAXABLE BONDS IN THE NATURE OF DEBENTURES OF Rs. 10,000/- EACH FOR CASH AT PAR ON "ON TAP" BASIS WITH BENEFITS UNDER SECTION 54FC OF THE INCOME TAX ACT, 1961.

Security Name	PFC Capital Gain Tax Exemption Bonds –Series VI
Rating	'AAA/Stable' by CRISIL, 'AAA (Stable)' by ICRA, & 'AAA/Stable' by CARE
Issue size	Rs 500 crore + Green Shoe option to retain oversubscription
Face Value	Rs. 10,000 (Rupees Ten Thousand only) per bond
Issue Price	At par (Rs. 10,000/- per bond)
Coupon Rate	5.00% p.a.
Issue Opening & Closing Date	Issue Opening Date: April 1, 2022 Issue Closing Date: March 31, 2023 (at the close of the banking hours) or at a date / time as may be decided by PFC in its absolute discretion
Minimum application size and in multiple of thereafter	Application must be for a minimum size of Rs. 20,000/- (2 bonds) and then in multiple of Rs. 10,000/- (1 bond) thereafter
Maximum application size	500 bonds of Rs. 10,000/- each (Rs. 50,00,000/-)
Mode of Issue	Private placement basis
Mode of Subscription	Applicants may make remittance of application money through electronic mode or cheque / draft drawn in favour of 'PFC Capital Gain Bonds'.
Deemed Date of allotment	Last day of each month in which the subscription money is received and credited to PFC Capital Gain Collection Account
Coupon payment date	Every year on 31 <sup>st</sup> July till redemption and balance along with redemption
Tenor	5 years from the deemed date of allotment
Date of Redemption	At the end of 5 years from the Deemed Date of Allotment
Transferability	Non-transferable, Non-Marketable, Non-negotiable and cannot be offered as a security for any loan or advance
Listing	The Bonds will not be listed on any stock exchange due to nontransferability during the tenure of Bonds
Trustees	Beacon Trusteeship Limited
Bankers to Issue *	HDFC Bank Ltd, IndusInd Bank Ltd., Yes Bank, ICICI Bank Ltd., Kotak Mahindra Bank Ltd. and Canara Bank (For Designated Branches please visit our website: www.pfcindia.com) *Appointment of collection banker is under process, same will be updated based on the approval from competent authority.

- Company reserves its sole & absolute right to modify (pre-pono/post pone) the issue opening/closing/pay-in-date(s) without giving any reasons or prior notice. In such case, Investor/Arrangers shall be intimated about the revised time schedule by Company. Company also reserves the right to keep multiple deemed date of allotment at its sole & absolute discretion without any notice. Consequent to change in Deemed Date of Allotment, the Coupon Payment Dates and/or Redemption Date may also be changed at the sole and absolute discretion of the Company.
- PFC reserves the right to revise the coupon rate and/or close the issue by giving notice on its website. The investors are advised to consult PFC/Arrangers, before depositing the application with bank. It may be noted that rate of interest on the bond shall be as applicable on the date of credit of application money in PFC collection account. The applicable rate where application money is credited in PFC's collection account on 01.04.2022 is 5% p.a.. Change in interest rate, if any, for application money credited in PFC's collection account thereafter shall be published on websites of PFC as well as of Registrar to the issue.
- All applications submitted but rejected by PFC would be returned by PFC to the applicant/ collection banker, without any interest.
- Application for minimum Rs. 20,000/- (in multiples of Rs. 10,000/- thereafter) will be accepted, any amount received in fraction will be refunded to the investor without interest.

For further queries, connect with us at

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## The Right Address for Document Attestation in UAE: Alankit



NRI CORNER

The prerequisite for Document Attestation arises when individuals need to visit their country of origin; the visa is to be given exclusively after the verification and affirmation of your documents. Thus, this makes verification of documents from an approved Government office mandatory. Individuals looking for a family visa ought to get the marriage certificate verified essentially.

NRIs are expected to submit documents checked and verified by the home Government while visiting their nation of origin. The record verification process incorporates the confirmation of essential documents like commercial, educational, and non-educational - that would be required in different nations for a couple of purposes like employment, business, immigration, or higher education.

Alankit works with premium record validation services by promising fast and secure assistance with relentless support from an adroit team of specialists. Getting documents approved through a legitimate system is quintessential and Alankit beneficially uses its decades of noteworthy experience and a resourceful network in the domain. The company offers attestation services in the UAE through offices or workplaces located in Dubai.

If you are looking for document attestation services in the UAE, please connect with us at [www.alankit.ae](http://www.alankit.ae) to get the right guidance through the process.

Get in touch with us today at:

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## Alankit News

After the successful commencement in Lucknow, to expand our footprints in new serviceable regions across the country, we have continued our Samarth 2022 journey in the Pink City – Jaipur. The objective of the event focused on bringing together the representatives from Alankit and all Customer Service Points, to assess the current phase of work, discover new opportunities and redefine future prospects. The event was a success and was covered by esteemed regional and national media houses, including Dainik Bhaskar, Rajasthan Patrika, Dainik Navjyoti, Samachar Jagat,



### Alankit's Samarth 2022 in Jaipur

### Another Feather in the Cap: NHSC Shimla Office is Operational Now!

Alankit Assignments Limited, in association with National Helpline for Senior Citizens (NHSC), has opened a new office in Shimla in June 2022. The Elderline, the helpline for the senior citizens went live on 26<sup>th</sup> July 2022. The team would serve the country's elderlies with various assistance connected to services such as health-related assistance, rescue, reunion, pension-related issues, and many more.



### Inauguration of 20 CSP Centres in U.P. Azamgarh under Varanasi Zone

We are proud to announce that, Alankit, in collaboration with Union Bank of India, inaugurated 20 CSP Centres in U.P. Azamgarh under Varanasi Zone. Our esteemed guests motivated the CSPs about the primary functions and duties of the F.I.s. The event was a classic example of the judicious utilisation of technology for communication. Our MD, Mr. Ankit Agarwal, also connected with us and virtually motivated the CSPs on how we should focus more on financial inclusion and deeper penetration into the underserved low-income section of the society by providing an entire gamut of services to embed all the Financial Inclusion / CSP touchpoints.

### Alankit Participated in the Fintech Festival India 2022



Alankit participated in the FinTech Festival India 2022 held in Delhi, from 20<sup>th</sup> to 22<sup>nd</sup>

July 2022. The event provided us with a platform to display our future-driven financial solutions, including Smart Card Printers, Payment Solutions, and Digital Onboarding Solutions. The event's objective was to unleash the power of FinTech through its mega event and offer opportunities to strengthen the ecosystem and enhance collaborations between the investors and the FinTechs.



## Knowledge Cafe

# The 5 Biggest Financial Services Tech Trends in 2022

The outbreak of the Covid-19 pandemic tumultuously disrupted the traditional business models across the globe. As a result, businesses can adapt to thrive in this changing environment by shifting to the fast-changing technology landscape with a strong inclination towards a new breed of agile and tech-driven companies. This has given rise to major financial tech trends that are currently driving the financial sectors.

Let's look at five of the biggest FinTech trends impacting and transforming financial services in 2022.

#### • Mobile Banking

As phones become the primary interface between the digital and real worlds, banks and insurance companies constantly encourage consumers to download and install their apps, making it cost-efficient to provide digital services while offering customers a better experience.

#### • Artificial Intelligence and Machine Learning

AI and data-driven technologies will enable customer access to financial tools, advice, and embedded solutions while providing privacy and security at the same time.

#### • Banking in the Cloud

Due to scalability, low-cost operation, flexibility, and wide reach via the Internet, cloud technology allows smaller players to actively and aggressively perform like prominent players, thus granting equal access to everyone.

#### • Blockchain

With their unique characteristics, Blockchain enables real-time, multi-party tracking and management of bank guarantees and letters of credit for operational simplification in financial services.

#### • Focus on Omnichannel Effect

The extensive digital access and convenience have made the market a blurred zone, the providers that stand out will be focused on mobile-first, blockchain, artificial intelligence, and similar in a combined manner.

As it gets crucial for businesses to adapt to the new environment, some strong financial technology trends, as mentioned above, are predicted to impact every institution, big or small, in 2022.



## HR Corner

### Welcome to the Alankit Family!!

Alankit welcomes with open arms **Mr. Rahul Yajnik**, who joined the company on 01<sup>st</sup> July 2022 as "Vice President" in **Business Correspondent Department** Delhi. We wish him the very best of luck with his new assignments.



### Welcome to a World of Possibilities Join a dynamic team of creative and talented people!

All eligible candidates are open to apply for the below-mentioned job opportunity.

#### Job Description

**Position : Event Manager (Female)**

**Experience: 5 to 7 Years**

**Qualification: Bachelor's Degree**

**Location: Delhi**

Alankit is looking for an experienced event management professional. The person would be required to coordinate with the organizers, agencies, and vendors to ensure the smooth execution of the event.

- Creating and executing an end-to-end event strategy.
- Creating the upcoming event calendar.
- Identifying and analysing key events for the business.
- Finding the connection, striking the conversation, and negotiating the best possible deals with the event organisers and fabrication agencies.
- Coordinate with exhibitors, vendors, and organizers during the event for seamless execution.
- Track event key performance areas and ROI and identify items to work on for future events.
- Understanding requirements for each event.
- Planning events with attention to financial and time constraints.
- Book venues for our multiple business verticals and arrange all the requirements.
- Manage all event operations (preparing venue, invitations, etc.).
- Do final checks before the start of the event (e.g. tables, technology, event supplies) to ensure everything meets the standards.
- Evaluate event's success and submit reports.

Feel free to refer your friends/relatives with related qualifications and expertise. Mail your Resume to [princec@alankit.com](mailto:princec@alankit.com)





हिन्दी  
अनुभाग

## श्लोक

### इरडा शिकायत निवारण तंत्र को 'बीमा भरोसा' के रूप में संशोधित करेगा।

बीमा नियामक इरडा जल्द की शिकायत निवारण को और अधिक कुशल बनाने के लिए एक नया शिकायत निवारण तंत्र शुरू करेगा जिसमें ग्राहकों को क्षेत्रीय भाषाओं में अपनी शिकायत दर्ज कराने का विकल्प होगा। 2011 में शुरू की गई एकीकृत शिकायत निवारण प्रणाली (आईजीएमएस) को ग्राहकों के लिए इसे और अधिक सुविधाजनक बनाने के लिए उन्नत किया जा रहा है। और इसका नाम बदलकर 'बीमा भरोसा' रखा जाना है।

यह नया पोर्टल न केवल ऑनलाइन शिकायतों को दर्ज करने और उन पर नजर रखने के लिए एक प्रवेश द्वार होगा, बल्कि बीमा कंपनियों द्वारा शिकायतों के निपटान की निगरानी के लिए भारतीय बीमा नियामक और विकास प्राधिकरण (इरडा) के लिए उद्योग व्यापी शिकायत भंडार के रूप में भी कार्य करेगा। इसमें विभिन्न संस्थाओं के खिलाफ शिकायतों के पंजीकरण को लेकर विभिन्न चरणों के माध्यम से शिकायतों के प्रसंस्करण और शिकायतों के अंतिम समापन से शुरू होने वाले सभी लेन-देन इस पोर्टल पर होंगे। इससे पॉलिसीधारक अपनी शिकायतों के निवारण के लिए 13 क्षेत्रीय भाषाओं में बीमा कंपनियों के खिलाफ शिकायत दर्ज कर सकेंगे।

मजबूत और प्रभावी तंत्र, शिकायतकर्ता को आसानी से ऑन-बोर्डिंग की अनुमति देगा और उसे शिकायत दर्ज करने के लिए केवल आठ अनिवार्य फील्ड भरने होंगे। नया पोर्टल अधिक गतिशील होगा जो अधिक समयबद्ध तरीके से ग्राहकों की ज़रूरतों का ख्याल रखेगा। शिकायत के पंजीकरण के बाद और बीमा कंपनी के उपस्थित होने पर शिकायतकर्ता के पंजीकृत मोबाइल, ईमेल, आईडी पर एकएमएस भेजे जाएंगे।

यह इरडा की सुधार प्रक्रिया का हिस्सा है। नियामक ने अपनी हालिया बोर्ड बैठक में ग्राहकों और उद्योग दोनों के लाभ के लिए कई फैसले लिए। इरडा ने बीमा कंपनियों द्वारा अधिमानी शेरों और अधीनस्थ ऋणों के माध्यम से पूंजी जुटाने के लिए पूर्व अनुमोदन की आवश्यकता को समाप्त करने का निर्णय लिया। जिसके अनुसार अन्य प्रकार की पूंजी का निर्गम, बीमा कंपनी की पेडअप शेर पूंजी या कुल पूंजी के 50 प्रतिशत से अधिक नहीं होना चाहिए।

### द्वाविमौ कंटकौ तीक्ष्णौ शरीरपरिशोषणौ । यश्चाधनः कामयते यश्च मुप्यत्यनीश्वरः ॥

जो व्यक्ति अपने साधनों से अधिक बहुमूल्य वस्तु की इच्छा रखता है और अपनी असमर्थता पर क्रोध करता है — ये दोनों ही उसके लिये तीक्ष्ण कांटों के समान हैं एवं अपने शरीर को सुखाने वाले हैं।

### द्वाविमौ ग्रसते भूमिः सर्पो बिलशयानिव । राजानं चाविरोद्धारं ब्राह्मणं चाप्रवासिनम् ॥

बिल में रहने वाले जीवों को जैसे सर्प खा जाता है। उसी प्रकार यह पृथ्वी शत्रु से विरोध न करने वाले राजा और परदेश सेवन न करने वाले ब्राह्मण जो स्थान स्थान घूम कर धर्म का प्रचार नहीं करता, इन दोनों को खा जाती है।

### एको धर्मः परं क्षमैका भातिरुत्तमा । विद्यैका परमा दृष्टिरहिंसैका सुखावहा ॥

केवल धर्म ही परम कल्याणकारक है, एकमात्र क्षमा ही शान्ति का सर्वश्रेष्ठ उपाय है। एक विद्या ही परम संतोष देने वाली है और एकमात्र अहिंसा ही सुख देने वाली है।

Alankit

## Expand Your Income Portfolio: Become a Western Union Agent With Us!

### Why Alankit?



Specialised  
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Support



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Providing Fast &  
Reliable Money  
Transfers



Earn Extra  
on  
Every Transaction



Value-Added  
Services for  
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