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From The Chairman's Desk

Enhanced Digital Payment Landscape and transformation in Consumer Behavior

Our country is expected to witness the fastest growth in digital payment's transaction value in next four years with a significant increase in its share of worldwide transaction value. The factors that have worked as major catalysts in the progress are demonetization, UPI transactions and payment wallets. The innovation in payments technology using Artificial Intelligence tools (AI) with a major push to real time payments have also contributed to this exponential growth. According to an RBI Report, digital payments in India have climbed more than five times since 2015, wide choice of payment systems and the ease provided through these systems being the reason behind it. Besides this, the number of merchants accepting digital payment modes has also increased to over 10 million in last 2-3 years. The revolution taken place in the Mobile Payment industry has been instrumental in increasing the number of merchants adopting digital mode of payments.

The upward trends in usage of digital modes for payments and PoS transactions have transformed the Consumer habits to a great extent. There has been a significant shift towards the



Alok Kumar Agarwal

Chairman & Managing Director

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cashless transactions. The challenge is witnessed in the rural areas of the country where more than half of the country's population lives and the value of transaction is very low compared to the other areas. Network connectivity issues in rural areas are another factor for which merchants are not able to accept payments. Also, given that a large number of consumers still having the mindset and comfort in paying by cash, merchants show unwillingness to use digital modes regularly for payments.

When it comes to consumer behavior, convenience is becoming one of the main drivers and new buying behaviors are created with more ease & comfort. There are three ingredients that will lead to successful consumer buying experience- Choice, Convenience and Accessibility. There shouldn't be limited payment options to choose from, there should be speedy & simple procedures to make the process more convenient and the consumer should be able to make the payment from anywhere, anytime! Accessing payment information and services by using only one unique ID has enabled every citizen to shift to this transformational phase of digitization.

With improved security measures and user authentication methods like biometric authentication, digital payments will surely pave the way for a truly digital economy!



Alankit Forex- The Perfect Travel Partner

Travel with Alankit Forex, Travel with Ease



Whether you are a wanderer or a student studying overseas or simply remitting money for business purposes, Alankit offers the most reliable range of forex solutions including currency exchange, forex card, traveler cheque, travel insurance, wired transfers, demand drafts among others. Alankit has become a notable name in the foreign exchange market now, it empowers its customers to convert their currency at ease with access to the best rates available at a given point of time. It offers travelers a transparent medium to meet all their requirements in the forex domain with live tracking features.

Benefits of choosing Alankit Forex

Best Competitive Value- With a widespread network of connections with recognized banks & forex firms, Alankit offers the best available competitive rates/currency value.

Transparent & Safe- Alankit Forex displays real-time currency rates and its conversion procedure are entirely transparent. So it is utterly safe and secure.

Reliable & Trustworthy- With advanced features like live tracking and updates, streamlined processes and renowned partner associates, Alankit has become an absolutely reliable source for individuals and entities.

Convenience & Ease- Services offered by Alankit are all centered on making the procuring of currency, making payment etc. utmost convenient for its existing/prospective clients so as to be the ideal one-stop solution.

Swift & Efficient Solutions- Its speediness and efficacy in service, commitment to timely delivery and going that extra mile to instruct its customers makes Alankit matchless.

Alankit Forex brings you services like:

- Foreign Currency Exchange
- Prepaid Forex/Travel Card
- Travel insurance
- Wire Transfers
- Telegraphic Transfer (TT)/ Drawdown (DD)

Alankit is an RBI authorized entity and has associations with leading banks & forex companies. They let you carry multiple currencies and transfer funds safely & quickly.



ICICI Pru iProtect Smart Plan

iProtect Smart Plan from ICICI Prudential is a term insurance plan which provides a solid financial protection for your family. It has an in-built Terminal Illness Benefit & a Waiver of Premium on Disability Benefit. This plan has an option to cover 34 critical illnesses also. In addition you can take a increased cover for accidental death.

Key Features

- Coverage against death, terminal illness and disability
- Option to receive benefit amount as lump-sum or as monthly income for 10 years
- Special rates for women
- Tax Benefits on premiums paid and benefits received

Variants & their Benefits in ICICI Pru iProtect Smart Policy

Variant Name	Benefits	Variant Name	Benefits
Life	-Death -Terminal Illness Benefit -Waiver of Premium on Permanent Disability	Life & Health	-Death -Terminal Illness Benefit -Waiver of Premium on Permanent Disability -Critical Illness Benefit
Life Plus	-Death -Terminal Illness Benefit -Waiver of Premium on Permanent Disability -Accidental Death Benefit	All-in-One	-Death -Terminal Illness Benefit -Waiver of Premium on Permanent Disability -Critical Illness Benefit -Accidental Death Benefit

Benefits

Death Benefit - In case of the policyholder's death, the nominee will receive the sum assured.

Terminal Illness Benefit - In case the policyholder is detected with an illness in which there is no chance of survival for more than 6 months, the cover amount is paid out immediately. This includes AIDS which was not earlier covered. This is an in-built feature and no extra premiums needs to be paid for this.

Waiver of Premium on Permanent Disability - In case the policyholder becomes permanently disabled due to an accident, the future premiums are completely waived off. This is also an in-built feature and no extra premium is charged.

Critical Illness Benefit - In case you are detected with any of the 34 critical illness covered in the plan, you will be paid the additional sum assured which you have chosen. This comes with an additional premium payment.

Accidental Death Benefit - In case of death due to an accident, you will get the additional sum assured selected by you. This is in addition to the base sum assured of the plan. You need to pay additional premiums for this.



ISSUE HIGHLIGHTS

Security Name	IRFC Capital Gain Tax Exemption Bonds – Series III
Type of Instrument	Secured, Redeemable, Non-Convertible, Non-cumulative, Taxable Bonds.
Mode of Issue	Private Placement
Tenor	5 years from the deemed date of allotment
Face Value	Rs.10000/- per bond
Minimum No. of Bonds	2
Maximum No. of Bonds	500
Coupon	5.75% P.A.
Rating Agencies	CRISIL AAA/Stable, CARE AAA/Stable and ICRA AAA
Interest on application Money	Same as Coupon payment from fund realization up to one day before deemed date of allotment.
Deemed Date of Allotment	Last day of each month in which the subscription money is received & credited to IRFC Capital Gain Collection Account
Date of Allotment	15th day of every month against the application money received during the previous month i.e. 1st to 31st
Redemption Price	At Par
Issue Price	At Par
Option Call / Put	No
Mode	Yearly
Interest Payout	Annual, First Interest Payment on 15 October, 2019, subsequent interest payment to be made on 15th October every year & last interest payment along with the Maturity Proceeds on the date of redemption
Interest Payout	Applicants may make remittance of application money through electronic mode or cheque / draft drawn in favour of "IRFC CAPITAL GAIN BONDS"
Debenture Trustee	SBI CAP Trustee
Date of Allotment	Karvy Fintech (P) Ltd. (formerly known as M/s Karvy Computershare (P) Ltd. appointed as R&T

"First Come First Serve Basis"

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Demat & Trading: An investment module for NRIs!



In the last few decades, trading has evolved at a rapid rate and trading platforms have become quite convenient for NRIs. Though, NRI investors are required to comply with all the extant regulations before any kind of investing in the trading market. Therefore, Alankit facilitates easy, quick and safe trading for NRIs in various financial markets of India. An investor can easily open/hold a demat account through Alankit and trade in the stock market with no hassle. Alankit has a team of experienced professionals who are always there to assist the investors to execute trade orders smartly yet safely.

You may simplify your investments by opening a Demat/Trading Account through Alankit that offers the following benefits:

- ▶ Nominal brokerage fee unlike others
- ▶ Investment in mutual funds
- ▶ Easy sale & purchase of shares

- ▶ Easily subscribe to IPOs online
- ▶ Get share trading tips through e-mail & SMS
- ▶ Avail online and mobile trading facility with ease
- ▶ Get free periodical holding investment statement
- ▶ Competitive transaction charges
- ▶ Easy access Demat statements online

Added Advantages with Alankit

- ▶ Professional advice and personalized relationship at every step
- ▶ Dedicated relationship managers to assist
- ▶ Research reports by highly experienced professionals and analysts
- ▶ Personalized software service for the users/investors
- ▶ Leveraging your portfolio via diversification
- ▶ Paperless, secure & convenient procedure

For more details about Demat and Trading, mail us at: businessenquiry@alankit.com



A lot has changed since the new Motor Vehicles Act, 2019 came into effect on September 1st. Vehicle insurance policies are selling like hot cakes, vehicle owners are now been rushing to petrol pumps to get their pollution done, managing to get their lapsed policies renewed because of the increased fines for traffic offenses. The new penalties under Motor Vehicles Amendment Act, 2019 has a massive deterrent on drivers/riders who are not following the traffic rules. The Act deems it mandatory for all vehicle owners to have vehicle insurance policies.

India has one of the highest counts of deaths due to a road accident in the world. According to a survey, every year there are about 5 lakh accidents and approx. 1.5 lakh deaths. Therefore, this bill has been passed that includes provisions to make Indian roads safer and to save the lives of the people. Indian government has clearly stated that the new Motor Vehicles Act has been introduced not to raise revenue, but to save lives. Now violators should think twice before breaking any motor rule that would eventually reduce incidents and help in promoting road safety. We as a responsible Indian citizen should think seriously about it and abide by new rules.

Impact of Motor Vehicles Act: Follow Motor Rules, Avoid New Penalties



**KNOWLEDGE
CAFE**

The new Motor Vehicle Act 2019 has a long list of traffic penalties. The comprehensive list of revised traffic fines is below.

Offence	Section	Old penalty	New penalty (Minimum Amount)
General	177	Rs 100	Rs 500
Rules of road regulation violation	177A	Rs 100	Rs 500
Travelling without ticket	178	Rs 200	Rs 500
Unauthorized use of vehicles without license	180	Rs 1000	Rs 5000
Driving without license	181	Rs 500	Rs 5000
Disobedience of orders of authorities	179	Rs 500	Rs 2000
Drink and Drive	185	Rs 2000	Rs 10,000
Speeding or Racing	189	Rs 500	Rs 5000
Vehicle without permit	192A	Rs 5000	Rs 10,000
Driving without qualification	182	Rs 500	Rs 10,000
Seat belt	194B	Rs 100	Rs 1000
Oversized vehicles	182B	New Rule	Rs 5000
Not providing way for emergency vehicles	194E	New Rule	Rs 10,000
Over speeding	183	Rs 400	Rs 1000 for LMV, Rs 2000 for medium PV
Driving without insurance	196	Rs 1000	Rs 2000
Dangerous driving penalty	184	Rs 1000	Rs 5000
Offences by juveniles	199	New Rule	Rs 25,000 with 3 years imprisonment
Aggregators (violations of licensing conditions)	193	New Rule	Rs 25,000 to Rs 1 lakh
Overloading	194	Extra tonne	Rs 20,000 & Rs 2000 per extra tonne
Overloading of passengers	194A	-	Rs 1000 per extra passenger
Overloading of two wheelers	194C	Rs 100	Rs 2000. Disqualification of licence for 3 months
Power of officers to impound documents	206	-	Suspension of driving licence under sections
Offences committed by enforcing authorities	210B	-	Twice the penalty under the relevant section

Now on if you drive/ride your vehicle without a valid driving license, you need to pay a fine of Rs 5,000 which was Rs 500 earlier. As far as vehicle insurance is concerned, nearly 60% vehicles are uninsured notwithstanding it is obligatory for vehicle owners to buy third-party motor insurance as per the Indian law. But now the penalty for driving/riding an uninsured vehicle has also been increased from ₹1,000 to ₹2,000 and/or imprisonment up to 3 months. Whereas in the common bustle i.e. drink and drive case, the violator needs to pay a fine of Rs 10,000 which was Rs 2,000 previously.

It's worth knowing that the Motor Vehicle Amendment Bill was first announced in the year 2017, but that time it didn't get the approval from the Parliament. But now as the bill has been passed and new motor rules have come into force, it is advisable to say YES TO RULES, so that you can say NO TO FINES.



Let us assist you, write to businessenquiry@alankit.com



Onam Celebration at Alankit UAE office

During festive time, Alankit employees come together to revel, engage and bond with each other at a level that goes beyond professional relationship. At our office in UAE, Alankit team has celebrated the harvest festival 'Onam' where people gathered and celebrated to mark the homecoming of the King Mahabali who is believed to be the greatest king ever in Kerala. The pictures say it all, Take a look!



August Birthday Celebrations of Alankit Employees!

Alankit continued the custom of birthday celebration of their employees with the same zeal and spirit of togetherness at the month end. The event took place at the head office, Alankit House, where all the employees were gathered together at the cafeteria for the cake cutting ceremony for all those members of Alankit family having their birthdays in August. Birthday celebration is an ideal occasion to build some comradeship among team members. As the tradition is, a special birthday video was played to send greetings to each of the August-born employees, followed by entertaining and interacting games conducted by the host and a nice chat-session along with some snacks and soothing music. The whole atmosphere was filled with excitement and euphoria, game winners were also rewarded with gift and chocolates. Finally, the event concluded with the cake cutting ceremony and distribution of refreshments.

Out of the Box Thinking Competition at Alankit House

After the successful completion of "Art Competition", Alankit employees are now showing their talent and creativity in another competition that has been titled as "Exceptional Thinker of Alankit". In this 'Out of the Box Thinking Competition', employees are using unused/unwanted materials to transform them into a useful product. The competition is still on and the result will be announced in the first week of October 2019. We wish all the employees good luck!



Join The Market Leader Alankit & Give Wings To Your Career!

Position- Content Specialist **Experience-** 3 to 5 Years
Qualification- Any Graduate/ Post-Graduate **Location-** Delhi

Job Description:

- Knowledge of writing articles, blog posts, press releases, descriptions, page titles etc. for various platforms.
- The content writer should write content for both internal & external medium.
- Developing new ideas for web content.
- Work with team members to enhance content pieces. Write creative, unique, and relevant online content for articles, websites, blogs and other emerging formats.
- Researching and gathering useful information and writing relevant content as per the style, tone, and requirements.

Alankit Welcomes New Member Onboard!



**HR
CORNER**



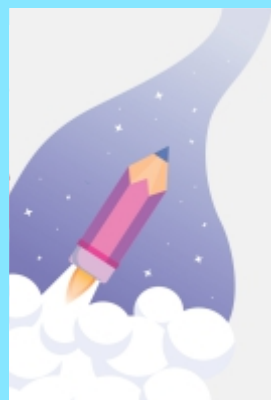
Mr. Anuj Gupta
joined on 12th August 2019 as a "Senior Manager" in GST Department



Mr. Ashish Wali
joined on 19th August 2019 as a "Assistant Vice President" in e-Governance Department



Mr. Sujeet Kumar
joined on 19th August 2019 as a "Zonal Manager" in Smart Card Department





Alankit



उद्घरण

जो सपने देखते हैं और उन्हें पूरा करने की कीमत चुकाने को तैयार रहते हैं, वो खुश रहते हैं - ले ओन जे.स्युस

पहले खुद से कहो कि तुम क्या बनोगे, और फिर वो करो जो तुम्हें करना है - एपिक्तेट्स

कल्पना की शक्ति हमें अनंत बनाती है - जॉन मुडर

जीवन की विडम्बना यह नहीं है कि आप अपने लक्ष्य तक नहीं पहुँचे, बल्कि यह है कि पहुँचने के लिए आपके पास कोई लक्ष्य ही नहीं था - बेंजामिन मेस

कोई भी महान व्यक्ति अवसरों की कमी के बारे में शिकायत नहीं करता - राल्फ वाल्डो एमर्सन

अपने पसीने का आनंद उठाइए क्योंकि कठिन परिश्रम सफलता की गारंटी नहीं देता, पर उसके बिना कोई चांस ही नहीं है - अलेक्स रोड्रिगुएज

An industry leader and a diversified business conglomerate, Alankit excels at providing easy, prompt and cost-effective solutions to its customers since decades. Some of the primary services Alankit offers across diverse verticals include:

e-Governance Financial Services

GST Suvidha Provider (GSP), National Pension System (NPS), TIN-FC, PAN Centres, Business Correspondent, National Skills Registry (NSR) etc.

Financial Services

Equity & Commodity Trading, Depository Participant services, Registrar & Share Transfer Agent (RTA), Investment Advisory & Portfolio Management Services (PMS) etc.

Healthcare Insurance

Third Party Administrator (TPA)

Insurance

Life and Non-Life Insurance (Offline & Online Insurance)

Send in your query/need at businessenquiry@alankit.com

कार इंश्योरेंस पॉलिसी खरीदते समय जरूर चेक करलें ये फायदे



कार इंश्योरेंस, कार में सवार यात्री और थर्ड पार्टी के लिए बहुत उपयोगी है। देश में वाहनों की बढ़ती मांग के साथ कार इंश्योरेंस इंडस्ट्री भी बहुत तेजी के साथ बढ़ रही है। मोटर वाहन अधिनियम 1988 के अनुसार, सभी वाहन मालिकों के लिए थर्ड पार्टी मोटर इंश्योरेंस पॉलिसी होना जरूरी है। इन फायदों को ध्यान में रखकर कार इंश्योरेंस खरीदना चाहिए।

1) फाइनेंशियल कवरेज:- कार इंश्योरेंस कवर का मुख्य उद्देश्य दुर्घटना की स्थिति में कार के नुकसान और शारीरिक चोट के नुकसान की भरपाई करना है। कार चोरी होने की स्थिति में भी इंश्योरेंस कंपनी ही भुगतान करती है। भारत में कार इंश्योरेंस दो प्रकार के होते हैं। - थर्ड पार्टी कार इंश्योरेंस और कार इंश्योरेंस।

• थर्ड पार्टी मोटर इंश्योरेंस:- इसमें कार में बैठी सवारी और एक्सीडेंट की स्थिति में थर्ड पार्टी के चोटिल या मृत्यु होने पर क्षतिपूर्ति होती है। इसमें कार के नुकसान की भरपाई नहीं होती है।

• कार इंश्योरेंस:- इसमें थर्ड पार्टी वाले सभी फायदे के साथ एक्सीडेंट या चोरी होने पर कार के नुकसान की भरपाई भी होती है।

2) कैशलेस गैराज नेटवर्क:- इसमें कार की मरम्मत बिना किसी खर्च के होती है। बहुत सी इंश्योरेंस कंपनियों ने ऑटोमोबाइल कंपनियों से टाई-अप किया होता है, जिसके तहत एक्सीडेंट हुई कार को कैशलेस तरीके से ठीक करवाया जा सकता है, बिल का निपटान इंश्योरेंस कंपनी खुद करेगी।

3) नो क्लेम बोनस:- अगर आपने कार इंश्योरेंस में पहले कोई क्लेम नहीं लिया है तो अगली पॉलिसी में आपको नो क्लेम बोनस का लाभ दिया जाएगा। नो क्लेम बोनस 20 फीसदी से 25 फीसदी के बीच हो सकता है।

4) एड-ऑन फीचर्स:- कार इंश्योरेंस में एड-ऑन फीचर्स को जोड़कर पॉलिसी को ज्यादा बेहतरीन बनाया जाता है। एड-ऑन फीचर्स कुछ इस प्रकार हैं- जीरो डेप इंश्योरेंस, इंजन प्रोटेक्शन, रोड साइड एसिस्टेंट और एनसीबी प्रोटेक्ट आदि।



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