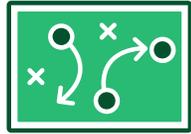


PICUP 2023

Award themes and categories

PICUP 2023 to focus on holistic evaluation of fintechs

3 themes covering potential, performance and sustainability



Innovation

- ◆ Recognizing innovation across key problem statements in BFSI areas
- ◆ Areas covered include lending, wealth mgmt., lending insurance and other services



Growth and profitability

- ◆ Recognizing companies driving sustainable growth & accelerated value generation
- ◆ Focus on fintechs with strong balance sheets and track record of profitability



Inclusive governance & sustainability

- ◆ Recognizing organizations driving strong governance, diversity and inclusion as part of business-as-usual
- ◆ Awards focus on champions in inclusion and diversity

PICUP 2023 | 10 categories

Emerging and mature¹ sub-categories across 4/10 categories, totaling to 14 awards

Theme	Award Category	Objective behind giving the award
 Innovation	Innovator in RAM lending segment	 Recognizing fintech companies with innovative solutions to drive growth in RAM credit India's bank credit-to-GDP ratio only 56% (136% for emerging markets and at 89% in advanced economies)
	Innovator in insurance and wealth mgmt.	 Awarding fintechs driving insurance penetration & wealth mgmt. services through innovative offerings Bottom 50% covered by govt schemes; exp. tracking, investing, etc. in a lucid and simple format
	Best BFSI partner	 Recognizing fintech companies creating value for BFSI industry through innovative solutions Fintechs with proven, cutting-edge solutions for BFSI industry for business build, service delivery etc.
	Best enabling fintech company	 Awarding fintechs with innovative solutions in digitization, embedded finance, risk mgmt. & collections Fintechs with cutting-edge products to improve BFSI capabilities across captioned topics
	Best growing fintech company	Fintechs with strong track-record and future roadmap for value-based growth Massive potential in start-up ecosystem; For every unicorn India produced in 2021, USA produced almost 8 ⁴
 Growth & Profitability	Most valuable fintech company	Fintechs creating strong value for shareholders through robust business models Start-up funding has dried due to rising interest rates; focus on fintechs that are generating + returns
	India to the World	Fintechs driving strong traction in international markets through new-age solutions Catering to non-Indian clients and creating impact by carving a niche on a global level
	Best financial inclusion provider	Fintechs with proven credentials in breaking barriers to credit access and serving a large user base Catering to a wider, broad-based audience especially population segments hitherto uncovered
 Inclusive governance	Most diverse and inclusive fintech company	Fintechs with strong gender and broad-based diversity at leadership and management levels Women only hold 17.1 per cent of the board seats in India ³
	Best fintech enabling ESG	Fintechs driving green finance/ investment or enabling ESG compliance for FS organizations Investors and customers are now increasingly expecting the companies to go beyond the basic ESG

1. Emerging (Vintage < 5 years & Valuation < 50 Cr); Mature (All Others) 2. NITI Aayog Report 2020 3. 2021 Traxcn data; <https://inc42.com/features/indias-unicorn-boom-where-india-stand-global-arena/>

 Categories with emerging and mature awards