

# 4<sup>th</sup> PICUP Fintech Awards



7 award  
Categories

- PICUP 2021 Awards to reflect industry demand for functionality through product-agnostic categories

13 Awards

- Seperate Awards for Mature and Emerging Categories



## Short description of awards category

- **Innovator in Retail, Agriculture and MSME segment** ..... 2
- **Best Financial Services Partner** ..... 2
- **Innovator in Mass Market for FS Industry** ..... 2
- **Best Innovator in Cybersecurity and Data Privacy for FS Industry** ..... 2
- **Best Innovator in Data Analytics for FS Industry** ..... 3
- **Best Innovator in Blockchain in FS Industry** ..... 3
- **Best Global Fintech Pioneer in FS Industry** ..... 3



## 1. Innovator in Retail, Agriculture and MSME segment

Over the last few years, financial services players have increased focus and resultant share of revenues from the retail, agriculture and MSME (RAM) customer segments. The shift has been driven by strategic objectives to accelerate book build, improve risk management and support the bottom line. Given the market size and potential of the segment, several innovative solutions have emerged across payments, lending, wealth management and others. As part of PICUP 2021, the 'Innovator in Retail, Agriculture and MSME segment' category looks to recognize emerging and mature fintech innovators with product propositions that are improving financial services delivery in the RAM space. Given that the success in the RAM segment is contingent on Tier 2+ segments, the solution must have strong presence and success in deploying the solutions in such markets.

## 2. Best Financial Services Partner

Financial services players (e.g., banks, insurance companies, wealth management firms etc.) have leveraged fintech solution providers to enhance capabilities, improve product offerings, offer superior customer experience, and augment revenue generation. The 'Best Financial Services Partner' category looks to recognize emerging and mature fintech companies that have partnered financial institutions to successfully design and deliver innovative and high impact solutions. Such solutions must also offer strong potential for future partnerships and scalability, by addressing a key need in the FS industry.

## 3. Innovator in Mass Market for FS Industry

With >60% of India's population between 15 and 60 years of age, India offers a massive demographic dividend to reap economic benefits. At the heart of this population group, is the mass-market customer segment, that can spur future economic growth through higher incomes and resultant purchasing power. Given the segment's importance to the overall economy, the 'Innovator in Mass Market for FS Industry' looks to recognize emerging and mature fintech players with relevant and innovative financial services solutions for the mass-market segment. The product offering must engage the mass market segment by addressing key segment needs, while offering potential for future scalability and adoption.

## 4. Best Innovator in Cybersecurity and Data Privacy for FS Industry

Cybersecurity is more important now – given increasing incidents at a global scale and the impact to the organization across financial costs, service disruption, data compromise and market perception. The category looks to recognize emerging and mature fintech innovators with product propositions that can address today's modern threats across IT and data for Indian FS players. Such fintech product propositions must be cost-effective, easily integrable, compatible with the Indian market and types of threats faced by the FS industry.



## 5. Best Innovator in Data Analytics for FS Industry

The rising availability of data has spurred creation of multiple use-cases to deliver impact across customer, employee and organization dimensions. For example, within the customer lifecycle, this has driven multiple benefits, including improving digital channel maturity, streamlining turn-around-time, and reducing cost of customer acquisition. The category 'Best Innovator in Data Analytics' looks to recognize emerging and mature fintech players that are leveraging the vast expanse of data sources and modern analytical tools to deliver cutting-edge, high impact solutions for the FS industry. Such solutions must have a significant market opportunity and address a key pain-point across the customer, employee or organization lifecycle.

## 6. Best Innovator in Blockchain in FS Industry

Blockchain and its distributed ledger technology has generated significant interest since inception. Several applications and end-use cases have picked up pace in India, particularly in the financial services space. The 'Best Innovator in Blockchain' category looks to recognize emerging and mature fintech solution providers leveraging the technology to deliver high impact use-cases for the FS industry. Given that the technology penetration is still nascent, the solution offering must have been piloted or executed with FS clients and must offer potential for future scalability.

## 7. Best Global Fintech Pioneer in FS Industry

Over the past decade, India's fintech industry has deployed customer-centric innovation and generated significant value for clients and the industry. Offerings spanning across payments, lending, insurance and other sub-sectors have witnessed strong adoption not only by Indian clients, but also globally. The global opportunity has helped fintechs expand access to new customer segments, drive higher revenues and reach a resultant higher valuation. The category 'Best Global Fintech Pioneer' looks to recognize such fintech companies with financial services solutions that are achieving strong success in international markets. Such solutions must have a significant global market opportunity, address a key need and offer potential for future scalability.