

2023 in a Nutshell

It was all about customers!

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Celebrating our incredible customers

As we step into 2024, we're delighted to look back on a journey that's been defined by our incredible customers – the heart of the **Easyrewardz Ecosystem**. This past year was a tapestry of opportunities, innovation, collaboration, and above all, a testament to the collective efforts made to achieve shared success. Join us as we celebrate the achievements, milestones, and interesting stories that have shaped 2023 for our business family

Customer Spotlight

2023 has been a wonderful journey filled with growth stories, and it's our pleasure to shine a spotlight on a few of our incredible customers who have made this year unforgettable

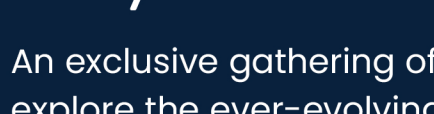
Cultivating Connections: Easyrewardz Participation at Impactful Events

Easyrewardz participated as the Loyalty & Rewards Partner at Elets Game Changer Summit 2023 hosted by Elets Technomedia. Also, actively participated in other prominent events, including GFF & CNBC TV18

3 Customer Engagement & Community Building

BFSI Meet Up 2024

PRESENTED BY



An exclusive gathering of CX Stalwarts, Innovators, and Enthusiasts to explore the ever-evolving landscape of Loyalty & CRM in BFSI

Coming Soon!

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Industry Insights



The **Banking industry** in India has historically been one of the most stable systems globally, despite global upheavals



In Q3 FY23, **NBFC-MFIs** disbursed INR 33,786 crores, representing a growth of 47% compared to the same period last year



The **Insurance Industry** has been expanding at a fast pace. The total first-year premium of life insurance companies reached US\$ 32.04 billion in FY23



India's **financial services sector** will grow rapidly out to 2035, driven by rising incomes, heightened government focus on financial inclusion and digital adoption – India's digital payments could pass \$1 trillion by 2030

Year-end Milestones

Brands that partnered with Easyrewardz in 2023

Thrilled to have partnered with numerous brands. Here are a few remarkable highlights



Celebrating Success, Delivering Excellence Where Vision Meets Action

Crafting a world of boundless possibilities where innovation meets impact. We craft experiences that transcend connecting brands with their audience in meaningful ways.

Revel in success! Our campaign strategies not only met but exceeded expectations for our partner brands

Let's have a look -



Leading Bank

1.7X Y-o-Y increase in Card Spends on Rewards Platform

30% + increase in consolidated spends within the first 8 months of the program launch



Leading NBFC

100% Referral Conversion growth with Loyalty Program Launch

Become a part of our successful Business family, let's achieve excellence together!