Because every woman deserves financial certainty

Decoding the Financial Behavior with respect to Savings and Liabilities
Meet our Customer Persona

The Green Thumbs (Agriculturist)

Customers Say

“Savings is necessary as with that I can fulfil my future needs”

“I have to collect money for my daughter’s marriage”

“If I have money in hand that I can use at any time of emergency”

Age group: 26-41
Average family size: 4-5 members

Key Attributes

1. Primary source of income is derived from agriculture and related activities
2. They often pick up jobs with seasonal nature of employment to supplement their income.
3. 75% of them resort to some kind of loans to meet their daily needs
4. 57% of them believe in their child’s education and save for their children’ bright future
5. 68% of them have long-term savings for their family goals
6. 72% of them primarily invest in savings account

Customers’ Environment and Barriers

Seasonal inflow of income
Lack of technological enablement in their surroundings
Diminishing natural resources and land productivity
Dependency on distribution network for sales
Perishability of the produce
High dependency on monsoon for irrigation
Lack of know-how of optimising land produce
Meet our Customer Persona

The Spirited Entrepreneur (Small business owner)

Customers Say

“I have to work in all circumstances to survive throughout the month”

“I want my children to complete their studies so that they earn for themselves”

“Everyone in my family should be healthy and I work hard so that can provide them better food”

Average family size - 4-7 members

Key Attributes

- Engaged in small businesses like fruit and vegetable vendors, pottery sellers etc
- 82% of them are the risk takers who have long-term savings for their family goals
- Their primary characteristic is to work everyday
- They give high importance to their children’s education and marriage
- They are more open to investing in different financial instruments
- Supported by other family members in running the business
- With large family size, they visit hospitals more frequently than other groups (4-5 times)
- They take up loan for multiple reasons - business and personal

Customers’ Environment and Barriers

- Dependency upon credit to get their business working
- The perishability factor of the goods sold, e.g.: fruits/vegetables
- Lack of technological enablement in their surroundings
- High competition from other players
- Dependency on distribution network
Meet our Customer Persona

The Existential Optimist (Daily Wage Worker)

Customers Say

“My entire salary is finished by 10th of every month”
“We cannot afford taking loan, what is the use if we have to pay higher amount than taken”
“I just want my child’s future to be secured, what if something happens to me in future”

Customers’ Environment and Barriers

• Unable to manage their expenses through a single occupation
• Juggle multiple roles with an on-going regular work
• More dependent on loan
• Faces difficulty in repaying loan EMIs.

Key Attributes

• This customer persona comprises of daily wage workers, working in handicraft sector, domestic helpers and others
• They work in more than one income source to meet their ends
• Nearly 20% of them break their savings/investments to meet their health related expenditures
• Nearly 52% of them are less likely to invest in any financial or savings instrument
• 30% of them are susceptible to take loans to meet their monthly needs due to irregular income cycle.
• They have relatively smaller family sizes up to 5 members at maximum
Mapping her Service Journey

**Her Service Journey- Green Thumbs**

*Specific Touchpoints*
- Suppliers
- Moneylenders
- Landlords
- Distributors

*Customer Pain points*
- High loan dependency
- Perishability of produce
- Seasonality in nature of income
- Traditional methods of farming & irrigation

*Our Value Offering*
- Loan Cover so no financial burden on family
- Loan EMI coverage in case of hospitalisation
- Lump-sum long-term investment pay out for their future goals

**Her Service Journey- Spirited Entrepreneur**

*Specific Touchpoints*
- Suppliers
- Distributors
- Credit touchpoints
- Consumers

*Customer Pain points*
- Timely credit arrangement for running their businesses
- Managing stakeholders
- Managing business operations
- Weather adversities
- Difficulty in paying back credit

*Our Value Offering*
- Loan EMI coverage in case of hospitalisation
- Lump-sum long-term investment pay out for their future goals
- Loan protection in case of an uncertain event
- Savings cum investment tool with life cover benefit

**Her Service Journey- Existential Optimist**

*Specific Touchpoints*
- Employers
- Moneylenders
- Contractors

*Customer Pain points*
- Irregular income
- Health related expenses
- Unsecured sources of credit

*Our Value Offering*
- Small Savings
- Security for family
- Crowdsourced coverage

**Her product journey and experience**
- Protection:
  - Loan to have Loan (credit life cover) and EMI Cover (Hospicash) bundled with it.
  - Point of purchase will be loan disbursal
- Savings:
  - Weekly collection for a monthly sweep in

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Key Findings

Think and Feel

Respondents put great emphasis on the education of their children. Of them take loans for both education and marriage expenses of their children 32%, only for education 23%, and only for marriage expenses 10%.

Respondents prefer to put their money in financial instruments where their liquidity is uncompromised. 75% prefer savings accounts.

Reasons for taking loans

32% Yes, for the education expenses of his child
23% Yes, for the marriage expenses of his child
10% Yes, for managing healthcare costs of his family
7% Yes, for building/buying his own house
5% No

Investment in FINANCIAL instruments

32% Savings account
23% Savings account + Others
12% Life Insurance
10% No Savings

3% Fixed/Recurring Deposits
2% Gold
2% No

Say and Do

Respondents visit hospitals averagely 3-4 times in one year. These visits are mainly for their family members as they lack time to pay attention on self. 7 out of 10 woman have loan amount of less than INR 50,000 as they mainly opt for micro-finances over bigger amount of loan. 70% have some kind of long-term savings for their future goals.

Number of hospital visits

44% 0 - 3 times
4% 4 - 7 times
59% More than 7 times

Current loan liabilities

48% Less than INR 50,000
7% INR 50,000 - INR 1 Lac Loan
3% INR 1 Lac Loan - INR 3 Lac
1% INR 3 Lac +
1% No running Loan

Long-term Savings for family goals

69% Yes
21% No
10% Had Previously

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A suitable insurance product that enables them to become socio-economical can help them meet their goals.

**Preferred features in a suitable insurance product**

- **Money Back Guarantee in a term plan even if she needs**: 30%
- **Flexibility of increasing cover**: 17%
- **Get higher return than money invested**: 12%
- **Get back the invested amount if nothing happens to her**: 8%
- **Low premiums if she won’t get her money back in a term**: 7%
- **Invest as and when she has money**: 5%
- **No loss of invested amount if she stops paying premiums**: 3%

**Weekly Savings to meet future goals**

- Yes, less than 100 rupees: 30%
- Yes, 100 - 200 rupees: 15%
- Yes, 200 - 300 rupees: 8%
- Yes, more than 300 rupees: 7%
- No: 5%

**Key Gaps Identified**

**Do I need a lot to start saving?**

- She feels that a large sum of money is required to begin any formalised saving/investment cycle
- She is willing to save up to INR 100/week for her future goals
- A gap identified between her saving capability and her perception about saving in a long-term financial instrument

_We cannot save anything as all our money goes in monthly expenses._

**Is there a product specially made for my needs?**

- She is open to investing in products that guarantee her a higher return than her invested sum and offer flexibility in investment schedule
- She thinks that financial products are too complicated for her understanding and involve a lot of documentation

**Who will arrange for so many proofs and papers for their documentation process. I cannot take loan.**

**How do I reach My future goals?**

- She knows how hard it is to save money on a regular basis
- In addition to the regular expenses, she is often encountered with unexpected medical expenses, missed EMIs etc. which making it more difficult to save
- She also aspires for a bright future for her children. There is a gap between her current financial situation and her future goals

_"I work to gather money for my child’s future."_
Key Opportunities

- The target segment knows the importance of savings and investments. Over 80% of them have invested in some financial instrument either today or previously.

- There is a clear demand for a micro-insurance product which is designed keeping in mind all their specific needs.

- The product would aim at promoting healthy savings behavior and risk protection among the target segment and support them in becoming socio-economically empowered.

- It would enable them to reach their long-term goals by saving small amounts every time they have some resources and also, covering her for days when she is most prone to lose her savings (hospitalisation).

My insurance product

- Can start with 500 rupees a month
- Lump sum payout in case of death
- Covers my EMI in case of hospitalization
- The more I save, the more cover I get