

# TOTO

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A MONTHLY UPDATE FROM OPENTAP

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**FEATURES**

FROM THE CEO'S DESK

**Happenings at our end.**

Pleased to share some developments on our side these past few weeks. We officially launched our operations with an INR 17 Crore loan book on the 16th of November 2016.

INTERVIEW

**Office assistant**

Excerpts of OpenTap's conversation with an office assistant of a leading chemicals manufacturer in B'lore.

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## Happenings at our end.

Pleased to share some developments that happened on our side these past few weeks.

We officially launched our operations with an INR 17 Crore loan book on the 16th of November 2016. We also announced a strategic partnership with Trichy Rockcity Finlease Limited to further strengthen our operations.

With Trichy Rockcity Finlease Limited on board, OpenTap will now be able to address a wider section of the population, expand its horizons and empower the employed yet underbanked population in India. We are currently present in Chennai, Bangalore and Nashik, and have plans to expand into Trichy, Coimbatore, Pune, Ahmedabad, Vishakapatnam and Vijayawada.

We see that millions of salaried Indians with repayment potential are needlessly denied credit. A major segment of this population is neglected by traditional banks leaving them at the mercy of money lenders, who charge exorbitant interest rates. Addressing this gap and enhancing inclusivity has been the primary driver for the inception of OpenTap.

We are already seeing a huge surge in demand from employers who want us to help out their employees with credit. With an INR 17 Crore loan book, we know that the demand will just get bigger. With our aggressive growth plans, we expect to increase our loan book to an ambitious INR 5000 Crores by 2021.

If you would like to understand this better and see how it would benefit your organization and more importantly, your employees, do reach out to me. Happy to explain and take it forward.

Do visit <https://www.facebook.com/opentapin/> for some of the coverage from the media briefing.

Towards a financially included India

Senthil Natarajan, | Co-founder, Chief Executive Officer | [ceo@opentap.in](mailto:ceo@opentap.in)

## OF EMPLOYEE BENEFITS AND LOANS.

Excerpts of our conversation with the Office Assistant of a leading chemicals manufacturer (B'lore), on what OpenTap loans mean for employees.

1. How did you hear about OpenTap?

Our Executive Director told me about OpenTap and mentioned that employees who get below average salary, can opt for a loan from them.

2. What according to you is the difference between approaching a bank for a loan and OpenTap for a loan?

Salary should at least be INR 20,000/- and above to avail loans from a bank. But with OpenTap, people whose salary is INR 15,000/- or less are also eligible for loans.

3. Did any of your employees talk to you about OpenTap?

Few of them told me that they've received loans. They had some initial processing problems. With instructions from OpenTap, I helped them out.

4. Will you refer OpenTap to others?

Yes, I do tell my friends about OpenTap.

## DREAM METER

Below is a cumulative representation of the number of dreams that are in the OpenTap pipeline as on date.

