

## Itz Cash Card Limited

### A Company Profile

#### About Itz Cash Card Ltd:

Itz Cash Card Ltd., a pioneer in the **prepaid payment** sector in India, initiated the concept of prepaid payment solution to the Indian consumer and various business entities heralding the beginning towards enabling a cashless transacting society. Itz Cash continues to build on its innovation augmenting its **product portfolio, expanding the card distribution network** and continuing to provide robust technology driven service delivery platforms. It constantly invests in upgrading technology towards creating **world class prepaid payments solutions architecture of the future**.

Itz Cash Card Ltd., a part of the highly diversified Essel Group - a business conglomerate, is headed by Naveen Surya, Managing Director. Itz Cash Card recorded a turnover of over Rs. 2200 crores in the financial year 2009-10.

#### The Vision:

Itz Cash has a vision to empower each and every Indian citizen with a prepaid payment -instrument, thus giving the convenience to transact for digital or physical commerce transactions to avail any kind of goods and services.

#### The business structure

##### B2B:

Itz Cash has set up of more than **60,000** strong franchisee network known as **ItzCash World Outlets (ICW)**. ItzCash World outlets are set up with an intention to provide services to all socio economic sections of the society who need to be facilitated for services offered by various Merchants / service providers. These ICWs serve as efficient service delivery desks for merchant partners by improving accessibility for their customers and enhance customer experience.

##### B2C:

Itz Cash has a strong retail presence in the form of **noQ<sup>24x7</sup>** a Prepaid Cash Card for customers who prefer to do their own transactions with service providers who have partnered with Itz Cash Card. Itz Cash has partnered with more than **10,000** service providers across various sectors which includes Telecom, Entertainment, DTH, Travel and Tourism industry as well as Utility Services and Municipal Corporations to name a few.

The **noQ<sup>24x7</sup>** Prepaid Cash Cards available in various denominations ranging from Rs 250 to Rs 10000 are retailed out of 250,000 franchisees called the ItzCash Points spread across India. The company has also provided home delivery feature for the card.

### Corporate:

Itz Cash, through its unique prepaid business model is committed to support organizations to improve their revenue yield by improving their payment processing time, reducing meantime between order placement and money realization in bank, improving on-time payments etc; through its holistic cash-less enterprise solutions. The approach comprises a combination of its **card and account management processes, card distribution and reload network**, a multi-feature **payment gateway and 24x7 Customer support**. This will contribute a **sustainable growth model** for these organizations and expand the geographical reach.

### Product Portfolio:

Itz Cash's product portfolio comprises products for the B2B and B2C users supported by Magstripe, RFID, or Smart card technologies. For its franchisees the **ItzCash World Master Account** is a single **reloadable** account that is usable across all the services. All these accounts are with the franchisees KYC. **For the B2C user** the **noQ<sup>24x7</sup>** card is available in scratch swipe format. Both the instruments come under the semi closed program. There are specific close end card programs like the **ItzDish Card**, **Octroi Silver Card** that is in association with **State Bank of India** and **Municipal Corporation of Greater Mumbai**. The **noQ<sup>24x7</sup>** cards and all merchant-specific cards are available at the 250,000 **ItzCash Points**.

### The technology:

Itz Cash's payment gateway empowers its merchants to expand their customer base through ItzCash's 8 million customer base and offers a convenient payment option for its existing customers over the internet, mobile, IVRS and POS. The ItzCash payment gateway is quick & easy to integrate across various platforms and technologies. The payment gateway offers a high degree of safety and is behind a state-of-the-art security firewall to ensure maximum protection of customer's details. The payment gateway uses the industry-leading Verisign certificate which provides 256 bit SSL (Standard Sockets Layer) encryption on all the leading browsers. We also conduct regular internal and external security audits to validate the security of our payment gateway.

### The facts and figures:

- More than 8 million unique active users and rapidly increasing
- Processes more than 1 lakh transactions daily
- Processes more than Rs. 100 mn - Rs. 150 mn worth transactions daily
- Largest payment gateway on IRCTC (online railway ticket booking in India) amongst 34 odd payment gateways.
- Issued the Certificate of Authorisation, by the Reserve Bank of India (RBI) under the Payment and Settlement Systems Act, 2007.

**Industry recognition:**

- Itz Cash won two awards in the 5th Annual 2011 Paybefore Awards in USA. The ICW Master Account Prepaid Program of Itz Cash Card has won an award in the Best Prepaid Program Direct Marketing category and noQ24x7 Prepaid Card Program has won an award in the Best Non-U.S.-Based Prepaid Program category.
- Itz Cash won the 'Product of the Year' award in the prepaid card category in 2009 as well as 'Best Multipurpose Prepaid Cash Card' which was a result of the survey conducted by A C Nielsen having a sample size of 40000 people across various cities and sectors.
- Apart from these, in 2009, Itz Cash has bagged a series of prestigious awards which included The 'Most Innovative Prepaid Program' Award from PayBefore and the Edge awards by Network Computing in General Category, for Automation of Octroi Collection as well as the prestigious NUWA awards for its partnership with Brihanmumbai Municipal Corporation (BMC).
- Itz Cash has established itself as the face of the prepaid industry and has been recognised by various national and international bodies. The card has been bagged the 'General Purpose Prepaid Card' Award for the year 2008.