



# Securing Trust - Ensuring Future

Annual Report 2022-23

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# Securing Trust - Ensuring Future

In the ever-evolving realm of digital commerce within India, Infibeam Avenues emerges as a pioneering visionary, transcending conventional gateways to redefine the payments landscape. With an unwavering dedication to innovation, we have meticulously curated a diverse range of cutting-edge payment solutions and platforms that empower businesses and individuals nationwide.

Our transformative journey beyond gateways commenced with a mission to bridge the divide between businesses and customers. Through meticulous craftsmanship, we have curated a comprehensive suite of payment solutions and platforms tailored to the unique needs of our diverse user base. From seamless mobile payments to secure e-commerce gateways, our solutions are intricately designed to simplify transactions, elevate customer experiences, and propel business growth.

# Highlights of FY23





### Significant Rise in TPV:

Infibeam Avenues witnessed a substantial increase in transaction processing value (TPV) in the digital payments business, and a **doubling of GMV in its largest ecommerce software implementation**, the Government eMarketplace (GeM). TPV grew 52% YoY to ₹ 4.5 trillion (\$54 billion) during FY 2023.

### Stellar Growth in Merchants:

The company's merchants grew 61% YoY to 9.2 million by the end of FY 2023. **The average daily merchant addition was approximately 9,500 in FY 2023 vs 8,750 in FY 2022.**

### Licensing Achievements:

Infibeam Avenues received two coveted licenses from the Reserve Bank of India (RBI). The company obtained a payment aggregator license (in-principal approval) to operate as the payment aggregator, while it also secured a perpetual license to operate as a Bharat BillPay Operating Unit (BBPOU) for bill payments.

### Launch of CCAvenue TapPay:

Infibeam Avenues launched CCAvenue TapPay, an advanced omni-channel payment solution that can replace expensive, bulky and less portable, card-swiping POS machines with a smartphone-based app. The app received over 150,000 downloads within six months of launch. This accelerated to over 300,000 by the end of June 2023. **The company aims to reach one million downloads by the end of FY24.**

### Processing Central Bank Digital Currency (CBDC) Transactions:

CCAvenue became India's first payment gateway player to process CBDC transactions for online retail merchants, further cementing its position as an innovative player in the digital payments.

### Expansion into Australia:

Infibeam Avenues established its wholly-owned subsidiary, Infibeam Avenues Australia Pty Limited, to tap into Australia's growing digital payment market. The unique CCAvenue TapPay technology, converting smartphones into POS machines, will play a crucial role in the expansion.

### Consolidation of International Operations:

Infibeam Avenues consolidated its international business by transferring its subsidiaries in Australia, the USA, and Saudi Arabia to its UAE-based subsidiary, Vavian International Ltd. This move allows the company to have a focused strategy to tap into these regions' growing digital payment markets.

### Strategic Investments and Partnerships:

Infibeam Avenues made strategic investment in software startup Vishko22 to develop omnichannel enterprise software products and services and partnered with Riyadh Bank in Saudi Arabia and Oman's Bank Dhofar SAOG to expand its digital payment services in GCC.

### Recognition and Awards:

CCAvenue and Infibeam Avenues received several accolades and recognition, including being recognised as a Superbrand, winning awards for best use of technology and innovation, and receiving the Excellence in Technology award.

### Dividend Announcement:

Infibeam Avenues announced a dividend of 5% to its shareholders, for the third year in a row, reflecting the company's financial strength and commitment to rewarding its investors.

# Key Highlights of the Company

**INDIA'S  
FIRST**

- Listed fintech company
- Retail Payment Aggregator
- Enterprise e-Commerce Software Platform

₹ **4,447** billion

Total TPV (+ 52%)

**360** million

Number of transactions (+ 21%)

**9.2** million merchants

~9,500 avg. daily addition

₹ **2,432** billion

Total Payments TPV (+ 31%)

₹ **2,011** billion

GeM GMV (+ 88%)

₹ **118** million

BillAvenue Volume (+ 39%)

₹ **19,623** million

Gross Revenue (+ 52%)

₹ **17,932** million

Payments Revenue (+ 58%)

₹ **1,691** million

Platforms Revenue (+ 6%)

₹ **3,284** million

Net Revenue (+ 27%)

₹ **1,796** million

EBITDA (+ 24%)

₹ **1,363** million

PAT (+ 63%)

**55%**

EBITDA as a % of Net Revenue

**42%**

PAT as a % of Net Revenue

**713**

Employees

Net Revenue = Gross Revenue less Operating expenses (payment processing charges)

# Key Advantages

## BUSINESS MODEL ADVANTAGE

- Agile and scalable fintech business model encompassing B2B omnichannel Digital Payments solutions (Payments), enterprise eCommerce Software Platforms (Platforms) and Lending solutions.
- Comprehensive merchant-centric and bank-centric approach
- Pan India presence with a digital inclusive approach
- Expanding across fintech ecosystem organically and inorganically.

## FINANCIAL ADVANTAGES

- Proven track record of consistent profitability
- 5-year TPV CAGR of 74% to ₹ 4,447 billion in FY23 from ₹ 278 billion in FY18
- 63% PAT growth in FY22
- Consistent improvement in core business' RoE, RoCE and RoA
- Strong operating & free cash flows
- Zero debt

## PRODUCT ADVANTAGES

- Comprehensive fintech portfolio covering full-stack payments and ecommerce platforms
- Product development organically as well as through inorganic acquisitions
- Brand equity developed through 20 years of operations
- Fintech R&D backed by a team of 400+ fintech experts.

## LOCAL & GLOBAL ADVANTAGES

- Pan India presence
- Increasing presence in GCC
- Launching soon in USA, Australia
- Will expand in multiple countries in the next 3-5 years
- Targeting 12%-15% international contribution to Payment's Net Revenue by FY28

## TECH & INFRASTRUCTURE CAPABILITIES

Data Center Infrastructure segment includes state-of-the-art Tier III data center built in collaboration with Schneider and IBM at GIFT City, Gandhinagar. The centre has received Tier-III design certification from Uptime Institute and is built on resilient and high-speed processors. The Company will run the captive workload through this data centre and will also open additional capacity as public cloud with the following services: Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) (blockchain platform, e-commerce platform), Database-as-a-Service (DBaaS). The data centre business will offer storage as well as compute services. It will also provide domain infrastructure services under our '.OOO' generic top-level domain (gTLD) and will also run our advertisement platform frameworks. This centre houses the first IBM LinuxONE in India to run public cloud services and is the first production-ready blockchain platform in India running on HyperLedger.

# Seamlessly Integrated Omnichannel Payments

In an era where consumer expectations are evolving at an unprecedented pace, the quest for a seamless integration between physical and digital realms has become paramount. Consumers today seek a harmonious experience that transcends the boundaries of traditional and online transactions. Enter the realm of omnichannel payments, a dynamic solution that bridges this gap by offering a unified, frictionless experience across various touchpoints. Whether it's starting a purchase online and completing it in-store, or vice versa, omnichannel payments enable customers to navigate effortlessly between different platforms while enjoying consistent convenience and security. This convergence caters to modern shopping habits and deepens brand engagement, fostering loyalty through a holistic, user-centric approach that seamlessly melds the tangible and virtual dimensions of commerce.

The Company, for this purpose, launched the world's most advanced omnichannel payment app in July 2022, with multiple ways of accepting payments and featuring India's first pin-on-glass SoftPOS solution – CCAvenue TapPay. The contactless technology, an all-in-one mobile app, can turn smartphones into payment terminals that also give instant audio confirmation of payment receipt without any additional hardware, making it a no-/low-cost payment acceptance mechanism.

RBI data reveals that more than 80 million credit card holders spent more than ₹ 1 trillion in each month of the financial year 2022-23, which has never been experienced before. The contribution of Credit and Debit cards spend between eCommerce (online) and POS (offline) in FY23 has remained almost equal at 50%. And this contribution in first quarter of 2023-24 has remained in the same range, based on the Payment System Indicators data, released by RBI.

## The Company is entering offline to increase Digital Payments market share

Almost equal contribution between PoS and Ecommerce in Card spends			Credit and Debit card spends in FY24 is estimated to grow 15% YoY			
Years	POS	ECOMMERCE	Years	CC	DC	Total (₹ billion)
FY20 <sup>1</sup>	49%	51%	FY20	51%	49%	1,435
FY21	44%	56%	FY21	49%	51%	1,291
FY22	49%	51%	FY22	57%	43%	1,703
FY23	48%	52%	FY23	67%	33%	2,154
FY24 <sup>2</sup>	45%	55%	FY24 <sup>3</sup>	67%	33%	2,477

<sup>1</sup> RBI's Five months Payment System Indicators data

<sup>2</sup> RBI's Q1 FY24 Payment System Indicators data

<sup>3</sup> Extrapolated based on RBI's Q1 FY24 Payment System Indicators data

The company, in the last 20+ years of operational history, had no presence in offline. After a very successful two-decade journey in online payments and software platforms, the company is now entering offline digital payments for the connected consumers of tomorrow, presenting multiple opportunities for the company through its diverse portfolio of payments, platforms and lending solutions for the business community.

The company has received an overwhelming response for its TapPay since launch. The number of merchants having CCAvenue TapPay on their mobile phones reached 150,000 by the end of March 2023, fifty thousand more than the targeted number. Also, by the end of June 2023, this number double to 300,000.

The company also plans to take this product to international markets, starting with UAE, followed by other GCC markets and then various other international locations where the company will launch payments business.



# The All-In-One CCAvenue Payment Solutions to Simplify Business Payments



## India's First Certified Pin-On-Glass Solution

- Transforms merchants smartphone into a PoS terminal to accept contactless payments
- Customers can tap their cards on merchant's or their own NFC-enabled mobile phone
- First Indian Pin-On-Glass solution certified by Visa, MasterCard and RuPay that securely accepts transactions over ₹ 5000 - a complete game changer for big-ticket businesses



## Instant QR Code-based Payments

- Offers secure and contactless payments with CCAvenue QR, UPI QR or Bharat QR codes
- Smartphone users can scan the code to pay conveniently via any UPI enabled app



## Frictionless In-App Transactions

- Provides seamless, secure and enhanced in-app payment experience to customers with CCAvenue's mobile SDKs
- Facilitates smooth and easy integration of company's payment solutions directly into business' iOS or Android app



## Highly Secure Online Transactions

- Largest bouquet with multicurrency capability to accept payments in real-time on merchant's website
- Comprehensive payment stack including all the major credit/debit cards, net banking, EMI, UPI, mobile wallets and more



## Custom Payment Links

- Allows selling online without a website via easy to use payment links
- Merchants can share links with customers via email, SMS or social media networks



## Convenient IVRS-based Payments

- Allows to collect payments securely over the phone; does not require internet
- Provides swift and cost-effective means of payment acceptance

# Among the Leading Financial Technology Companies in India

## About Us

Infibeam Avenues Limited ("Infibeam") is among the leading financial technology ("Fintech") companies in India offering digital infrastructure comprising omnichannel digital payment solutions ("Payments"), and Enterprise Software Platforms ("Platforms") to merchants, institutions, enterprises and corporates. The company also offers merchants and banks lending solutions ("Finance"). Beyond its pan India presence, the company has footprints in GCC (UAE, Saudi Arabia, Oman) and USA. The Company has recently planned expansion in Australia.

The company's Digital Payment portfolio consists of payment acquiring (online and offline through a SoftPoS), payment

issuance and remittances, and relevant infrastructure.

The company processes online transactions for merchants across various industries in various sectors both in India and abroad. The company offers eCommerce marketplace infrastructure through a SaaS model to large enterprises with 3P capability under the Software Platforms business. The Company also offers various value-added web-based services to merchants under Payments and Platforms businesses. The company has launched lending solutions where it offers early settlement to payment merchants and will soon offer working capital loans and bill/invoice discounting from lending partners through its AI/ML based lending platform.

## IAL ONE-STOP-SHOP FOR MERCHANTS DIGITAL BUSINESS NEEDS

Comprehensive bank grade technology solutions for merchants to do business online

