



E-COMMERCE



E-GOVERNANCE



BANKING &  
INSURANCE



LOGISTICS



बैंक ऑफ बड़ौदा  
Bank of Baroda  
BC POINT

वक्रांगी  
केंद्र  
अब सब कुछ आसान

वक्रांगी  
ATM

बाज़ार

वित्त

नागरिक

**Vakrangee**

सशक्त परिवर्तन



Annual Report 2016-17

Vakrangee Kendras

a world of convenience,  
just around the corner

## Vakrangee Kendras a world of convenience, **just around the corner**

At Vakrangee, we have successfully developed our technological expertise and grass-root presence in every nook and corner of India to execute time-bound Mission Mode projects of the Government. Leveraging these capabilities, we have evolved into an asset light, franchisee-based business model – with Vakrangee Kendras being the central to our theme.

We have built a vast franchisee-based network of 35,000+ "Vakrangee Kendras" across 16+ states of India. These are strategically located to provide last-mile access into the remotest of areas and deliver real-time services across Banking & ATM, Insurance, e-Governance, e-Commerce and Logistics. Today, our Kendras are essentially multi-purpose "Convenience Stores" located across rural, urban and "difficult to reach" areas of India.

We are creating the world's largest franchisee-based distribution channel, offering millions of products and thousands of services. We leverage tech-enabled platforms to offer a range of banking and financial products, including real-time paperless, inter-operable banking, biometric-enabled e-KYC services and insurance plans. We partnered with the best-of-breed partners for each of these segments.

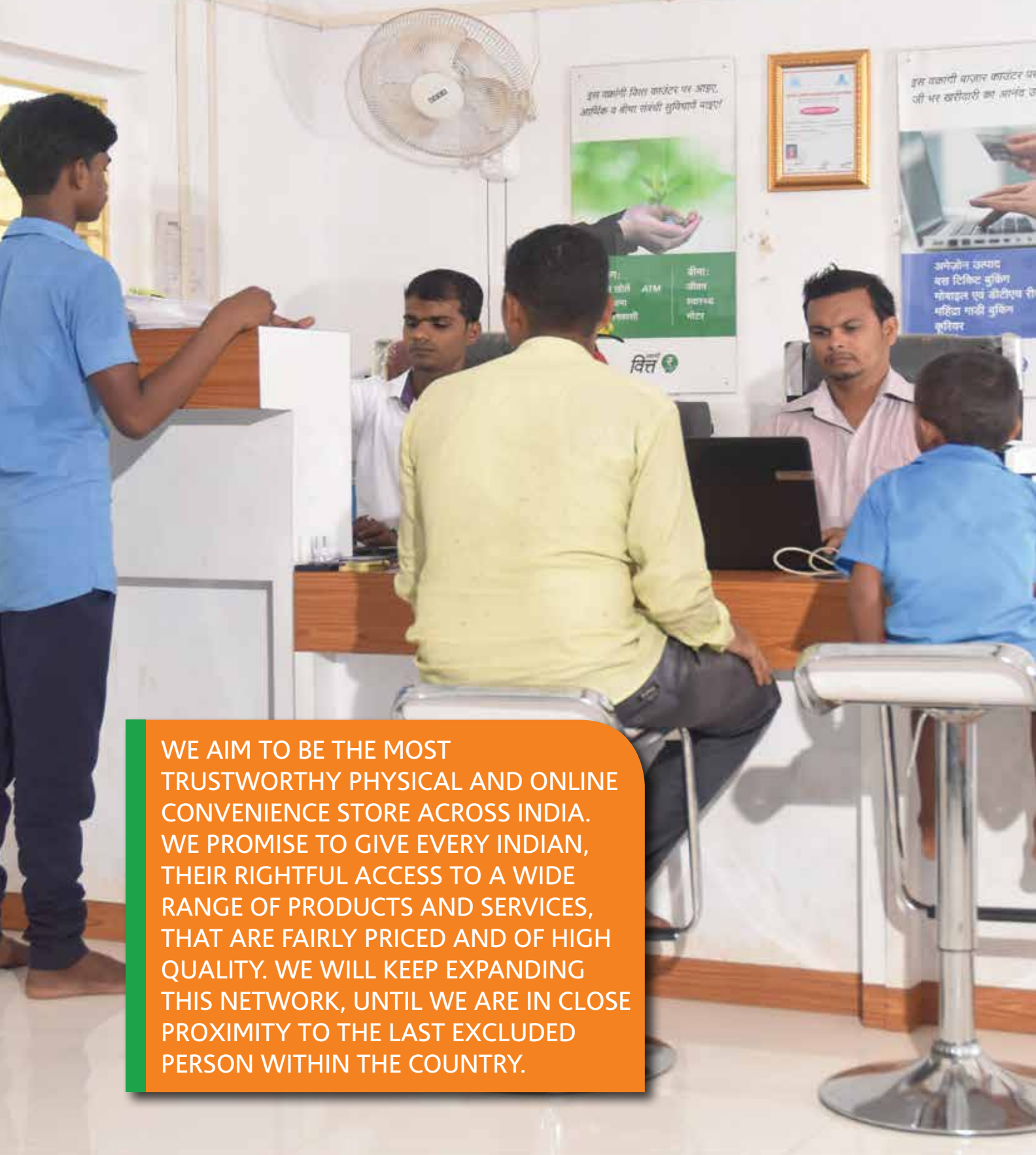
In our stated vision of setting up 75,000 such Kendras by 2020, we joined hands with one of India's largest commercial enterprise to set up these Kendras across its 20,000 plus fuel stations. We have clear visibility of exceeding our target. We also use the network to provide front-end logistics booking services. We also tied up with the world's largest e-Commerce player, as part of our assisted e-Commerce model, enabling customers to choose and buy from over 100 million products. These Kendras are a hub for physical ordering, making payments and collecting ordered products. The Kendras are modern-day "Convenience Stores" with deep presence.

Encouraged from our first hand pioneering successes, we are creating further significance as we embark on our onward journey, aimed at producing quantum growth. We are entering a new era of self-development by moving beyond our 2020 horizon and expanding our canvas for opening new opportunities of growth and value creation. Firstly, we are deepening our physical presence on a larger scale by ensuring there is a Vakrangee Kendra branch within the walking distance of each citizen. At the same time, we plan to launch "Vakrangee Kendra on Mobile", through which all the partner products and services will become conveniently available at the touch of a finger. This will bring all the benefits of a Vakrangee Kendra at the doorstep of every citizen. These additional channels will become a part of a more comprehensive ecosystem, making our network universally ubiquitous.

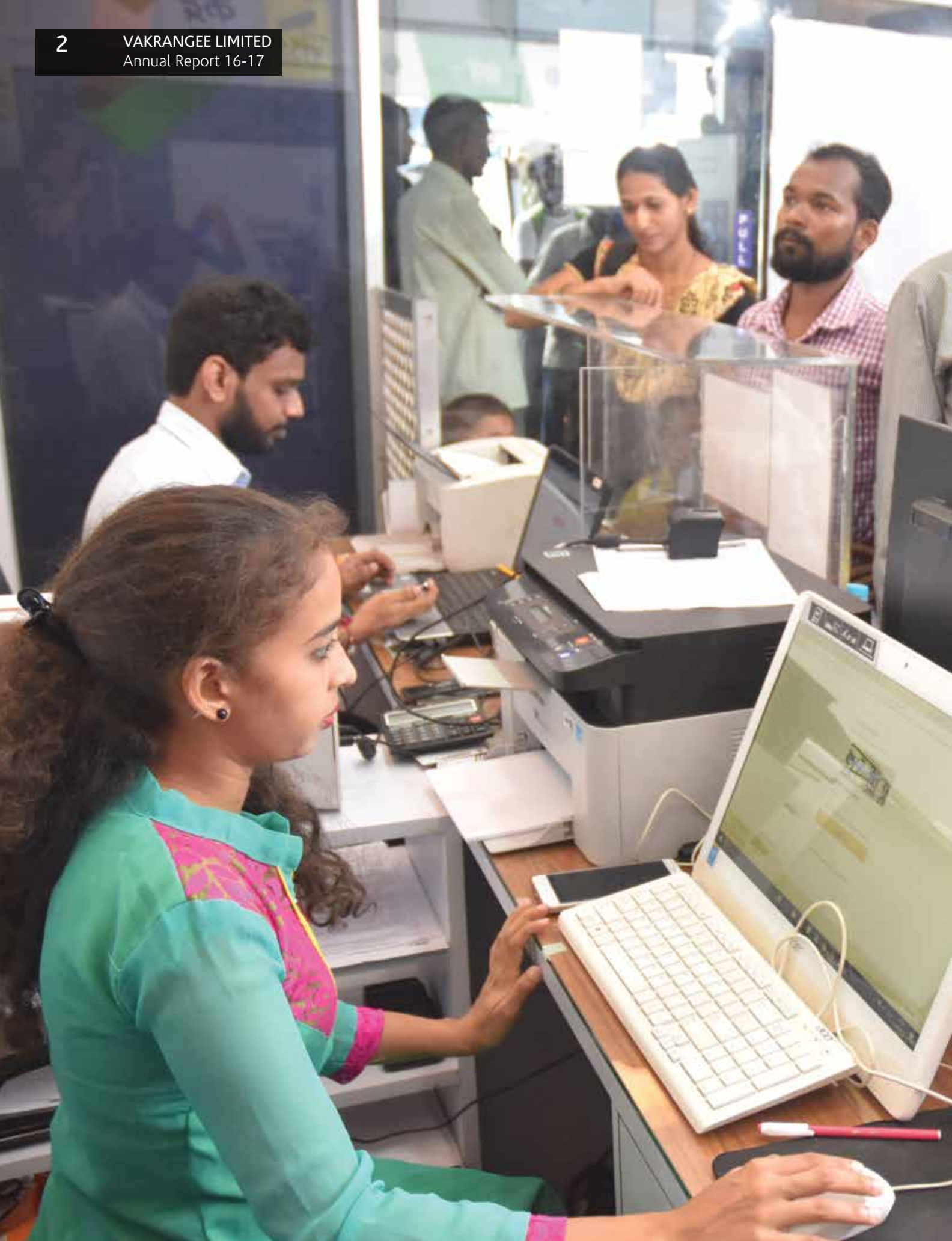
Secondly, we also plan to offer an integrated and unified solution for all kinds of different payment mechanism, including the Aadhaar Pay, which will enable consumers make easy payments through multiple platforms. We also plan to broaden our canvas of products and services. These include the addition of lead generation of loan products, GST registration and B2B E-Commerce solutions for trade customers looking for a more convenient buying experience.



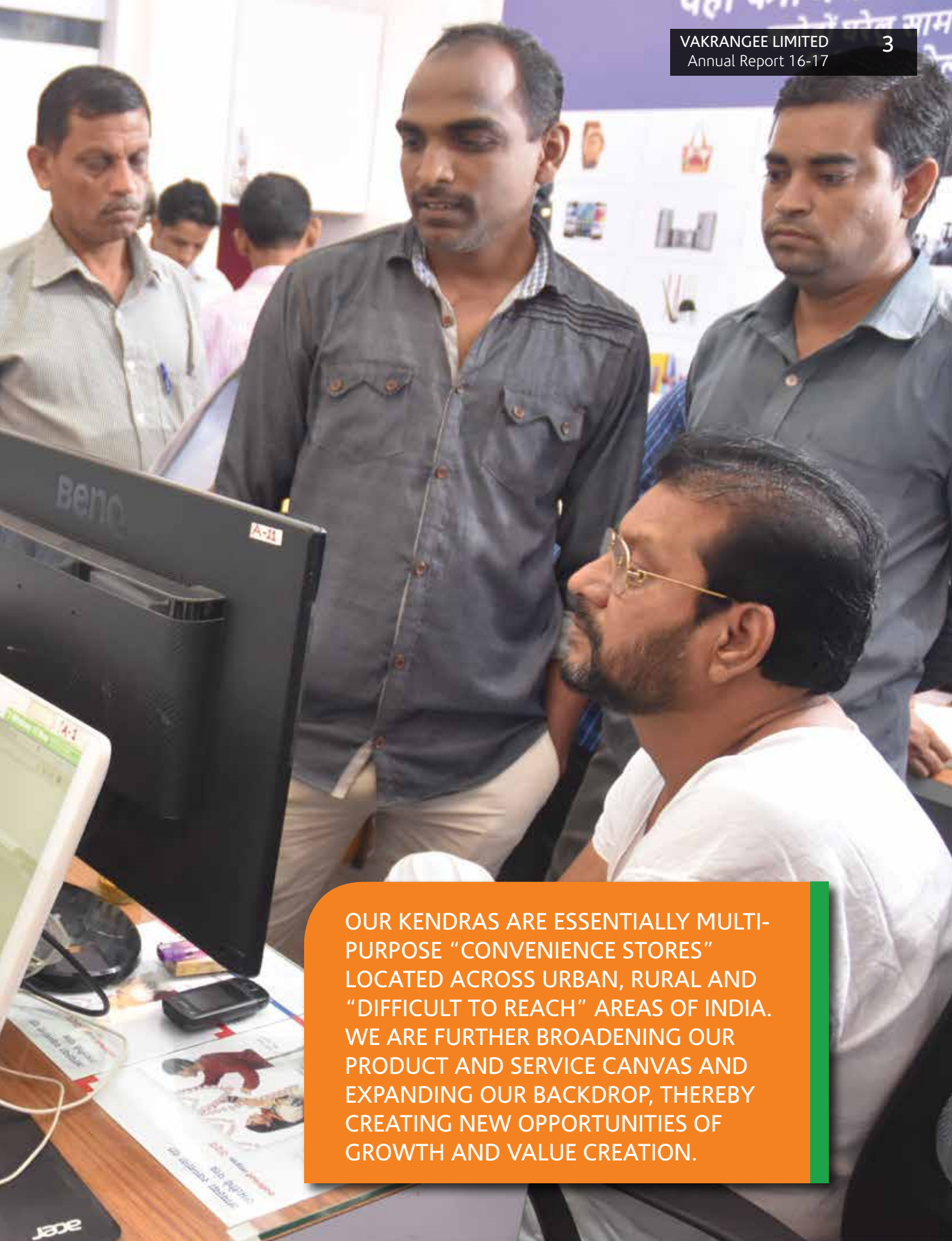




WE AIM TO BE THE MOST TRUSTWORTHY PHYSICAL AND ONLINE CONVENIENCE STORE ACROSS INDIA. WE PROMISE TO GIVE EVERY INDIAN, THEIR RIGHTFUL ACCESS TO A WIDE RANGE OF PRODUCTS AND SERVICES, THAT ARE FAIRLY PRICED AND OF HIGH QUALITY. WE WILL KEEP EXPANDING THIS NETWORK, UNTIL WE ARE IN CLOSE PROXIMITY TO THE LAST EXCLUDED PERSON WITHIN THE COUNTRY.

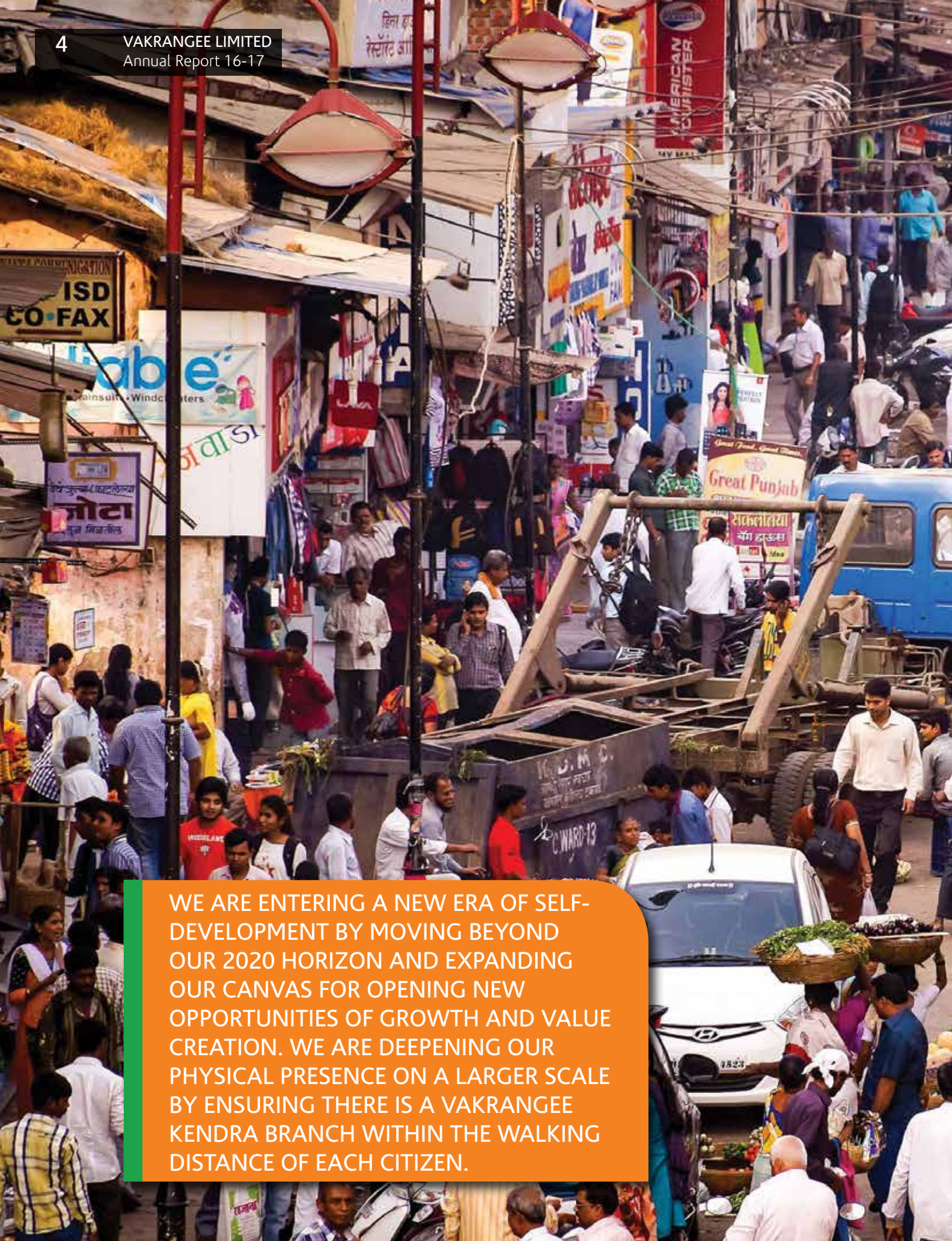






OUR KENDRAS ARE ESSENTIALLY MULTI-PURPOSE “CONVENIENCE STORES” LOCATED ACROSS URBAN, RURAL AND “DIFFICULT TO REACH” AREAS OF INDIA. WE ARE FURTHER BROADENING OUR PRODUCT AND SERVICE CANVAS AND EXPANDING OUR BACKDROP, THEREBY CREATING NEW OPPORTUNITIES OF GROWTH AND VALUE CREATION.





WE ARE ENTERING A NEW ERA OF SELF-DEVELOPMENT BY MOVING BEYOND OUR 2020 HORIZON AND EXPANDING OUR CANVAS FOR OPENING NEW OPPORTUNITIES OF GROWTH AND VALUE CREATION. WE ARE DEEPENING OUR PHYSICAL PRESENCE ON A LARGER SCALE BY ENSURING THERE IS A VAKRANGEE KENDRA BRANCH WITHIN THE WALKING DISTANCE OF EACH CITIZEN.









NO MATTER HOW REMOTE, EXCLUDED OR POOR THEY MIGHT BE, WE PROMISE TO GIVE EVERY UNDER-SERVED INDIAN THEIR RIGHTFUL ACCESS TO BASIC MODERN BANKING WITHIN WALKING DISTANCE FROM THEIR HOMES. WE ALSO PROMISE TO BRING CLOSER TO THEM AFFORDABLE AND QUALITY PRODUCTS & SERVICES THAT IMPROVE THEIR ESSENTIAL LIVING STANDARDS.









OUR VAST NETWORK FINANCIALLY EMPOWERS A LARGE SECTION OF THE SOCIETY, THAT, TILL NOW, HAD BEEN COMPLETELY EXCLUDED FROM THE MAINSTREAM ACTIVITIES OF AN EMERGING ECONOMY - NAMELY, CONSUMPTION, SAVINGS AND INVESTMENT.