

Spice Money's #WaqtHaiBarabarika campaign is an ode to rural women progressing towards financial independence

- 1 million plus Spice Money Adhikaris have enabled 7 Crore plus women customers to transact on the network with a repeat monthly women customer base of 45 Lakh
- As a part of the campaign, the company will offer instant loan & free IIBF BC/BF certification training to existing 32,000 and upcoming women Adhikaris

Mumbai, India, 8th March 2023: Spice Money (subsidiary of DigiSpice Technologies), India's leading rural fintech that is revolutionizing the way Bharat banks, announced its special women's day campaign Waqt Hai Barabari Ka on the occasion of International Women's Day. With this campaign the company's vision is to become the most preferred platform for women merchants and customers. Spice Money is taking a number of initiatives to achieve this vision, including sensitizing male Adhikaris on the importance of catering to women customers in their localities, and offering instant loan & free IIBF BC/BF certification training to existing and upcoming women Adhikaris.

To kick off the campaign, Spice Money has released a video which depicts how Geeta, Pooja, Vineeta, Sujata, and countless other females manage the finances of their households, businesses, etc. in Bharat. From bill payments, money transfers, cash withdrawals to ticket booking a lot of activities are carried out by the women of India. This portrays how society has evolved and women are now being encouraged to manage finances, instead of just carrying out household work.

Link to the campaign video- <https://www.youtube.com/watch?v=pNUwOYRbseE>

As a part of this campaign, Spice Money will also be launching two special initiatives for its existing 32,000+ women Adhikaris and prospective future Adhikaris. The first initiative is an instant loan facility (through a partner) that will provide financial support to women Adhikaris who are looking to expand their business or invest in their personal growth. The second initiative is a free IIBF BC/BF certification training, which is a critical



necessary training for all banking correspondents, which will empower women Adhikaris with the necessary skills and knowledge to become even more successful.

Along with this, the company is also encouraging its male Adhikaris to involve their wives or other female family members, to form a connection with their female customers in their localities. This creates a bond and ease for women to transact eliminating any reluctance, which in turn encourages them to transact.

Spice Money's commitment to empowering women merchants and its customers is aligned with the company's larger mission, of promoting social equality and driving financial inclusion to the last mile. The company is confident that its efforts will help it become the most preferred platform for women entrepreneurs and customers.

Sanjeev Kumar, Co-Founder, Executive Director & CEO, said, "At Spice Money, we have always believed in empowering women entrepreneurs and customers. Our commitment to this cause is reflected in our initiatives and we aim to further strengthen it with the launch of Waqt Hai Barabari Ka campaign. We are confident that our efforts will position Spice Money as the most preferred platform for women entrepreneurs and customers in rural India. We are committed to promoting social equality and driving financial inclusion to the last mile, and we believe that empowering women is an essential step towards achieving these goals"

About Spice Money

Spice Money, a subsidiary of DiGiSPICE Technologies, is India's leading rural fintech revolutionizing the way Bharat Banks, with over 12 lakh Adhikaris (nanopreneurs) offering Aadhar-enabled payment system for cash withdrawal, mini ATM, loans, bill payments, cash collection centers for customer/ agents/ representatives of NBFC/Banks, airtime recharge, tours & travel, online shopping, Pan Card and mPos services. For further information, please visit www.spicemoney.com.