



Spice Money aims to enable Covid Vaccination registration for rural citizens through its dense network across 18000+ pin codes

- ~ Leveraging Spice Money Adhikari network presence at 95% of India's rural pin codes to facilitate citizens to register for vaccination at free of cost ~
- ~ Dedicated initiative to assist Spice Money Adhikaris (Banking Correspondents) on priority vaccination ~

Mumbai, May 5, 2021: Spice Money, India's leading rural fintech, has launched a dedicated assistance initiative for Covid vaccination registration to enable rural citizens to register through its dense network across 18000+ pin codes. Also the company has initiated a special drive to spread awareness and educate its banking correspondent partners (Spice Money Adhikaris) about the priority vaccination available to them, as directed by the Department of Financial Service, Ministry of Finance. Spice Money Adhikari network covering 95% of India's rural pin codes will facilitate people to register and book an appointment for vaccination, while at the same time dispelling vaccine-related myths that may exist in smaller communities.

"The banking correspondents have played a critical role since the beginning of the pandemic to provide essential financial and banking services to India's masses. They are the unrecognized COVID warriors who are taking immense risks to offer last-mile financial service delivery. The Spice Money Adhikaris form the backbone of India's financial inclusion efforts and it is our duty to ensure their safety at each step. We are offering our assistance in the process to avail the covid-19 jobs as part of DFS' initiative to vaccinate BFSI employees on priority. We are also mobilizing our SMAs to help rural communities in their areas with self-registration for the vaccines. Through this initiative, we want to play our part to support the vaccination drive in rural India.", said **Sanjeev Kumar, CEO, Spice Money**.

Rural India grapples with the challenge of online self-registration, primarily due to lack of digital literacy and often remains unaware of the initiatives that have been rolled out for them. Spice Money, with its army of digitally and financially empowered Adhikaris, aims to overcome this challenge by making the process smooth and inclusive. Covid vaccine registration is made available on the Spice Money app and portal. The Digital Dukaans operated by the Spice Money Adhikaris will now act as registration help centers for their communities. They will offer end to end assisted registration services to their customers and ensure the rural citizens get vaccinated.

Currently, to facilitate vaccination of Spice Money Adhikaris on priority, the company has created a digital folder with all necessary documents that they need to carry to the vaccination centre, including their Spice Money ID card, government ID proof, DSF letter and a copy of their self-registration slip, among others. Further, to facilitate rural customers to register for vaccination, Spice Money has integrated Covid registration on their app and portal itself. Rural citizens can also call on 1800 572 1572 to find out available Spice Money Adhikaris near to them.

About Spice Money

Spice Money is India's leading rural fintech company with over 500,000 Adhikaris (entrepreneurs) offering cash deposit, Aadhar enabled payment system for cash withdrawal, mini ATM, insurance, loans, bill payments, cash collection centre for customer/agents/representative of NBFC/Banks, airtime recharge, tours & travel, online shopping, Pan Card and mPoS services. More than 90% of their network reside in semi-urban and rural India. Spice Money services are available through Spice Money App (Adhikari App) and web portal. The user-friendly interface and superior technology platform has earned the app a 4.4 star rating, best in industry, on Google Play Store. Spice Money through its cutting edge technology and wide network of Spice Money Adhikaris, is bridging the gaps in access to various financial services for the masses across the length and breadth of India."

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