



Spice Money launches new festive brand campaign ‘Suvidha wali Diwali’

- *Spice Money is enabling more convenience to the lives of rural citizens through different services available at RedBlue Smart Banking Points*

Mumbai, India, 21 October 2022: Spice Money (Subsidiary of DiGiSPICE Technologies), India’s leading rural fintech that is revolutionizing the way Bharat banks, launches a new festive brand campaign ‘Suvidha wali Diwali’, to celebrate the ease in making assisted digital payments with the help of the distinct identity created for rural banking outlets through the ‘RedBlue Revolution’. Launched in August this year, ‘RedBlue Revolution’ aims to make it easier for rural citizens to identify their nearest kirana stores offering banking and financial solutions and at the same time attracting more footfalls to the merchant outlet. ‘RedBlue Revolution’ was inspired by the yellow revolution that was adopted in the late 90s to ensure clear visibility for PCOs (Public Call Office).

As part of the Diwali campaign, the company is launching three digital TVCs. The first film ties together the spirit of Diwali with the transformation brought in by assisted digital payments in rural India through the ‘RedBlue Revolution’. It portrays how Spice Money Adhikaris (merchants / nanopreneurs) are providing all the essential financial services through these Smart Banking Points throughout the festive season.

First Digital TVC Link: https://www.youtube.com/watch?v=hiZwoXH-XK0&ab_channel=SpiceMoney

The second film under the campaign talks about how Spice Money is a leading player in the assisted bill payment category and enables loan EMI repayment and other bill payment services through BBPS on its platform. Through the digital TVC, Spice Money is aiming to encourage Adhikaris to talk about the services that they provide to their local communities to spread awareness about the services and increase their business as well - ***Baat Nahi Karoge Toh Baat Banegi Kaise.***

Second Digital TVC Link: https://www.youtube.com/watch?v=zQ-gcKjRPio&ab_channel=SpiceMoney

The third film talks about the voice alert functionality inbuilt in the Spice Money application as well as web portal which is aimed at ensuring better transparency for rural consumers as well as the Spice Money Adhikaris. As soon as a user makes a transaction, the voice feature confirms the amount of transaction done. The film highlights how the inbuilt voice functionality will build trust and awareness among people and will now help in driving growth for the economy with an ending note ***Transactions Ab Bolenge.***

Third Digital TVC Link: https://www.youtube.com/watch?v=HXemrrk2aFk&ab_channel=SpiceMoney

Sanjeev Kumar, Co Founder & CEO, Spice Money said, “*At Spice Money, our vision is to digitally and financially empower the unbanked and underbanked population living in the remotest corners of India. This Diwali, with the ‘Suvidha wali Diwali’ campaign, we are celebrating the ease in making assisted digital payments through our various services that bring convenience to the lives of rural citizens.*”



About Spice Money

Spice Money is India's leading rural fintech revolutionising the way Bharat Banks, with over 1 million Adhikaris (nanopreneurs) offering cash deposit, Aadhar enabled payment system for cash withdrawal, mini ATM, insurance, loans, bill payments, cash collection centres for customer/ agents/ representatives of NBFC/Banks, airtime recharge, tours & travel, online shopping, Pan Card and mPoS services. Spice Money is a subsidiary of DiGiSPICE Technologies. The vast Adhikari network covers 95% of India's rural pin codes and serves over 20 million customers every month. Spice Money services are available through Spice Money App (Adhikari App) and web portal. The user-friendly interface and superior technology platform have 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.

To know more, visit <https://spicemoney.com>

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