



KARMA LIFE

Website: karmalife.ai
Founded in: 2020
Operational in: India

Inclusive digital financial services for blue-collar gig workers in India

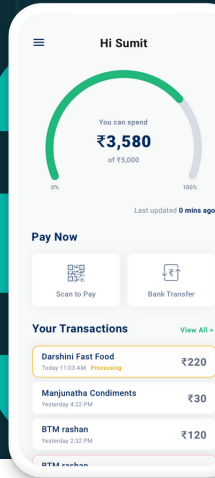
About KarmaLife

KarmaLife offers instant access to a revolving credit-line for blue-collar gig-workers, via partnerships with the digital platforms they work for. KarmaLife operates an interest-free subscription model in which the platform or the gig-worker can pay a flat fee to access this credit-line which can increase based on user behavior. The company does this by capturing real-time behavioral and payment data to understand gig workers better and ensure credit access remains flexible and sustainable for the workers.

Why KarmaLife

In India, gig-working life is hard, precarious and often risk prone. It is estimated that by 2021, over 15 million gig-workers will be linked to digital platforms. While the gig sector is growing, the financial services that these blue collar gig-workers can access have not kept pace. KarmaLife was built to change that landscape and to create tailored financial products and services that gig-workers actually need and want.

Designed as a subscription model, it is instant, affordable, interest-free and leverages payment behaviors, non-linear work patterns, and other forms of alternative user data to offer relevant financial services.



How it works

- 1 — KarmaLife forms partnerships with leading digital platforms and integrates with the platform's backend digital infrastructure
- 2 — The Integration with the platform is fully customizable to account for variations in different earning patterns, payment cycles, and other parameters to ensure that credit lines are appropriately sized
- 3 — Gig workers on the platform can download the app and sign up using their mobile number. They receive real-time approval, and a credit line is activated for them, layered onto UPI
- 4 — The repayment is automatically debited from the worker's payout account by the platform and transferred onto KarmaLife

Who we are



Rohit Rathi
Co-Founder and CEO

Founder of Notion Ink & Smartron, Rohit is an IIT Kharagpur graduate and a technology evangelist. He designed the country's first tablet PC & tronX platform.



Badal Malick
Co-Founder and CBO

With over 15 years of experience in fintech and financial services, Badal has led Cashless Catalyst, a financial inclusion platform. He has also worked at Snapdeal, Intuit, McKinsey, and World Bank. He's a Yale alumnus and a Chevening Financial Services fellow.



Naveen Budda
Co-Founder and CTO

Built AI labs at Smartron under tronX platform, Naveen has 10 patents in different areas. He has previously worked at Samsung R&D, Celstream, Sasken & Pinexe.

Key statistics + impact:

Traction

470

subscribers

Funding raised

USD \$226K

Partnerships



4 active partnerships with platforms

Customer testimonial

"KarmaLife has helped our point-of-sale agents continue business, draw their commissions earlier, and alleviate working capital problems. This has been invaluable in the new world with social distancing."

Amit Boni, ICE Insurance

Key partners + investors

AIfoundry

KUDOS
FinTech & Investments Pvt. Ltd.
Empowering your future

sprout
venture partners

Awards + recognition

Selected by **Catalyst Fund** accelerator

Featured as India's **Top 50 AI startups** by Startup Reseau