



Website: pocketfin.in
Founded in: 2020
Operational in: India

Financial products for the underserved in India

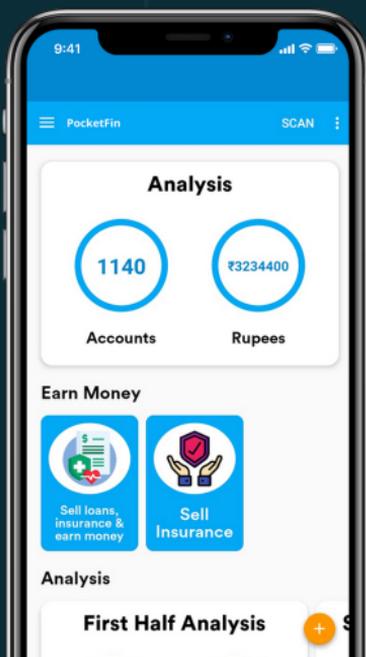
About PocketFin

PocketFin's digital CRM tool enables local community members to become agents that can help underserved individuals in India's tier 2-4 cities access a range of digital financial products. With the tool, agents can simplify the process of onboarding customers and find the right products for their needs.

Why PocketFin

In India, over 200M households save through basic savings accounts, deposits and community saving schemes, yet they still lack access to a holistic suite of financial services that can improve their financial health. While digital financial solutions are on the rise, these households are less digitally savvy and trust cash-based transactions more, putting them at risk of remaining digitally and financially excluded.

PocketFin taps local agents to introduce a range of digital financial products to underserved members of their communities. Their app is available in nine languages. PocketFin is also enabling women's economic empowerment by providing a significant source of income for their agent base, most of whom are women.



How it works

1 _____

PocketFin's simple mobile app allows agents to onboard customers and manage their regular contributions to saving schemes

2 _____

Agents can add new customers, track transactions, and issue payment confirmations

3 _____

PocketFin further partners with insurance companies and other financial service providers to offer a range of products that their agents can offer to customers

Who we are



Neeraj Balyan
Founder and CEO

With a background in computer science, Neeraj has previously worked at Microsoft and Amadeus. He has successfully scaled his real money gaming startup to 3M users. He has also led engineering at a healthcare and ed-tech startup.

Key partners



Awards + recognition

Selected by **Catalyst Fund**
accelerator