BharatPe | Hai Yakeen Inn Sapnon Pe • Hai Yakeen Bharat Pe

# CAPTURE THE HEARTBEAT OF INDIA'S COMMERCE

Where Everyday Transactions Transform into Unrivaled Brand Growth.







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# Ads @ BharatPe

India's Leading Fintech Enabling Merchants and Transactions Responsibly: The problem we solve for advertisers — and why it matters now

## The Right Moment, The Right Audience, The Right Impact

**Leverage BharatPe's unparalleled network supporting merchants and enabling customer transactions at scale**

**Our Strategic Moat:** **Captive Audience:** Own the Point of Sale moment. **Intent:** Deterministic transaction intent. **Closed-Loop:** 5 digital apps + 2 hardware channels.

## Our Reach

Total App Reach
**9 Mn+** MAU
Across 5 BharatPe Apps

Total Daily App Inventory
**30 Mn+**
Display + Audio + Push

**750 Million+**
Monthly Transactions

**4000+**
Cities Across India

BharatPe

**Real Estate + Inventory**

**Business**
Merchant App

**UPI**
Consumer B2C

**Invest**
Wealth App

**Zillion**
Rewards App

**Speaker Audio**
Physical POS

Merchant FPNs & Banners,
Direct Communication,
Scratch Card,
Audio Jingles

# Merchant Ecosystem @ BharatPe

India's Leading Fintech Enabling Merchants and Transactions Responsibly: The problem we solve for advertisers — and why it matters now

**The Opportunity Nobody Has Built Yet**

India has 80 million+ small business owners and 1.4 billion+ consumers.
BharatPe offers an unparalleled reach at scale with personalized targeting for both consumers and merchants

## Owning the Final Checkout:
BharatPe's Nationwide Footprint




## Unrivalled Transaction & Engagement Scale

**750 Million+**
Monthly Transactions

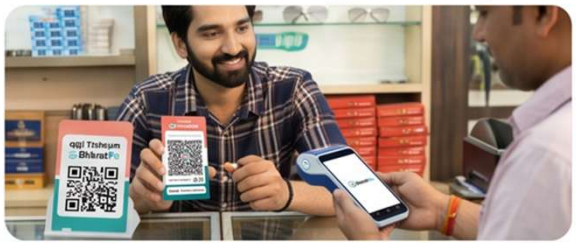
**900 Million+**
Monthly Speaker Impressions

**3.5 Million+**
Deployed Speakers

**5% +**
CTR on Prime Real Estate

## Deep Merchant Rooting & Relationship

| | |
|---|---|
| **30 Million +** Registered Merchants | **5 Million +** Monthly Active Merchant |
| **30 Sec** Undivided Attention on Payment Screen | **10** Platform Language Supported |



Omnipresent offline on-counter presence through **Soundbox** and **Swipe POS** machines

# Merchant Category Distribution

Diverse business segments across BharatPe's 30M+ verified merchant network: Owning the last mile checkout across India's most essential categories

## Unrivaled Merchant Distribution Across India



**25%**
Grocery/ Kiryana/ General Stores



**25%**
Food, Beverage etc. Stores



**20%**
Fashion/ Wholesale/ Stationary Dealers



**10%**
Fresh Products



**8%**
Street Kiosks (Paan, Tea, Cigarette Shops)




**10%**
Everyday Essentials + Services




**100% Verified Merchants** Strategic presence across India's most active business sectors

# Merchants @ BharatPe

Kirana owners, service businesses, and street vendors — the backbone of India's economy

## Kirana & Small Offline Merchants

- Neighbourhood grocery & general stores
- Corner pharmacies & medical shops
- Local hardware and electrical stores
- Textile, garment & footwear retailers
- Small restaurants, dhabas & sweet shops

## Service Businesses & Street Vendors

- Salons, beauty parlours & spas
- Auto-rickshaw & cab aggregator partners
- Fruit & vegetable vendors
- Tea stalls, chai shops & small eateries
- Tailors, repair shops & service providers

## Audience Quality

What makes BharatPe inventory uniquely valuable to advertisers

### 100% Business Owners — Zero Consumer Noise

Every registered user on BharatPe is a verified merchant. When you buy BharatPe inventory, every impression reaches a business decision-maker — something no consumer super-app can!

### All Indian Cities Covered with massive FSE network on ground

4000+ cities covered with a dedicated workforce to service requests and ensure full customer support.

### Uncrowded Inventory — Competitive CPMs

BharatPe's merchant ad product is greenfield; clean, uncrowded inventory with no competitive clutter

### 10 Languages · 4000+ Cities

Your campaign reaches merchants in their own language — with localization built in.

### Decision Maker at the Moment of Receiving Payment

The merchant has just been paid and is actively thinking about the business. This moment is BharatPe's exclusive.

# BharatPe

## Merchant App

India's Only Pure-Play
B2B Merchant Advertising Platform

**30 Mn+**
Registered Merchants

**30 Seconds**
Undivided Attention on Payment Screen

**10 Mn+**
Daily App Visits/ Impressions for Merchant App

**5 Mn+**
Monthly Active Users



BharatPe

Every day, **Business Owners** log in to BharatPe's Merchant App to check for the payments received.

**No other platform in India owns this moment.**

- 100% merchant-only audience — zero consumer noise
- Transaction-verified B2B intent — 200+ data attributes
- Greenfield inventory — first-mover category exclusivity

# Solutions Across the Funnel

Comprehensive Solutions for Marketing Goals

BharatPe

## AWARENESS

**Drive massive top-of-funnel visibility**

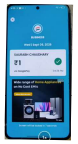
### Soundbox Audio

Mass offline retail broadcasts across 3.5M+ speakers



### FPN Takeovers

High-impact App open roadblock notifications

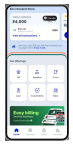


## CONSIDERATION

**Nurture intent during cash flow checks**

### ROS Banners

Persistent Home & Payment page native ad units



### Contextual Push

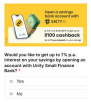
Targeted WhatsApp & SMS settlement alerts

## TRANSACT

**Drive measurable B2B action**

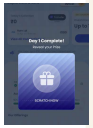
### Lead Gen Forms

1-click verified lead capture



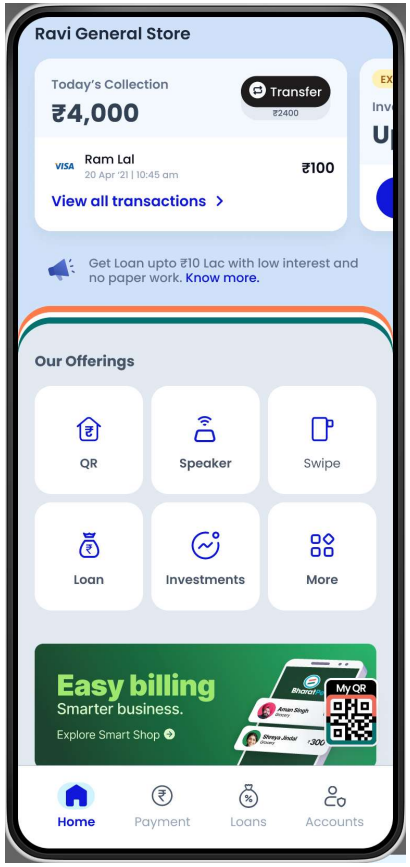
### Scratch Cards

High-intent gamified coupon claims

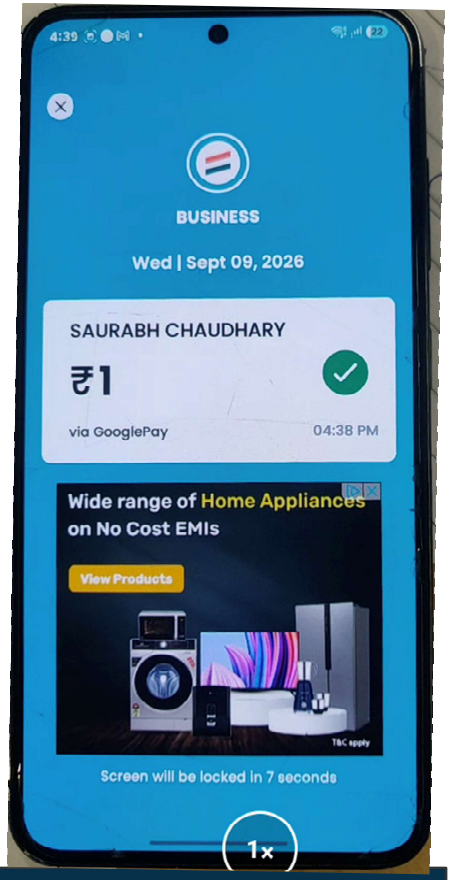


# Merchant App: Real Estate

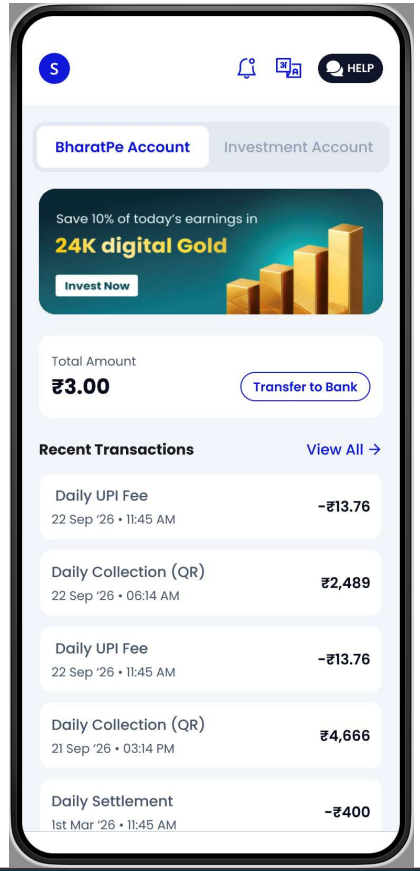
Where your brand appears inside the BharatPe merchant app




Placement: Homepage
Banner Size: 328 x 120
Type of Buy: CPM




Placement: Full Page Notification
Banner Size: 300 x 250
Type of Buy: CPM




Placement: Payments Page
Banner Size: 328 x 120
Type of Buy: CPM

# Merchant App: Case Studies and Impact

Programmatic Ads and Sourced Ads

BharatPe

**45%+**
Fill Rate via Programmatic Ads

**₹50 -- ₹250**
CPM Range Served

**12 Hours**
Time to Execute

UNITY Small Finance Bank

LEAD GEN

## Unity Small Finance

**50,000+ Leads** in 48 Hours

High-velocity account opening campaign. Over 50,000 verified leads generated via interactive in-app surveys in just 48 hours.

IDFC FIRST Bank

BFSI AWARENESS

## IDFC FIRST Bank

**205,000 Clicks**

Massive top-of-funnel awareness sprint. Driven strictly to high-intent merchants over a 30-day accelerated campaign.

Livpure

CONSUMER DURABLES

## Livpure

**34,000 Clicks**

Targeted consumer durables conversion. High engagement driven across a 30-day precision CPL model

truemeds

PHARMA / HEALTH

## TrueMeds

**40,000 Clicks**

Sustained 90-day campaign funneling high-intent traffic to pharmaceutical and healthcare conversion endpoints

# Soundbox Advertising @ BharatPe

Un-skippable point of sale audio that engages consumers at the exact moment of transaction

## What is Soundbox Advertising?




- A short, non-skippable audio ad (6 seconds) played after digital payment confirmation.
- Directly engages Merchants and customers at the point of sale, ensuring high recall
- Seamless and non-intrusive brand integration.

## Penetration and Opportunity

**3.5 Million+**
Deployed Soundboxes

**900 Million+**
Monthly Speaker Impressions

**700+**
Impressions Per Speaker

**4000 Cities+**
Presence Across

### FMCG & CONSUMER GOODS



Drive last-minute impulse purchases, influencing buying decisions where the shopper has wallet in hand.

Promotes new product launches & drive in-store conversions.

**Coca-Cola running unskippable audio ads in small retail stores to trigger high-intent impulse buys.**

### MOBILE & WHITE GOODS



Engage digitally-active consumers as they pay, making them ideal prospects for buying electronics & white goods.

Educate users about new products & seasonal launches.

**Samsung or Whirlpool showcasing a new launch or AC collection at point-of-sale terminal touchpoints.**

### HEALTHCARE & PHARMA



Leverage high-footfall pharmacy locations to reach targeted customers in need of health and wellness solutions.

Announce discounts on medicines & promote diagnostic services.

**Apollo Pharmacy promoting special discounts & diagnostics on transactions.**

### ENTERTAINMENT & MEDIA



Touchpoints with frequent customer engagement, perfect to promote brand campaigns, upcoming shows, and drive digital subscriptions.

Promote movies, TV shows, and streaming subscriptions.

**Netflix promoting its latest series to customers making digital payments.**

**Hyper-Local, Language-First Targeting**

**Category-wise Reach, Target the customer where they transact**

**Transparent Measurement, Optimize on the Go**

# Audio Ads: Unmatched Scale & Penetration

Top brands across verticals are already leveraging the BharatPe Soundbox network to drive massive offline awareness.

BharatPe

### Hyperlocal Pin-Code

Target specific neighborhoods, Tier-1 clusters, or run localized language audio exclusively in regional districts.

### Transaction Velocity

Filter audiences by daily throughput. Target high-volume distributors vs. low-volume street vendors independently.

### Category Exact-Match

Launch an FMCG campaign strictly for Kiranas, or push ads exclusively to wholesale electronics dealers.

Ambuja Cement

## Ambuja Cements

# 11.5M+ Plays

**6 Languages**

A massive multi-month takeover. Hyper-localized delivery running simultaneously across 6 languages (Hindi, Telugu, Kannada, Bengali, Gujarati, Punjabi).

Dr.Reddy's

## Dr. Reddy's Lab

# 200K+ Plays

**Hindi + Bengali**

Precision targeted awareness campaigns mapped strictly to pharmacies and medical clinics across the Hindi and Bengali speaking belts

MOTHER DAIRY

## Mother Dairy

# 400K+ Plays

High-frequency sprint campaign (10 days) saturating specific grocery networks to drive immediate footfall and brand recall.

# Pre-Packaged Cohort Bundles

Pre-validated, high-intent audience clusters built from billions of real transaction data points.

BharatPe

### FMCG & Consumer Goods

Kiranas, supermarkets, and general stores. Perfect for CPG product launches and restocking drives.

Customizable Reach

### Healthcare & Pharma

Pharmacies, clinics, and diagnostic centers. Ideal for OTC medicines and health services.

Highly Targeted

### Mobile & White Goods

Electronics stores, appliance dealers, and mobile repair shops.

High Ticket Cohort

### Entertainment & Media

High-footfall cafes, QSRs, and youth-centric retail zones for mass awareness.

Mass Awareness

### BFSI & Lending

High-throughput wholesalers and B2B distributors ideal for credit cards, loans, and SaaS.

Premium Merchants

### Auto & Logistics

Auto repair, spare parts, and transport hubs for commercial vehicle or lubricant brands.

Niche Penetration