



# Become an Indicash ATM Franchise Owner

**Minimum Investment | High Margin Business Model** 

#### **About Indicash**

The Indicash ATM network is operated and managed by Tata Communications Payment Solutions Ltd. (TCPSL), a wholly-owned subsidiary of Tata Communications Limited, backed by the Tata group.

Indicash, is the first and one of the largest White Label ATM Operator in the country. The brand is spearheading ATM penetration in a country that has one of the lowest ATM accessibility, with 22 ATMs per lac population as compared to developed countries. Driven by Tata's ethos of empowering masses, Indicash today enjoys the trust of ~1.5 cr users per month and is also the largest private ATM operator in rural geographies.

Indicash now brings an exciting business proposition for entrepreneurs with Indicash ATM Franchise Business Model - An Asset Lite, High Margin Business Opportunity with Minimal Investment. Join us in our endeavour to keep India #CashEmpowered.

#### **India Uses Indicash**



#### Why become an Indicash ATM Franchisee?



#### **Entrepreneurial Opportunity**

Partner with India's largest White Label ATM Operator, backed by the trusted TATA group



#### **Minimal Investment**

Make an initial investment with refundable\* security deposit



#### **High Return on Investment**

ROI# @ 33% in year 1 and potential to move up to 53% in year 5



#### **Flexible Business Model**

Leverage an existing Indicash site or propose self-owned/leased commercial space



# Complete Ownership to Drive ATM Uptime

Cash Loading, First Line Maintenance and Promotions by Franchisee



## Training and Technical Support

Dedicated backend support team by TCPSL

#### How does it work?



#### **Shortlisting of Site**

Based on business requirement, either choose from existing Indicash site/s or propose self-owned/leased commercial space



#### Franchise Onboarding

Contractual Agreement, Security Deposit (refundable\*), Documentation and Account Opening



#### ATM Room Readiness\*

Civil, Carpentry, Cash Loading by Franchisee



#### **ATM Go Live Support\***

ATM, VSAT, Batteries, Branding and RBI mandated marketing collaterals, Training and Support by TCPSL



#### Launch of ATM

Inaugural of the Indicash ATM Franchise site



#### **Manage ATM Operations**

Regular Cash Loading, First Level Maintenance, and Promotions by Franchisee



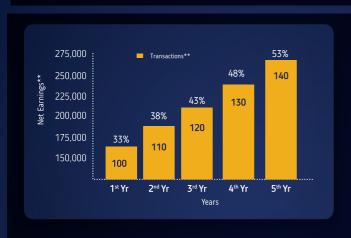
#### **Earn with Every Transaction**

Opportunity to earn revenue with every cash and non-cash transaction

# An Investment Lite Business Model that offers promising Revenue Generation Potential

Minimal Investment: Refundable\* Deposit of ₹ 5 lacs per ATM

Earnings: Earn ₹ 8 for every cash transaction
Earn ₹ 2 for every non-cash transaction



- No Minimum Transaction Threshold for Earnings\*\*
- Potential to earn up to 33% ROI\* in the first year itself & up to 53% within a span of only 5 years

Note - A clawback of ₹ 1,00,000 will be applicable, if the franchise exits within the first year

### **Scope of Responsibilities**



#### Why Partner with Us?



Association with Tata Brand



**Entrepreneurial Opportunity** 



Minimal Investment



High Return on Investment



**Dedicated Support** and Training

Join us in our endeavour to \*
EMPOWER INDIA WITH CASH

## #CashEmpowers

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Disclaimer: Return on investment (ROI) projections are based on Business/Market estimates/past performances and does not furnish any type of guarantees or assured returns on the investments. Each Franchisee's success depends on their individual efforts and circumstances. TCPSL is not liable for any kind of express or implied loss/claims/ damages on investments to franchisee due to any reason which includes but not limited to the data accuracy, availability, any information or the given business projections, the investment decision of the franchisee should be based on their independent business accumen and not to be influenced by any proposed projections.