



# Agency Banking

The world is shifting its focus from traditional brick and mortar structures to “branchless” banking with mobile banking now becoming the new frontier for product innovation and channel delivery.

Agent Banking delivers banking to door-step of the marginalized and unbanked customers, who, for many years have not been able to travel long distances to do banking.

### Main Objective of Agent Banking are:

- \* To fulfill the constitutional rights of the unbanked masses who are also entitled to access to financial services
- \* To leverage distribution channels and make the Bank more accessible to its customers
- \* To provide low cost banking services to the poor who cannot afford to travel long distances to carry out banking transactions

**Estel’s innovative Agency Banking solution enables Bank to go Branchless & increase reach & accessibility & reduce Capex Costs.**

This technology is expected to revolutionize Branchless Banking & usage in developing economies.

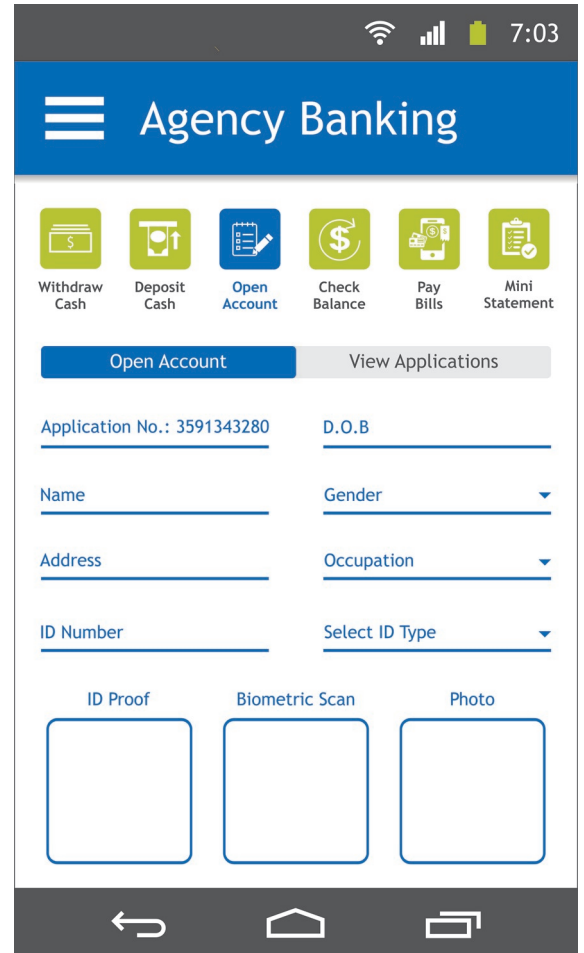
### How it works?

- Bank ‘trusted’ Agent is appointed ‘ Banking Agent’, equipped with Mobile & POS system
- Agent helps Customer to open Bank Account at their door Step by collecting the necessary KYC documents as per regulations so that Customer can utilize banking services without going to a Branch
- Customers can easily use authorized Agents to avail Services of Cash in, Cash out, Domestic Money Transfer securely
- Agency Banking enhances the abilities of Banks to acquire more Customers, and serve existing customers better & with lower costs, thereby contributing positively & directly to a Bank’s Balance sheet

### Use cases:

- |                   |                    |
|-------------------|--------------------|
| • Account Opening | • Balance Check    |
| • KYC             | • Mini Statement   |
| • Cash Deposit    | • Prepaid Recharge |
| • Cash Withdrawal | • Bill Payments    |

**Agency Banking,  
The Future of Branchless Banking!**



### Solution Components

- I. Smart Phone, Card Reader & Printer
  - Smart Phone hosts Estel Agency Banking application
  - Fully Certified Reader, reads inserted ATM card & takes customer PIN input
  - Receipt can be printed or sent by SMS
  - All transaction end to end encrypted using keys from Bank HSM (DUKPT / MSK)
- II. Agency Banking Application
  - Android, iOS & Windows platforms
  - Agent login, amount entry, communication to Server & receive notification
- III. Estel Agent Banking Server
  - Receives, processes & manages transactions between Agent Banking application and CBS System of the Bank
  - Manages key injection & all encryption / security
  - Merchant & Device registration, activations, deactivations
  - On line real time transaction reporting