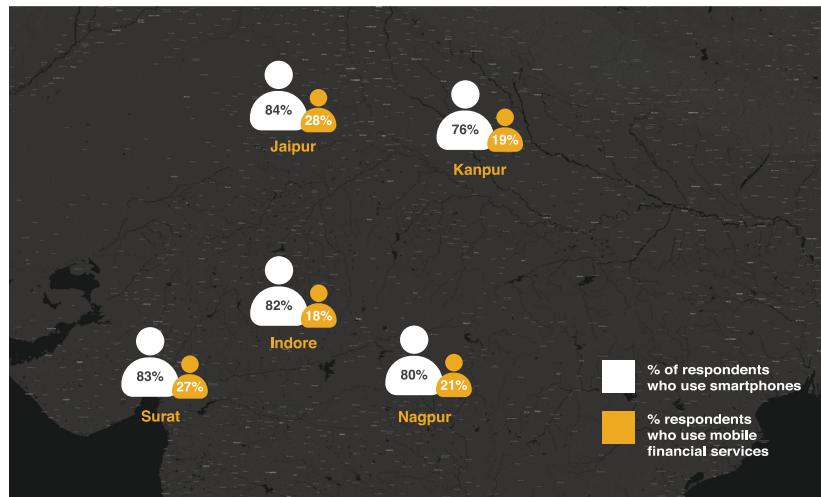


# The Evolving Financial Ecosystem for Micro-Merchants in India

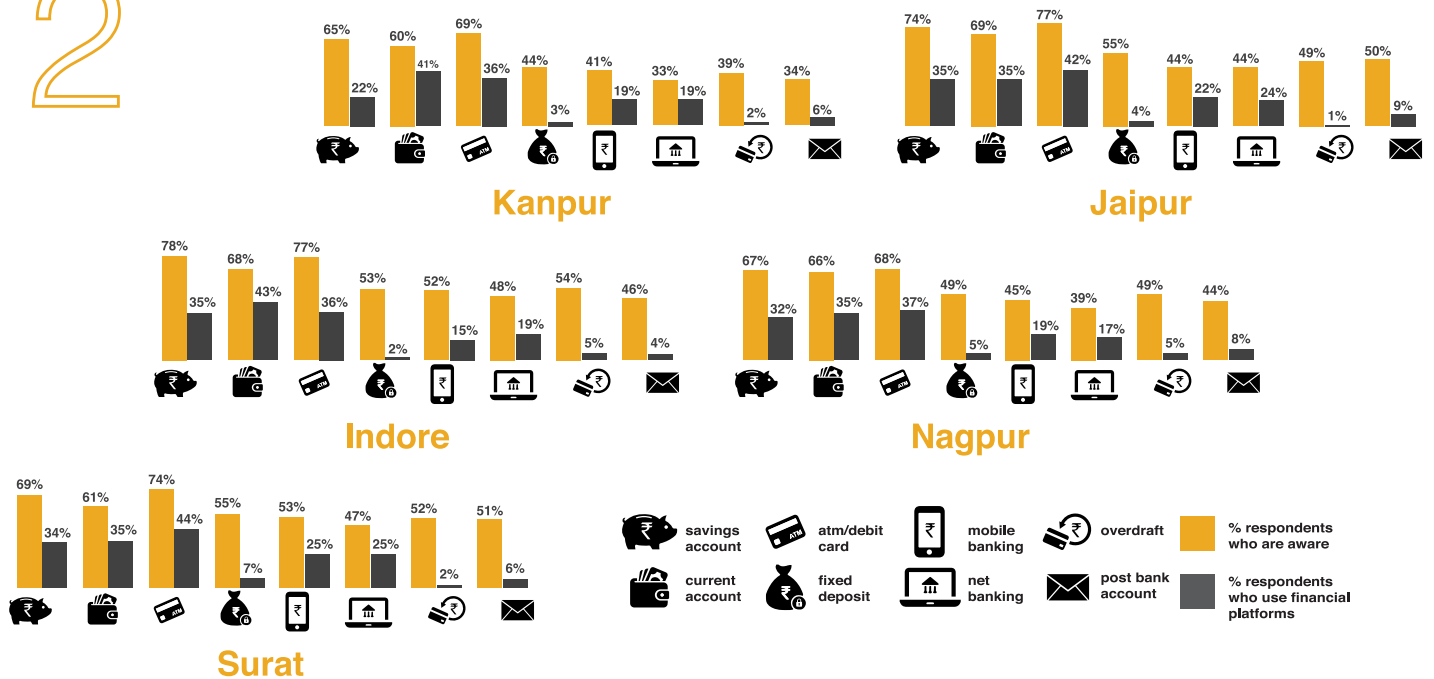
## SMARTPHONE USAGE VS USAGE FOR FINANCIAL PURPOSES

1



## AWARENESS VS USAGE OF DIGITAL FINANCIAL PLATFORMS

2



## CUSTOMER AND SUPPLIER INTERACTIONS

3

