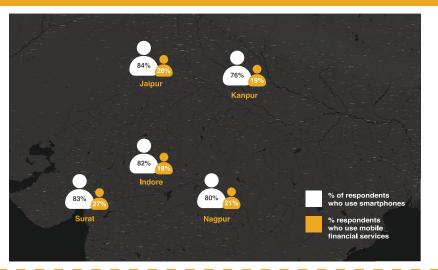
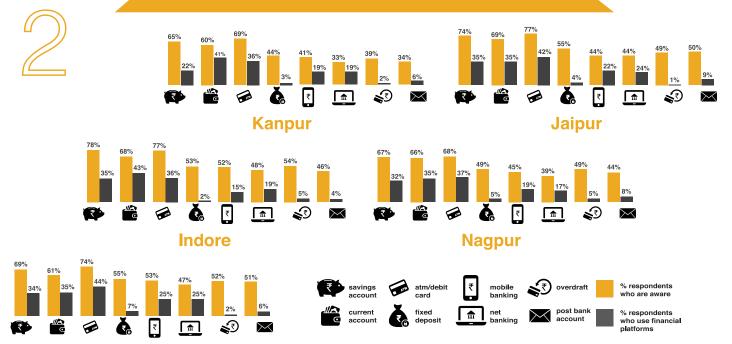
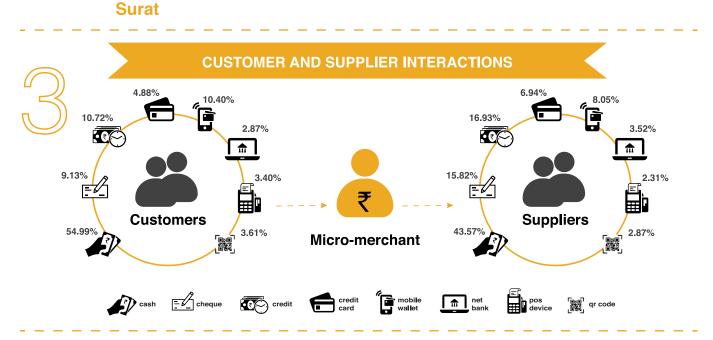
## The Evolving Financial Ecosystem for Micro-Merchants in India

SMARTPHONE USAGE VS USAGE FOR FINANCIAL PURPOSES



AWARENESS VS USAGE OF DIGITAL FINANCIAL PLATFORMS





FOR ACCESS AND DEVELOPMENT

Findings from a study by IFMR LEAD and Mastercard Center for Inclusive Growth: <u>The Evolving Financial Ecosystem for Micro-Merchants in India</u>

