



# DIGITAL MONEY 2012

Integrating ICT and Banking

International Exhibition & Conference  
Pragati Maidan, New Delhi  
21-23 March 2012



Co-located with

20<sup>th</sup>  
Convergence  
India 2012



## Money transfer through mobile banking

Raju Mishra earns about ₹ 5,000 a month working as an Auto Rickshaw driver. He finds it difficult to transfer money to his family back home in U.P. But Raju is able to use his mobile phone to send money at regular intervals and at a low cost to his family within minutes using the mobile operator's money transfer service.

India, with mobile phones reaching over 900 million people, compared with only 90,000 bank branches and 45,000 ATMs, provides an ideal case for leveraging low-cost mobile services to provide financial inclusion.



### Opportunities

- Banking and financial services is a US\$ 250 billion industry in India.
- Indian e-commerce market at US\$ 6.7 billion currently is approximately 3% of the U.S. e-commerce market, promising huge opportunities
- 40 banks have already been given the green light by India's central bank (RBI) to offer mobile banking, may also adopt the Interbank Mobile Payment Service.
- With more than 100 million Internet users, the country is beginning to achieve a critical mass of users who are familiar with web services.
- Using Unique ID, a customer who has a mobile phone will be able to open a mobile linked no-frills account.
- Only 41% of the adult population in India has bank accounts



## Who Should Attend

- CEOs, COOs, CTOs, CIOs, Directors, Presidents, Vice Presidents, and Managers from nationalized, private, co-operative and international banks, financial institutions, with responsibilities for:
  - Emerging Technologies
  - Electronic Delivery
  - Product Innovation
  - Payment Strategies
  - Mobile Banking / m-commerce
  - e-banking / e-commerce / online
- Merchant bankers / venture capitalists / forex / money changers, etc.
- Credit rating institutions / depository services
- Consultants
- Associations / Publications

## Exhibitor Profile

Banks & financial institutions  
Banking automation  
Card technology  
Cash management system  
Call centre organizations  
Disaster management systems

e-commerce / m-commerce  
Service providers  
Information / Data security  
Networking solutions  
Online retail stores  
Payment gateways

Risk management systems  
Software and programming  
Telecom operators  
Terminal Devices  
...etc

## Exhibition space charges

- Shell Scheme: INR 11,000 / US\$ 300 per sqm (min 9 sqm.)
  - Raw Space: INR 10,000 / US\$ 270 per sqm + power supply @ INR 3,000 / US\$ 80 per KW per 9 sqm (min 18 sqm.)
- Note:** service tax at 10.30% is applicable

## The Conference

### The Mobile Ecosystem: Opportunities for mobile money in India

With mobile wallets becoming a reality, it is imperative for the entire eco system to come together and deliver the desired services. This session will focus on how mobile innovation can help banks stay competitive, how mobile commerce is becoming an important part of mobile operators revenue generation & overall retail banking strategy for the banks.

### Use of Mobile for M-Education, M-Governance, M-Health, M-Entertainment

This session will discuss the state of the mobile money marketplace in India. Multiple existing and emerging service offerings and business models. Which services are thriving? Which are failing? How to identify the best strategy to tackle the growing aspiration of Indian customers?

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#### Organiser



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