

BANKING, FINANCIAL SERVICES AND INSURANCE SOLUTIONS

PERSPECTIVE OF BANKING, FINANCIAL SERVICES AND INSURANCE

Although the banking industry in India has seen many positive developments in the last decade, one of the key concerns is financial exclusion of a large proportion of the population. As such the challenges of this industry are:

- Increase the penetration of banking in India to address the demand supply gap: With number of banks per 1000 population still being abysmally low, banks have a need to increase their penetration to improve financial inclusion of our people
- Credit disbursement to the priority sector: A key challenge of the banking system is to provide the priority sectors especially the agriculture and Small scale industries timely and cost effective credit which as a result is very important in generating employment and supporting the growth of the economy
- Maintain asset quality: The advances of banks that are unsecured have increased substantially. To remain profitable banks need to kept the quality of their assets high
- Improve risk management mechanism: Banks need to setup specific risk management procedures to make the business more viable. One of the key requirements that Banks need is reliable data access for far-sighted risk management

ATM revolutionized....to take ATM's at the doorstep where there is population and area is secured. Geo-coding..

MAPMYINDIA OFFERINGS

MapmyIndia has advantage to provide End to End GIS Solutions across different platforms (Web, Mobile, WAP, and Desktop). MapmyIndia has unique build process for its map and map related datasets. In addition, MapmyIndia maps have extensive map coverage both in urban and rural India and MapmyIndia can provide integrated solution.

MAPMYINDIA GEO-CODING SERVICES FOR CUSTOMER MAPPING

MapmyIndia can help get coordinates of an address (state, city/town/village, street, locality, sub-locality, landmark etc). For e.g. Marine Drive, Mumbai, OR Block S, Greater Kailash 2, New Delhi, OR Siwan, Bihar. MapmyIndia geo-coding algorithm is tuned to India's complex/unorganized address system is intelligently provides relevant best and alternate matches.

GET YOUR GIS DATA ACQUIRED EASILY FROM MAPMYINDIA

MapmyIndia provides various GIS data at National and City/Town Level GIS Data

- a. National Level GIS Data
- b. City/Town Level GIS Data

GET AUTHENTIC AND RELIABLE GEO TAGGED MARKET AND BUSINESS INTELLIGENCE DATA FROM MAPMYINDIA

MapmyIndia provides various affluence data, thematic maps, population data, landmark/ POI data, hazard maps and market surveys to businesses and corporate to help them assess market potential, competition presence, and own distribution presence as well as business performance and compliance measures which can be visualized, analyzed and validated geographically on a map.

- Affluence Data and thematic maps
 - a. Household Data (HH) in terms of
 - b. Population Data
- Landmark/POI Data – 160 categories ranging from ATM's, Banks, restaurants, hotel, shopping markets etc
- Hazard Maps- this will interest insurance companies where they can get full information about floods, earthquake data for risk profiling, while giving policies the companies can do risk assessment

- a. Hazards analysis provides you with maps that indicate which areas in your community are most susceptible to hazards
- b. Quantification of current and future risk for the exposed area (making a “risk profile”)
- Market surveys

- **WEB ANALYTIC SOLUTIONS –**

MapmyIndia provides web solutions which are planning and analysis centric and can be provided for mobile, web and WAP platform

- a. ATM/branch locator
- b. Pan India Mapping of All Bank’s ATM and branches
- c. Interactive driving direction from user specified areas to bank locations
- d. Display of branch and ATM attributes as part of the location on the map
- e. Periodical updates of branches and ATMS
- f. Pan India Map coverage- this will refreshed automatically
- g. The locator services will be integrated with bank’s website

GET YOUR MAPPING DONE EASILY FROM MAPMYINDIA

MapmyIndia provides policy mapping where you can locate your customers and resources and also

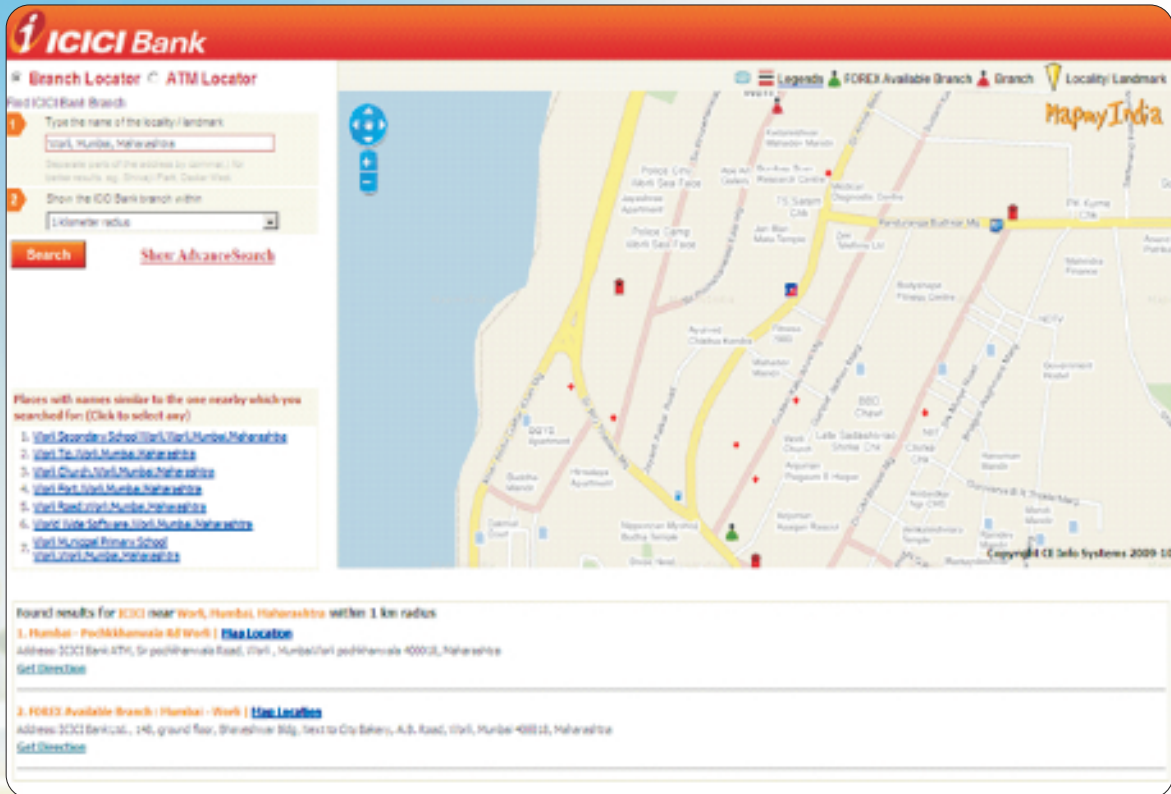
Policy Mapping

- Use the nationwide town data/pin code to map locations anywhere in the country
- Map all of your policy holders, their policy limits, and other characteristics so that you can assess your risk exposure
- Systems takes the reference from risk location to map policies with the base data
- Options to map policy data at town, pin code level

INSURANCE UNDERWRITING-MAPPING SERVICES

- Map locations that are prone to various risks or that have particular demographic characteristics
- Identify areas on a map with a high population density, a large concentration of properties, or other demographic characteristics that effect whether to underwrite a property for fire or burglary insurance
- Determine if a home is in a flood plain, near a fault, or is susceptible to wild fires and other hazards to make informed decisions on whether to underwrite a property for hazard insurance
- Find the driving distance or straight line distance to the nearest fire station or police station

EXAMPLES OF MAPMYINDIA BANKING, FINANCIAL SERVICES AND INSURANCE SOLUTIONS



The screenshot shows the ICICI Bank Branch Locator interface. At the top, there are tabs for "Branch Locator" and "ATM Locator". Below the tabs, there are input fields for "Type the name of the locality / landmark" (with "Mumbai, Maharashtra" entered) and "Show the ICICI Bank branch within" (with "1 kilometer radius" selected). A "Search" button is present. Below the search area, there is a list of "Places with names similar to the one nearby which you searched for". The main map area shows a detailed street view of Mumbai with various landmarks and branch locations marked. Below the map, there are search results for "ICICI near Mumbai, Maharashtra within 1 km radius".

Branch Locator **ATM Locator**

Find ICICI Bank Branch

1. Type the name of the locality / landmark
Mumbai, Maharashtra

2. Show the ICICI Bank branch within
1 kilometer radius

Search **Show Advance Search**

Places with names similar to the one nearby which you searched for (Click to select any)

1. World Secondary School (Mumbai) Mumbai, Maharashtra
2. World Trade Tower Mumbai, Maharashtra
3. World Church (Mumbai) Mumbai, Maharashtra
4. World Park (Mumbai) Mumbai, Maharashtra
5. World Road (Mumbai) Mumbai, Maharashtra
6. World Trade Centre (Mumbai) Mumbai, Maharashtra
7. World Hospital (Mumbai) Mumbai, Maharashtra
8. World Trade Centre (Mumbai) Mumbai, Maharashtra

Found results for ICICI near Mumbai, Maharashtra within 1 km radius

1. Mumbai - Pochkhimwala Rd Work | [View Location](#)
Address: ICICI Bank ATM, Sr. postkhimwala Road, Worli, Mumbai/Post khimwala 40002, Maharashtra
[Get Direction](#)
2. FOREX Available Branch | Mumbai - Work | [View Location](#)
Address: ICICI Bank Ltd., 146, ground floor, Shreechakra Bldg, next to Co. Bldg, A.S. Road, Worli, Mumbai-400025, Maharashtra
[Get Direction](#)

ICICI branch locator and directions



The screenshot shows the Manappuram Finance branch locator interface. It features a "FIND BRANCH" section with four steps: "Select State" (dropdown menu), "Select City" (dropdown menu), "Type the Landmark / Locality" (text input), and "Select Radius" (dropdown menu). A "Search" button is located below these fields. The main area is a map of India showing various states and cities. The interface is designed with a yellow and red color scheme.

MANAPPURAM FINANCE

FIND BRANCH

1. Select State
Select your state
2. Select City
Select your city
3. Type the Landmark / Locality
4. Select Radius
5 km

Search

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Mannapuram branch Locator and distance Locator

Use the search bar below to locate client and right click on map to find nearest ASPs [Logout](#)

State: Popular Locations:

Asp: Category:

Area:

You may zoom in or zoom-out using the sliding bar on the left or by scrolling the mouse on the map. For panning the map, drag it using the mouse or click on the E,W,N,S buttons over the sliding bar.

Right Click on the Map and click on "Mark My Location here" to get the nearby ASPs.

1.Name: SITA CRANE SERVICE
 Address : 206,SANTA MARKET,RANI BHAROSI ROAD
 City : NEW DELHI,Delhi
 Phone : 011 - 23670909 / 64676765 / 20647721 / 9811216765 / 9212076765
 Workshop Manager's Name : MR. JAI RAM KHANNA(9212076765)
 Asp Type : Towing
 Category Type : PBT

2.Name: RAJASTHAN TOURS 'n' TRAVELS
 Address : GENERAL POST OFFICE,MULTICITY, (SIDAPUR)
 City : NEW DELHI,Delhi
 Phone : 9214520923 / 9887241266/ 294 - 3295415
 Workshop Manager's Name : MR. YOGESH GUPTA(9887241266)
 Asp Type : TAXI
 Category Type : TAXI

3.Name: CYAN BUSINESS SOLUTIONS
 Address : GENERAL POST OFFICE,MULTICITY, (BANGALORE)
 City : NEW DELHI,Delhi
 Phone : 974125322 / 9972091377/ 80 - 85316665 / 85318887
 Workshop Manager's Name : MR. P. N. PRAKASH(0)
 Asp Type : TAXI
 Category Type : TAXI

4.Name: KAMLESH CRANE SERVICE (KUNAL BREAKDOWN SERVICE)

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Europ Assistance – ASP Locator

NITCO [Welcome nitco](#) [Logout](#)

Navigation for a better life

GENERAL **RESOURCES** **W.R**

Select Zone, State, District and City

North Zone

Delhi

Delhi

New Delhi

SEARCHING

Active Dealers Non Active Dealers Dormant Dealers Le studios Le studios express Projects Sales Offices Warehouses

COMPETITORS

SEARCH SUMMARY

Active Dealers : 30
 Non Active Dealers : 27
 Dormant Dealers : 63
 Le Studios : 3
 District NPV : 0

Map data © CE, Info Systems, Esri, © Microsoft

Map Controls:

- To move map, Click and drag on map. Or use up,down,left and right arrow keys of keyboard.
- To zoom map, use mouse scroll wheel. Or click on + and - buttons on right side of map.

Note: For District Wise NPV, Please use Non IE Browsers for faster and good user experience.

ACTIVE DEALERS **NON ACTIVE DEALERS** **DORMANT DEALERS** **LS** **DISTRICT NPV**

1. ANTECA CERAMICA - DELHI (Active Dealers)

48, RAJA GARDEN,, NEW DELHI.
 Delhi, Delhi
 913911245999
 antcaceramica2007@yahoo.co.in

2. GUPTA BLDG MATERIAL STORES - 0 (Active Dealers)

Market Potential and Presence Analysis