



scripbox 

The logo for 'scripbox' features the word 'scripbox' in a bold, orange, lowercase sans-serif font. To the upper right of the 'x' is a small orange square icon containing a white letter 'S'.

Case Study

Scripbox

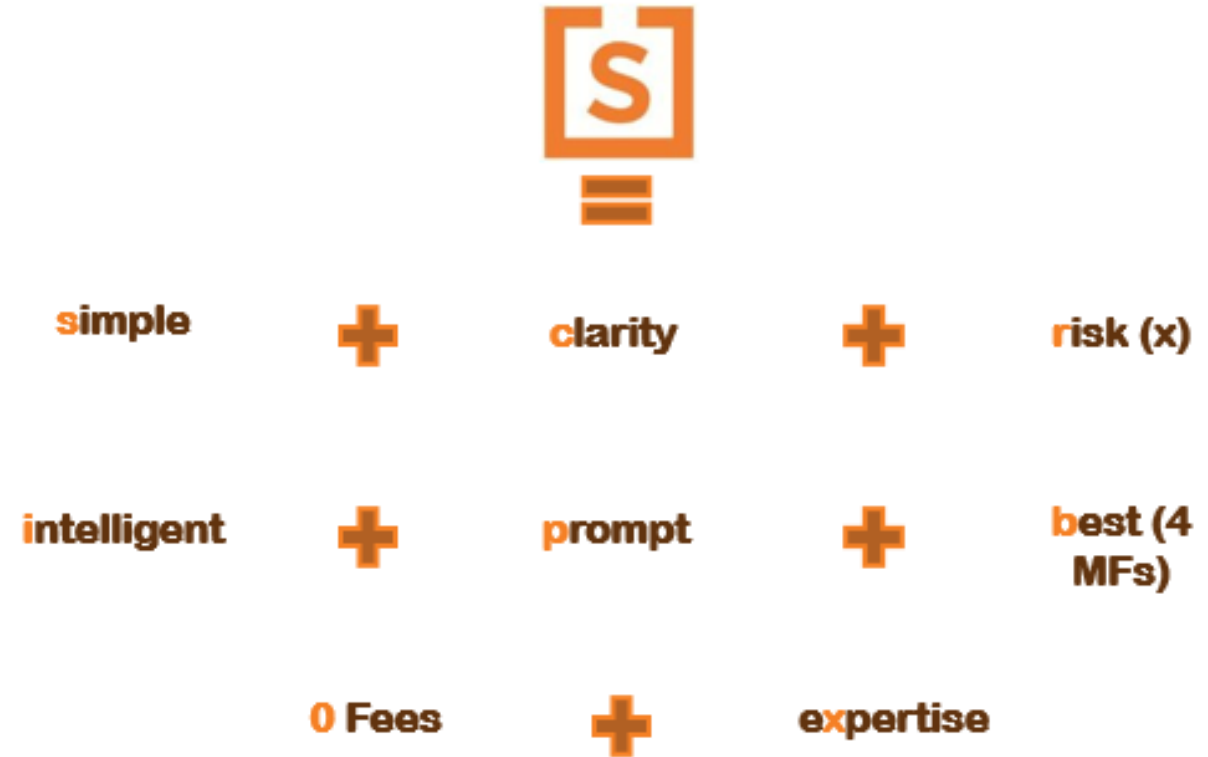
The best way to invest in mutual funds online

Scripbox helps people move from indecision to action in a critical area of their life - investments. It recommends a simple and disciplined path towards long-term wealth creation that anyone can follow, including beginners and non-finance people.

All the best practices of prudent investing have been automated by Scripbox, namely, bias-free scientific fund selection, diversification, annual fund review, rebalancing and tax considerations. With a simple online registration, consumers can start building wealth for their families.

Objective

Build, enhance and sustain visibility for the Scripbox brand. Also, create a brand preference and trust for the platform.



Each of these aspects make scripbox a pioneer in delivering a platform for retail investors into mutual funds. These aspects are our USPs and would be used in our message creation for the communication programme.

Save Tax



Save for my family's future



The best way to invest



Strategy

Educate

- Clear common myths related to money and finance in general
- Let people know about different investment options – stocks, real estate, gold, mutual funds, etc.
- Tell them how each asset works and the process of investment associated with them

Empower

- Introduce mutual funds as an inflation beating investment option
- Why should you invest in Mutual Funds?
- Why Scripbox?

Tactical Approach

01

High impact focused media approach

Explored interactions and authored article opportunities with English newspapers, vernacular language publications, magazines and online platforms

02

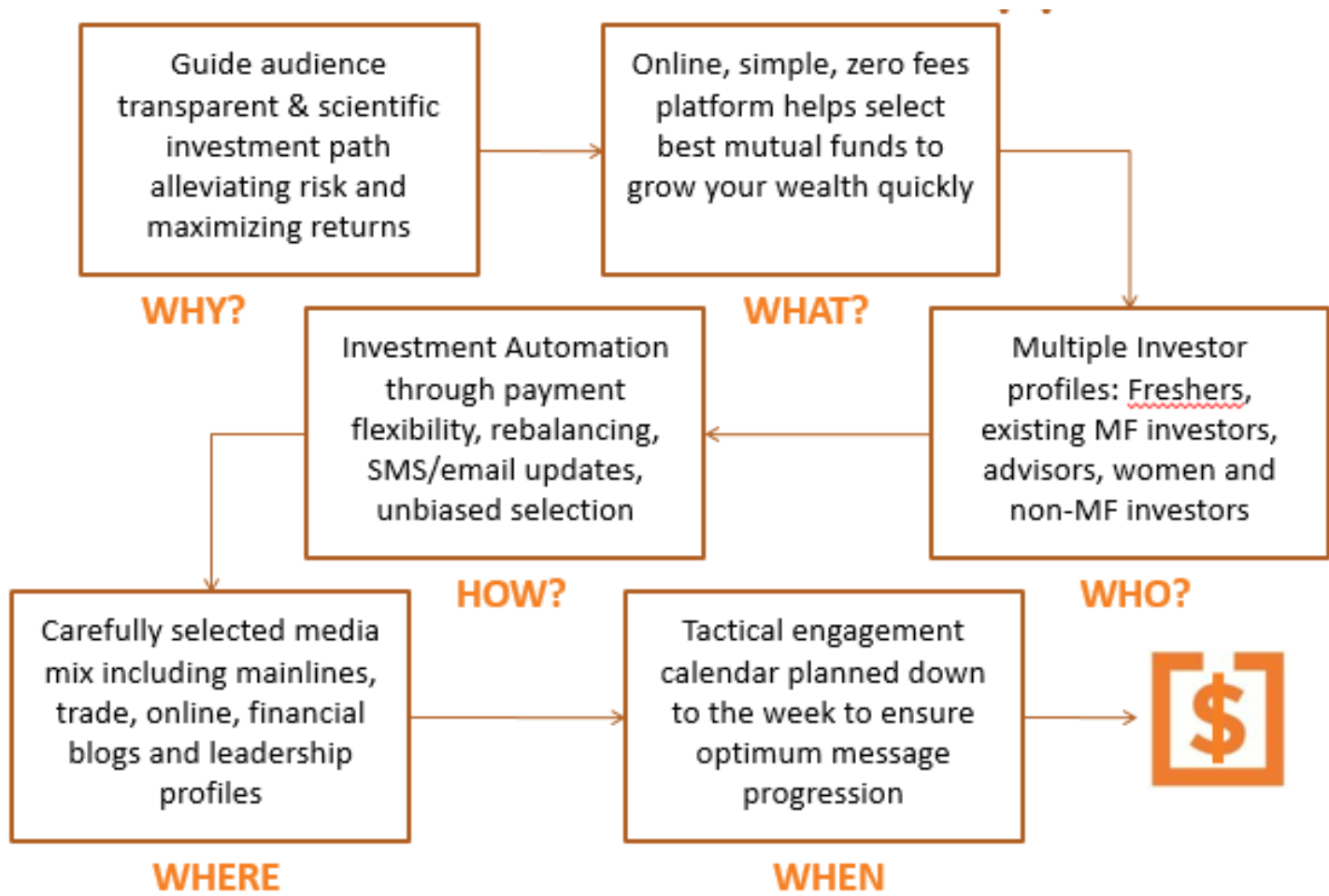
Corporate Outreach

Through corporate outreach, the message is directly shared with a small group of people, who become the message bearers and share the same with their peers. This is why when a message is shared in a classroom environment, we feel the retention is much higher and people act on the message

03

Speaker opportunities

Explored speaker opportunities for Ashok at key events that highlight the importance of investment options and different variants under mutual funds



Approach

Online MF Platform Scripbox Launches App 'Takecharge'



BENGALURU: Online mutual fund investment platform Scripbox has launched 'Takecharge', an

Android-based mobile app that enables users to make investment decisions, reports **Shashwati Shankar**. The application focuses on providing jargon-free information to help users make accurate investment decisions, determine the kind of mutual funds to invest in and will also provide annual recommendations on rebalancing their portfolio. "It isn't easy for the end-user to pick from 8,000 mutual fund schemes, our algorithm helps them make decisions at a quicker pace and ensures least taxation upon investments, as well as provides recommendations on the right time for credit withdrawal," said Ashok Kumar ER, CEO at Scripbox. The mobile app is divided in to three basic sections, learn, plan and act.

B'luru startup is 2nd most effective financial brand

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Bengaluru: Scripbox, an Indian online mutual funds investment platform founded barely four years ago, has been ranked No. 2 among the 50 most effective financial services brands in terms of using the LinkedIn platform to engage, educate, and inspire its target audience.

All others in the top 10 are global brands, with Citibank heading the list. Others include Allianz, ABN Amro, American Express, Wells Fargo, BlackRock, JP Morgan, Morgan Stanley and Canadian company Payfirma.

"Not only do these marquee names know how to position their brand and products with engaging and comment-worthy content on LinkedIn, they also know their audience - and where to find them," the professional networking site said in a blog post published on Wednesday.

Scripbox, based in Bengaluru, was started by finance professionals Atul Shinghal, Sanjiv Singhal and W S Ravishankar in 2012. It automates the best practices for effective mutual fund investment. The company's algorithm selects what it calcula-

| TOP 10 |
|--------------------------|
| • Citibank, US |
| • Scripbox, India |
| • Allianz Group, Germany |
| • ABN Amro, Netherlands |
| • American Express, US |
| • Wells Fargo, US |
| • BlackRock, US |
| • JP Morgan Chase, US |
| • Morgan Stanley, US |
| • Payfirma, Canada |

tes as the eight best mutual funds, out of the approximately 8,000 in India, to invest customers' money in. The eight will include four equity funds, two debt funds and two tax-saving funds. Scripbox received a funding of Rs

SCRIPBOX SCORES BIG

16 crore from Accel Partners and other angel investors last year.

"In the financial world, very complex terms are used to explain simple products and making complex financial jargon simple is our main motto. We, being a tiny financial services company, feel very humble, being placed beside the giants," chief executive Ashok ER told TOI.

The LinkedIn list was pre-

pared using the LinkedIn Content Marketing Score (CMS), which is calculated by measuring the ratio between the total target audience and the unique users that engaged with the content in 2015.

CMS also evaluates all content-based activities on the LinkedIn platform, such as company page updates, employee shares, sponsored updates, and influencer and employee posts through self-publishing on LinkedIn.

Scripbox said the average Systematic Investment Plan (SIP) on its platform is between Rs 15,000 and Rs 20,000 and 70% of its customers are first time investors. It manages assets worth Rs 135 crore currently.

Founders Atul, Sanjiv and Ravishankar had first met as students in IIM Bangalore. Atul worked in the finance and insurance industries, with big names like Standard Chartered and Capital One. He worked in South Africa for several years and then returned to India to start Old Mutual's foray into mutual funds in the country. Sanjiv worked in Kotak Mahindra and Cybercash, one of the earliest e-payment services in India.

Impact

Scripbox: Keeping It Simple

By DEBOJYOTI GHOSH

BONA FIDES: Undisclosed

FOUNDERS: Sanjiv Singhal, Atul Shinghal and WS Ravishankar

FUNDING: So far, it has raised Rs 20 crore

THREAT TO: Traditional financial advisors and wealth managers from banks and financial institutions

We don't use the term income, but salary. And instead of equity linked savings scheme (ELSS) funds, we use tax-savings funds," says Sanjiv Singhal, founder and director, Scripbox India, an online platform for mutual funds investment. Singhal's rationale: "We don't confuse people with financial jargon. These are simple steps, but work well for our consumers when it comes to making an investment decision."

In the financial services space, a commonly-followed aggressive sales model leads to mis-selling of financial products, eating into the brand's credibility. Launched in January 2013 by former bankers and finance veterans Sanjiv Singhal (47), Atul Shinghal and WS Ravishankar, both 46, Scripbox has managed to address

the pain points of the sector, where investment decisions are often backed by skewed and subjective data.

The Bengaluru-based startup provides an algorithmic decision based on quantitative data about which mutual funds to buy. During the recommendation process, it filters decision-making by limiting choice without any human intervention.

The customer can go online and select from the three available categories of funds (equities, debt fund and tax-savings fund or ELSS). Within each of these choices, there are pre-selected portfolios. The client can take a call on how much to invest in which portfolio.

Scripbox doesn't charge any fee from its customers, but gets a distributor commission from asset management companies (AMCs). "Our customers often tell us that they never thought investing was so simple. We believe rather than complicating things, you give people a few simple rules: Select your investments carefully, review them periodically



Publication: Forbes

Scripbox Raises ₹16 cr from Accel Partners, Others

Our Bureau

Bengaluru: Scripbox, an online mutual funds investment platform, has received ₹16 crore in funding from Accel Partners and angel investors like MakeMyTrip's CEO Deep Kalra, among others, to expand its operations.

"Scripbox simplifies personal finance for the common man. By being transparent, jargon free and easy to adopt, we take away the fear from investing," said Sanjiv Singhal, CEO, Scripbox. "This funding will expand operations so more people can benefit from our services," said Singhal, who has over two decades of experience in managing top roles at financial institutions like Kotak Mahindra, ABN AMRO and Citigroup. The company automates investment practices including fund-selection, diversification, annual fund review, rebalancing and tax considerations. Users are required to choose the amount and frequency of investments and specify type, equity, debt or equity linked savings scheme. After sending in required documents, investments are made automatically, in funds chosen by Scripbox.

Publication: The Economic Times

Tech Trends

A debit card for your mutual fund

Scripbox, a leading online investment service, has announced the launch of a new product, Any Time Cash, that allows customers to withdraw cash instantly from their mutual fund investment using a debit card.

This card can be used at ATMs or Point of Sale devices that accept Visa cards.

"This product is ideal for youngsters since they are worried about locking up their money in investments," says CEO E.R. Ashok Kumar. "They can move their entire salary to this product. Since the invested money is not locked even for a day, they can withdraw cash instantly." Scripbox has partnered with Reliance Mutual Fund for this product and the debit card is issued by HDFC Bank.

The proprietary algo-



and Tax Saving. Mr. Ashok Kumar said household penetration of mutual funds in India is around 4 per cent, which compares poorly with mature markets like the US where it is 45 per cent.

Scripbox, headquartered in Bengaluru, was founded by Ashok Kumar and Sanjiv Singhal in January 2012. The number of subscribers has grown from 20,000 to 2,00,000 in the last 18 months. Scripbox has customers in 425 cities and towns, covering all States and Union territories. The median age of customers is 31.

In June this year, it got an undisclosed amount of investment from Omidyar Network, Accel Partners and Angels. Prior to this, it got funding in August last year and in July 2013. The app is available for both Android and iOS.

rithm of Scripbox narrows down over 8,000 mutual funds to 10 pre-selected ones in four categories, Any Time Cash being one of them. The other three are Long Term, Short Term

Publication: The Hindu

Awards and Recognition

Red Herring Asia 2016

Scripbox was ranked amongst the year's most promising 100 private technology ventures from Asia. We were the only financial services technology company from India to win the award in 2016.

The 2nd Most Influential Financial Services Brand on LinkedIn

Scripbox uses the LinkedIn platform to engage, educate, and inspire young earners in India. We were ranked as the 2nd most influential financial services brand on LinkedIn in 2015.

Fintech 20 by FinTech City

Scripbox was selected by FinTech City, as part of the Inaugural list of Top 20 Fintech companies in India. These 20 companies were shortlisted from a list of over 350 companies.

Thank you!
