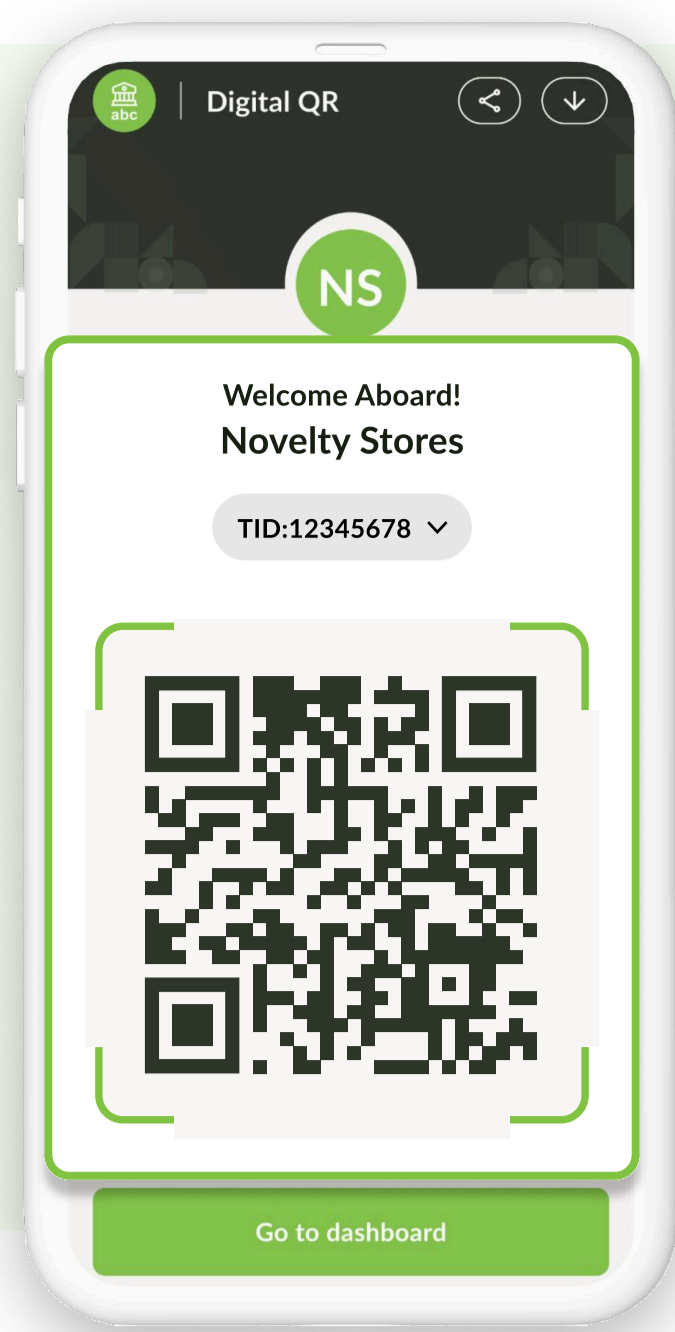


## Enabling Merchant Acquirers to Empower SMEs

Mintoak is the preferred merchant SaaS platform that enables merchant acquirers to monetize and empower their SMEs with payments and commerce enablement solutions.

We enable merchant acquirers to deploy and rapidly scale their SME base through Payments, Cross-sell, Value Added Services and Engagement campaigns. Mintoak's modularised, cloud-native and API-first platform integrates seamlessly with merchant acquirers' existing infrastructure, ensuring a faster go-to-market strategy.



## Whom do we empower?



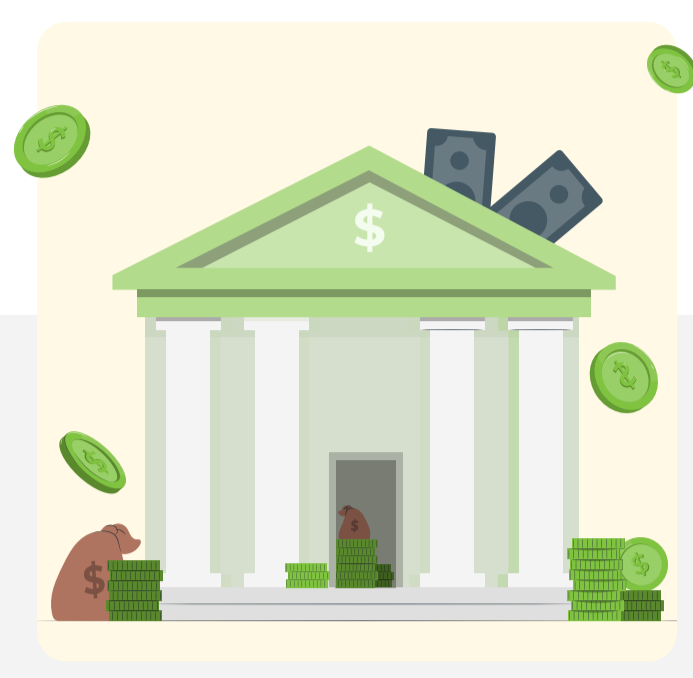
### Small Merchants

The white-labelled payment acceptance app enables small businesses to accept and monitor digital payments directly on their smartphones, simplifying operations and enhancing financial oversight.



### Medium Enterprises

For businesses already utilizing PoS terminals, the app serves as a powerful companion on the business owner's phone, allowing them to remotely monitor, analyze, and manage their operations with ease.



### Merchant Acquirers

The platform empowers acquirers to engage merchants through innovative gamified campaigns & loyalty programs, driving deeper engagement and unlocking monetization opportunities through the seamless cross-selling of financial products.

## Key Offerings



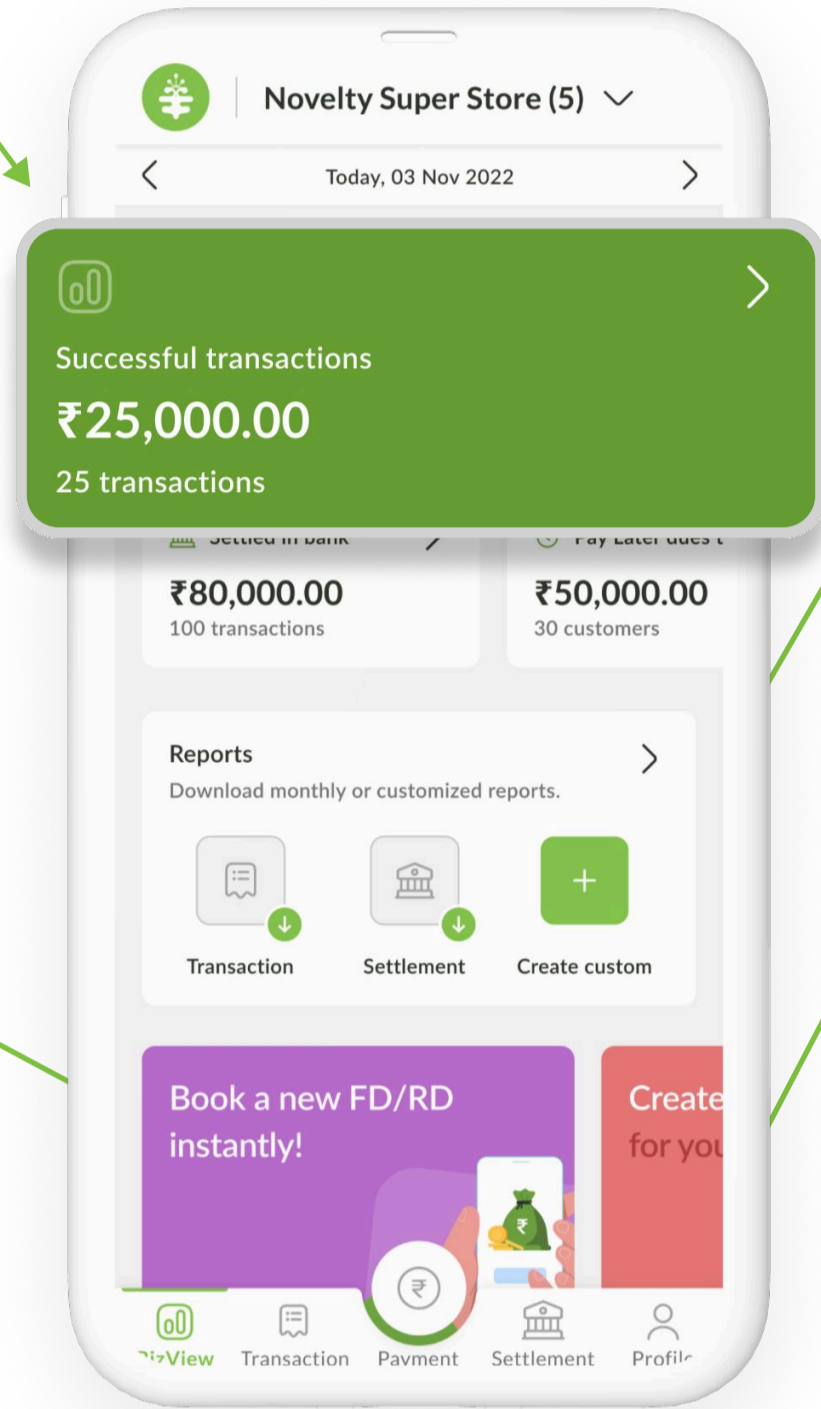
### Business360

Business owners can analyze sales patterns, understand customer behaviour, and drive smarter business decisions with a real-time interactive dashboards.



### SmartPayments

Enable SMEs to accept payments across multiple payment modes in one merchant payments app.



### SellSmart

Merchants can get access to SME financial products offered by acquirers through seamless integrations.



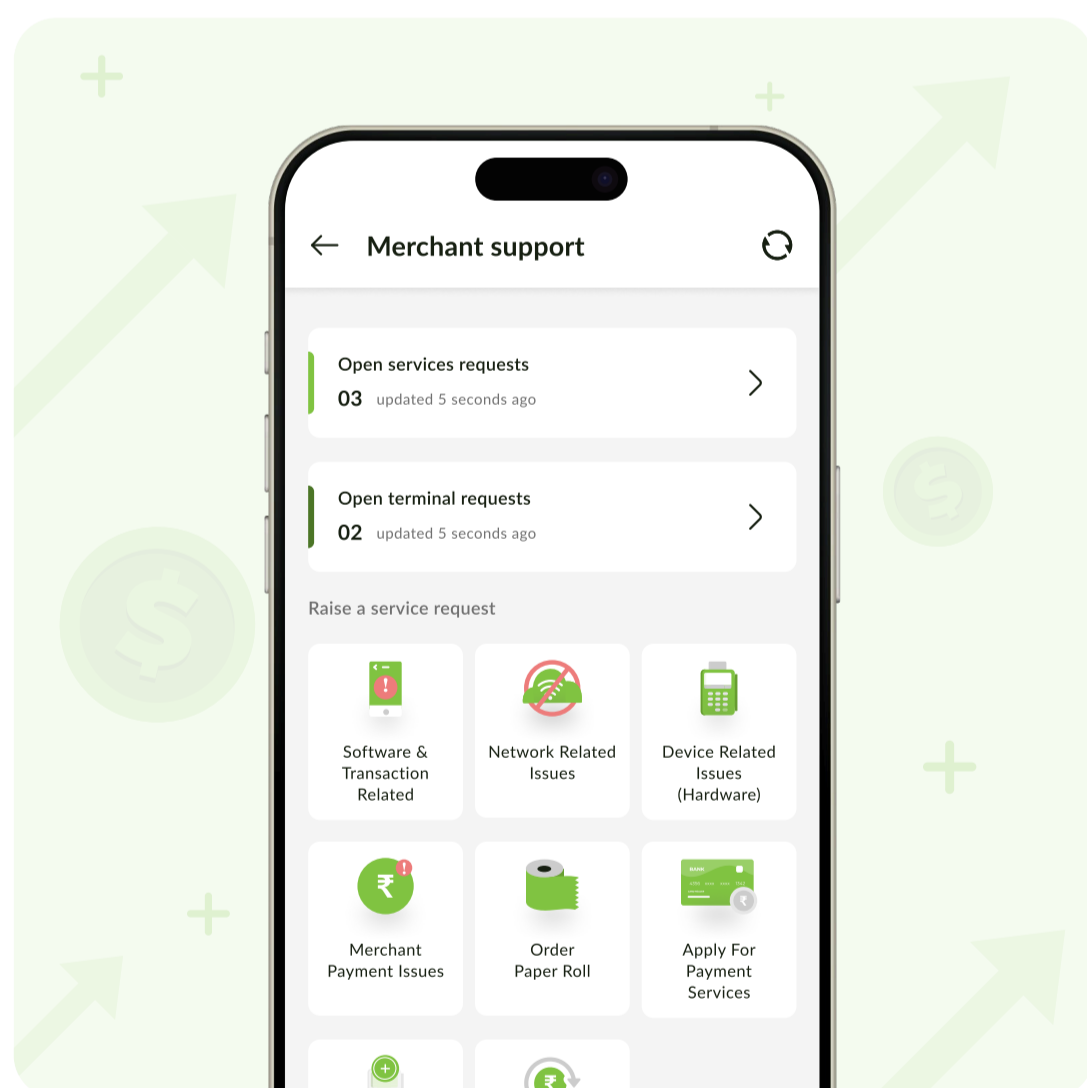
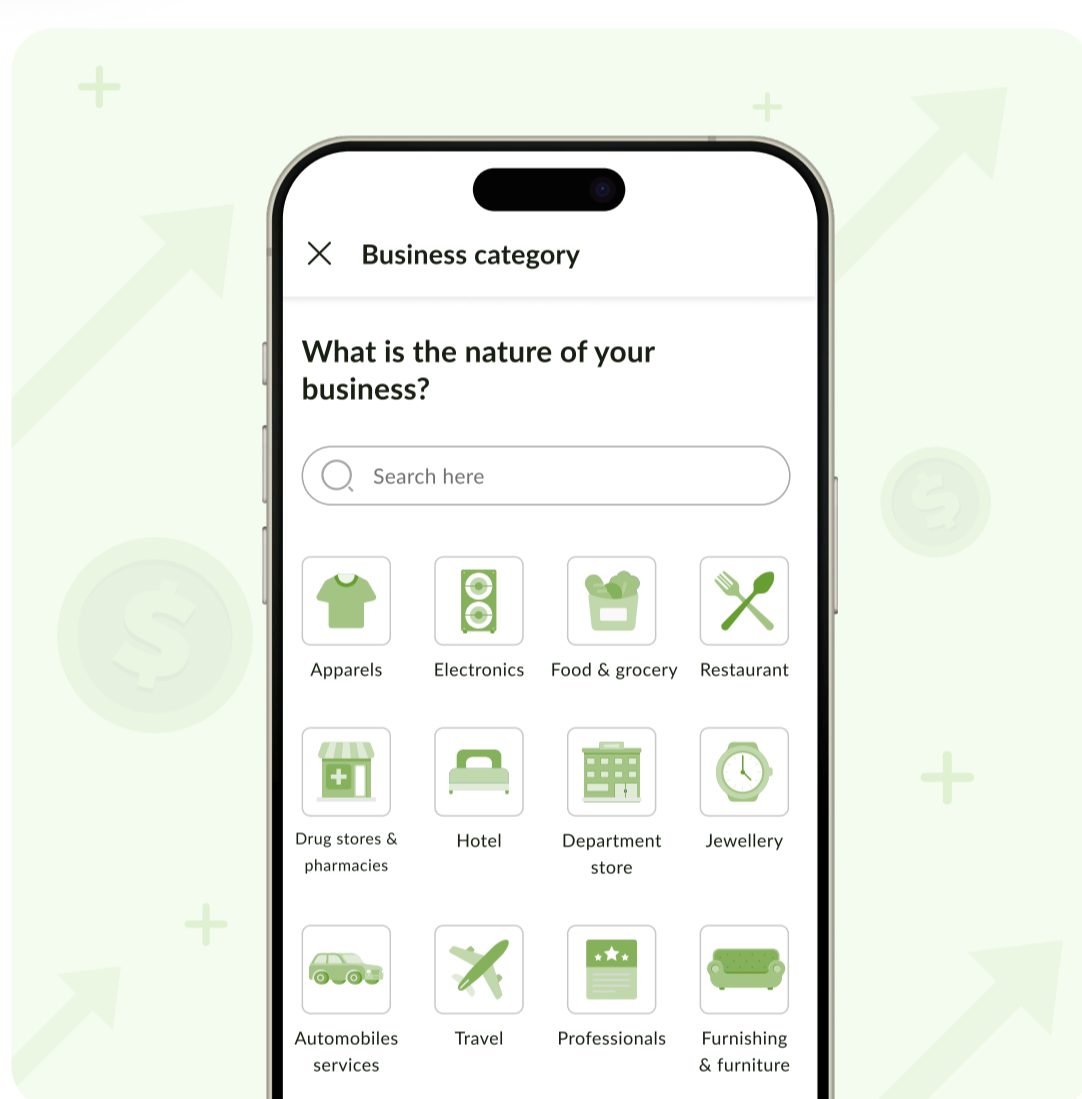
### StaffAccess

SMEs can give controlled access to their staff to manage outlets, accept payments, download reports and track business performance.



## DigiOnboard

A comprehensive suite for merchant onboarding, complete API integration, and local KYC integration and AML screening for Credit Risk Assessment. With Insta QR and Insta Soundbox, merchants can start accepting payments immediately. Any QR or Soundbox can be linked to any TID on the fly, eliminating the need for pre-assigned QR with diagnostics configuration.



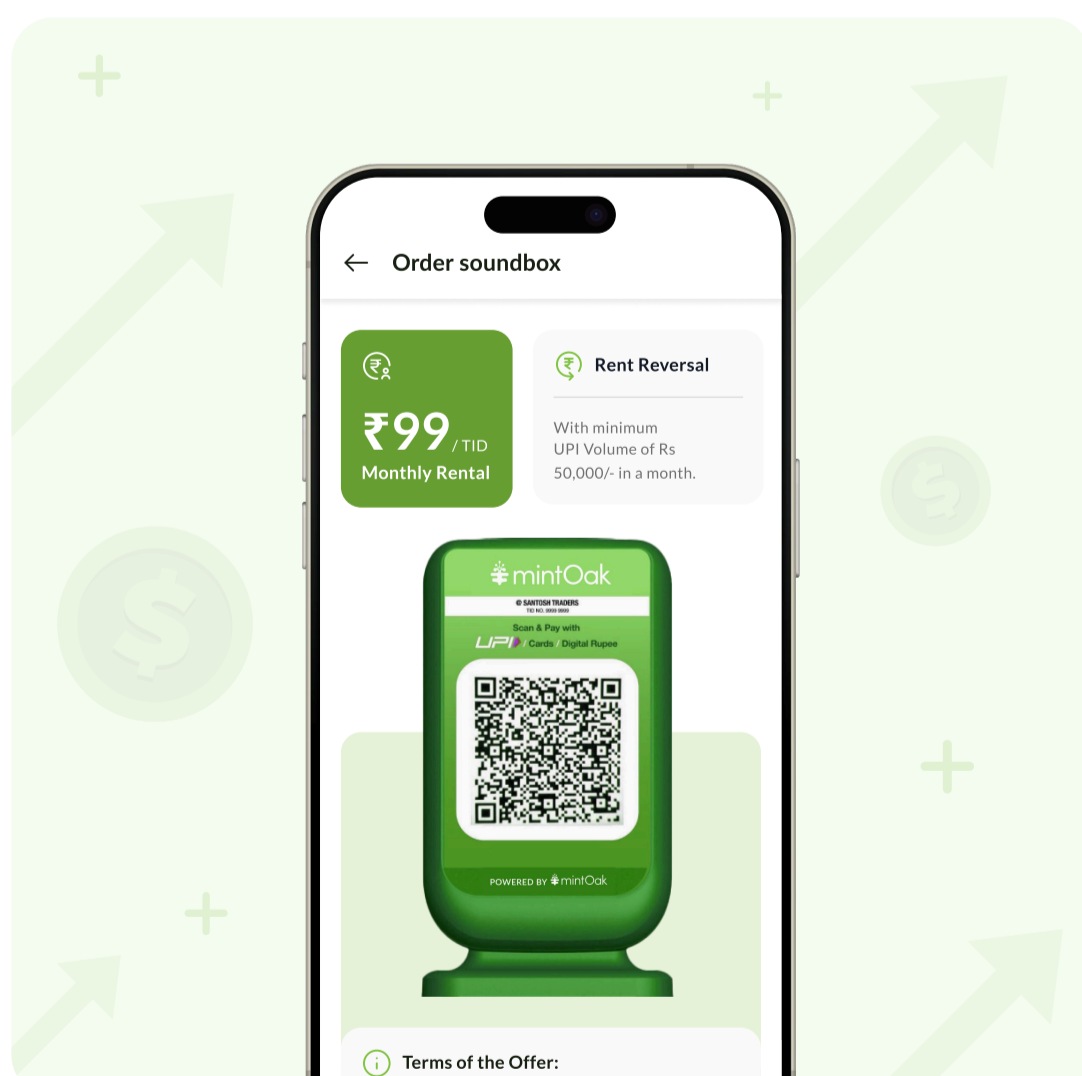
## ServiceDesk

A merchant-focused end-to-end module to enable acquirers to empower SMEs with the ability to raise and track service requests anytime, 24/7, with real-time tracking, easy access to FAQs for quick query resolution, and support for initiating requests for hardware devices like soundboxes and PoS as well as order paper rolls, request chequebooks, update GSTIN details, and more—all via a single payments app.



## SoundHub

An integrated Soundbox solution designed for acquirers to seamlessly deploy within their merchant ecosystem. This solution utilizes a low-latency messaging service to deliver both transactional and promotional voice messages. It enables acquirers to implement a multi-partner strategy for efficient Soundbox deployment and management. A Soundbox-led merchant payment strategy has consistently proven effective in driving activation and enhancing merchant engagement for banks.



3 Mn+

Merchants onboarded

₹53 Lakh Cr +

Annualised GMV

300 Cr +

Annualised Transactions

## Trusted By Leading Banks

