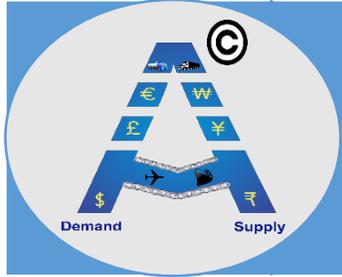


# Tasthana



We proudly launch “Tasthana” a software which will revolutionize the way deposits are done



# Introduction



**Founder Name**

**: Mr. Partho H. Chakraborty**

**Company Name**

**: Annona IT Solutions Pvt. Ltd.**

**Sector / Industry focus**

**: Bank Deposits**

**Contact coordinates**

- **Mobile number**
- **Landline number with code**
- **Email Address**
- **Postal Address**

**: +91 99863 22504**

**: +91 80 6577 7004**

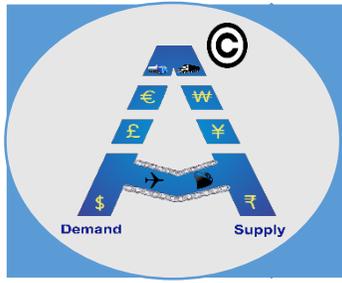
**: partho@annona.in**

**: # 1 Akhitaan, 2<sup>nd</sup> Floor, Above Mast Kalandar,  
Beside Knightsbridge Apartment, ITPL Main Road,  
Brookefields, Kundalahalli,  
Bangalore – 560 037**

**INDIA**

**Website:**

**<https://www.annona.in/>**



# Banking Deposits



## Deposits

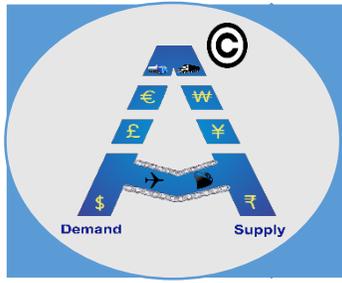
In any economy the bank is the heart and deposits are the blood that flows through it.

In order to lend out more, a bank must secure new deposits by attracting more customers.

Without deposits there would be no loans, or in other words, deposits create loans.

Again, deposits create loans, and consequently, banks need your money in order to make new loans.

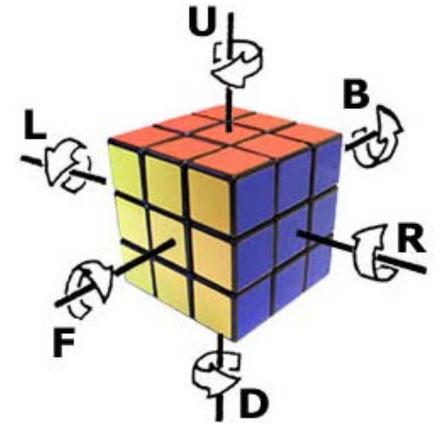
Deposits are also needed to balance the books of banks.

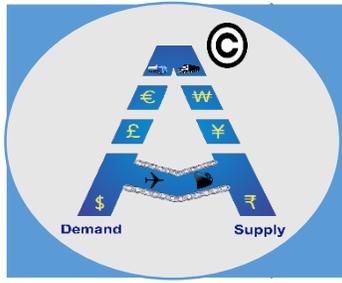


# Product



- The product is made for banks and their customers. It is called Tasthanana.
- **Tasthanana is a Sanskrit word meaning, As Flexible As A Stalk of A Lotus**
- It is the first truly Flexible Deposit Bank Deposit where The Principal, Tenure and Interest Calculated each month can be modified around by the user.
- It is configured for Asset Liability Mismatch and for a Consortium of Depositors
- It computes the Interest and TDS automatically each month
- It generates Reports and Statements such as for TDS
- It combines Sweep Deposits if the interest rate is the same
- You can do Reverse Annuity for multiple beneficiaries both Amount Based and Term Based
- You can do Payments and Shopping through Debit Cards.





# Innovation

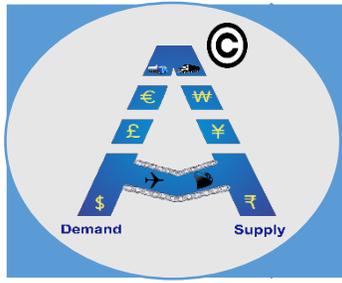


**Tasthana overcomes some of the inherent flaws of current bank deposit systems:**

- **The principle deposit and/or tenure can be increased or decreased by the bank customer anytime**
- **The interest generated can be taken anytime in part or full or percentage and deposited amongst single or multiple accounts within or in another bank**
- **Can be computed for Reverse Annuity for Single, Joint or Multiple beneficiaries – Amount based or Tenure based**
- **All Sweep Deposits gets clubbed in one if the interest rate is same thus making reconciliation very easy.**

**It is the first of its kind anywhere and it is configurable and customizable**

**We have applied a Patent for it. Patent Application No: 201641021201, Dated: 21-06-2016 and Fast-tracked**



# Advantages



It empowers the customer. Imagine a customer now doing all the actions which previously only a bank employee could do.

Though the outgo is more than that of the regular deposits, the banks do not lose out as the maximum outgo is 0.18% of total deposits.

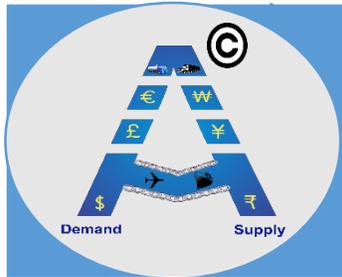
The customer now has a regular account with the bank and he/she will not exit or close it down as that of a Regular FD, once matured the account is closed.

The banks now have a Deposit Product with a Savings Bank Usage. This changes the way Savings and Deposit Products are used.

They have a Deposit Supermarket where all Deposits are under 1 head as It caters to all forms of Deposits including Sweep and Reverse Annuity.

***It should help the bank increase its deposit base by a least 10% and if we take a sample deposit base of ₹ 3,000 crores, then the increase is ₹ 300 Crores.***

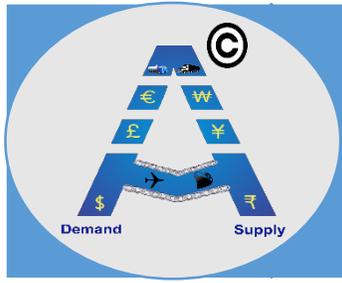
**For ₹ 300 Crores, if the liability is 6% and if 60% of Deposit is lent at 13%, then the gain to the bank is over ₹ 5 Crores.**



# Curated by Banks



S. No.	Banks	Problem	Problem Definition	Solution
1	Saraswat	Regulation s	Different Interest Rates for the Same Tenure	All deposits have the same interest rate for the same tenure
2	SBI, Yes and DCB	Sweep Deposits	Sweep Deposits - Whenever a new sweep deposit was created it was a new deposit. This meant many deposits gets created and it becomes very hard to reconcile with so many deposits and with withdrawals it becomes still harder.	Combining all Sweep Deposits into one deposit if their interest rates are same. This results in very few deposits as most of them get clubbed together
3	ICICI	Asset Liability Mismatch	A Deposit is a Liability to the bank. The bank has to lend against this deposit. Thus it has to have a match against this liability while lending. If the entire deposit amount is withdrawn then it affects the assets as it has no liabilities.	In order to mitigate such a mismatch a part of the deposits say 40% is kept as Fixed which the customer cannot touch. He/She can withdraw from the balance 60% or the Variable Component as partial withdrawals. If the Fixed Component is touched the deposit closes.
4	ICICI	Consortium of Depositors	Required more than 2 depositors to have a deposit account	More than 2 depositors can open a Deposit Account. Each person would have a have a percentage in it. For example say 4 people have a deposit then they could share it as: 35%, 25%, 16% and 24% making it 100%. This would mean that any modifications would also be done accordingly as per the percentage . Please note that even the joint depositors have the deposit as percentage. It can be 50 - 50, 60 - 40, 72 - 28, etc.
5	Kotak	TDS	TDS is an issue with various deposits having various tenure and varying rate of interest	It computes TDS automatically irrespective of tenure and rate of interest with any modification made any time
6	HDFC	Form 15 H/G	Form 15 H/G is for Tax Exemption and it has to be integrated with the system	It can be downloaded, filled up and sent. Once the Bank receives it they can stop the TDS from that moment onwards. Whatever TDS that has been paid prior to receipt of the Form 15 H/G has to be claimed back from the Tax Department by the Customer
7	HDFC	Location	Where would the Application Rest?	The application would rest in the bank and the customer would first log in the bank using User ID and Pasword and then access it
8	Axis	Business Scenarios	Static Interest Rate, Rising Interest Rate and Decreasing Interest Rate	The customer does not lose out when static and benefits in the rest two scenarios and the bank does not lose out. This is explained in a separate Spread Sheet
9	Yes	Large Deposit	Can it accept large deposits and what would be the extra outgo for the bank?	We have taken the total deposit to ₹ 34 Lakh Crores. No bank has such a large deposit in South East Asia. The total outgo comes to maximum 0.07% of the total deposits
10	South Indian	Reverse Annuity	Can it configure a Bank Deposit for Reverse Annuity?	It calculates it both Amount Based and Tenure Based. For amount based, if a deposit of say ₹ 1,00,000 is created and assume a sum of ₹ 5,000 is to paid each month it pays the sum each month till it becomes 0. It canbe topped up and continued or closed. For tenure based, if we consider the same deposit of ₹ 1,00,000 with an outgo of ₹ 5,000 each month then the tenure could be fixed for say 6 months, 15 months, etc. at the discretion of the issuer and the funds would be disbursed for upto the mentioned month and then it stops.
11	Federal	Reverse Annuity	Can it pay to multiple beneficiaries different sums and varying tenure?	It can pay multiple beneficiaries multiple different sums either amount based or tenure based. It can also pay additional sums as desired by the deposit holder
12	Au Small Finance	Integration	How would the Integration with Core Banking happen?	It will integrate seamlessly with core banking software and it will not affect the working of any module in Core Banking. It will have the same touch points as the regular deposits. The only difference here is that there will 2 reports - one for regular deposits and the other for flexible deposits. Also the entire deposits can be migrated to the new deposit. This is explained in detail in a separate write-up



# Integration



Below diagram depicts integration with Bank server wherein the server-side API's and Client side response handling both are provided by Tasthana or where Bank gives the API's which will be used in Tasthana

## Client

## Server

Tasthana

(Request)

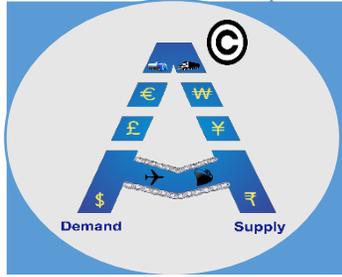
Bank Server

Tasthana API's

(Response)

The application sends request to Bank server to fetch details from Server using the API's provided by Bank

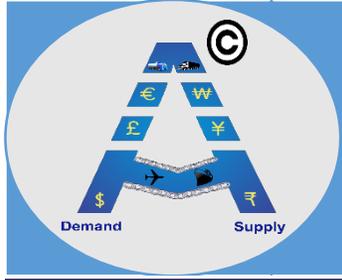
The Server (Tasthana server) sends the response to client in either json/xml format which is accessed by Client



# Bank Web Page



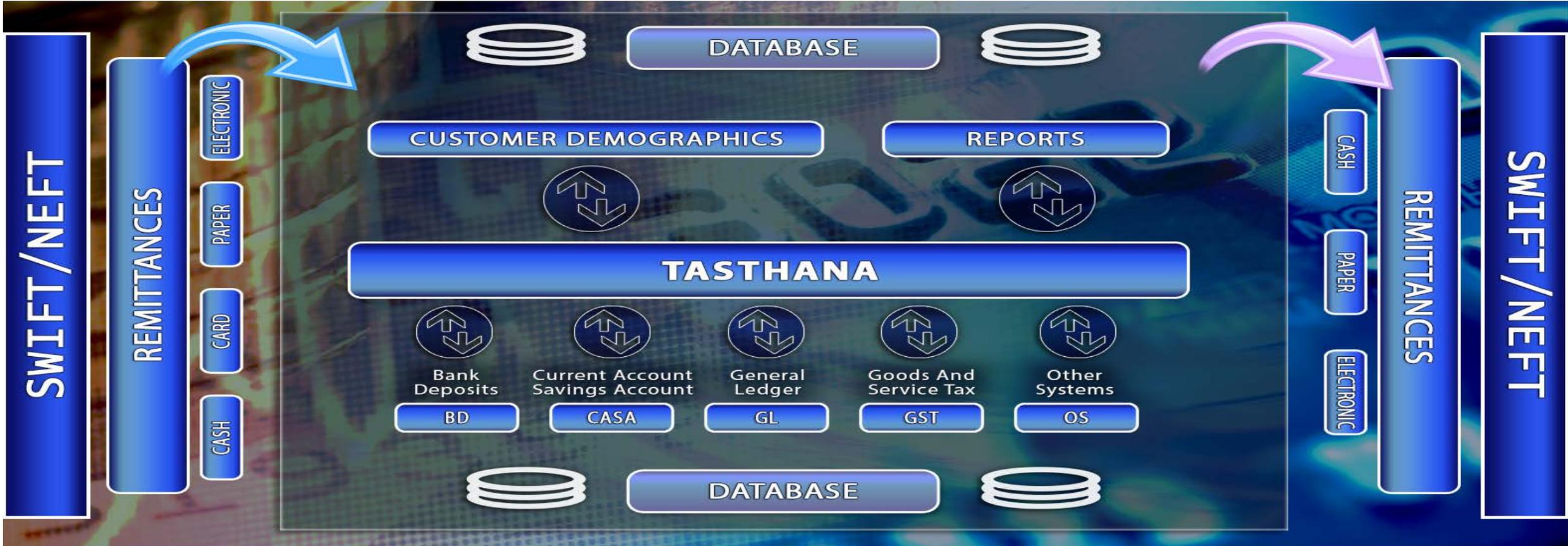
The screenshot displays a bank web page with a navigation menu at the top. The menu includes: OVERVIEW, MY ACCOUNTS, PAYMENTS & TRANSFER, INVESTMENTS & INSURANCE, and EXCLUSIVE OFFERS. The 'MY ACCOUNTS' menu is expanded, showing options like ACCOUNT SUMMARY, TASTHANA, BANK ACCOUNTS, POCKETS, DIRECT (3-IN-1), LOANS, CREDIT CARDS, DEMAT, SSY ACCOUNTS, PPF ACCOUNTS, E-STATEMENTS, APPLY ONLINE, and FOREX & TRAVEL CARDS. A purple arrow points to the 'TASTHANA' option. Below the navigation menu, there is a user profile section for 'PARTH CHAKRA' with a last visited date of 10/09/2017. A search bar is present with the text 'Enter your search term...'. The main content area shows a summary of the user's relationships, including Accounts, Deposits, and Credit Cards. The 'Accounts' section shows 4 Cards with a balance of ₹0.90. The 'Deposits' section shows 0 Loans with a balance of ₹0.00. The 'Credit Cards' section shows 0 Deposits with a balance of ₹0.00. At the bottom, there are sections for 'MAY I HELP YOU?' with a chat button, 'MY FAVOURITES' with buttons for FUND TRANSFER, QUICK PAY, and RECHARGE, and 'PRE-QUALIFIED OFFERS'.



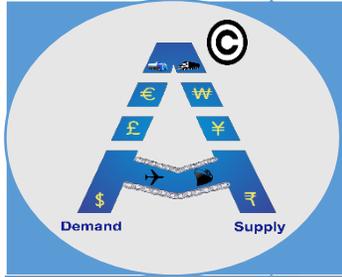
# Architecture



## KYC

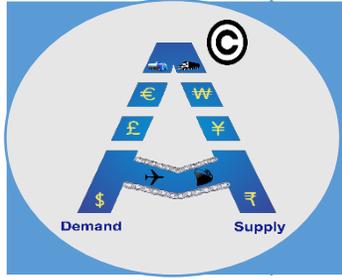


## RISK & COMPLIANCE



# Touch Points





# Thank You



## Bank Deposits – Tasthana

<https://www.annona.in/tasthana.html>

## Website

<https://www.annona.in/>