



TANGO

CREDIT | Asset Finance

South Asia
INDIA

Founded: 2013

Stage: Seed


Raised: USD 4m

2019

Report
prepared
by RELAY

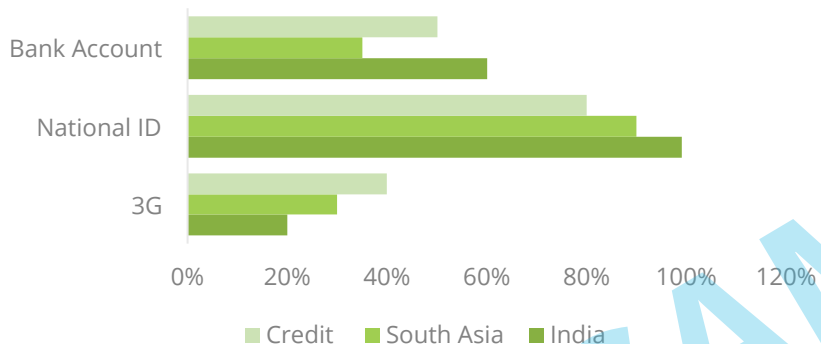
[www.themix.org/
relay-fintech](http://www.themix.org/relay-fintech)

Setting the Stage | How similar is TANGO to other fintechs in our sample by country, region, and product type?

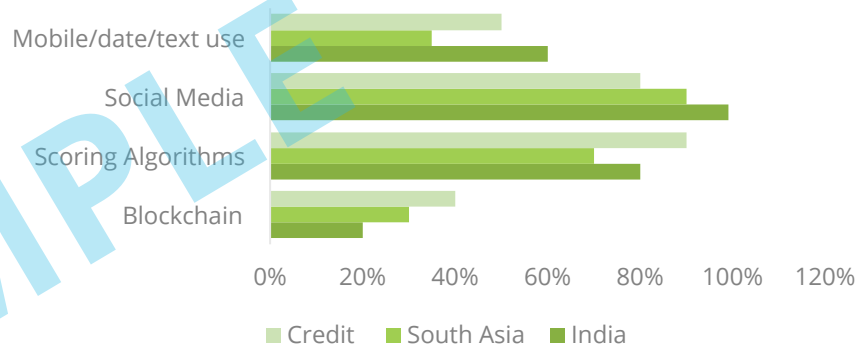


B2C	<ul style="list-style-type: none">• India 70%• South Asia 75%• Credit 80%
Asset Finance	<ul style="list-style-type: none">• India 45%• South Asia 40%• Credit 58%
Agriculture	<ul style="list-style-type: none">• India 32%• South Asia 35%• Credit 15%
Seed Stage	<ul style="list-style-type: none">• India 60%• South Asia 50%• Credit 30%

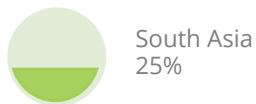
End-User Requirements

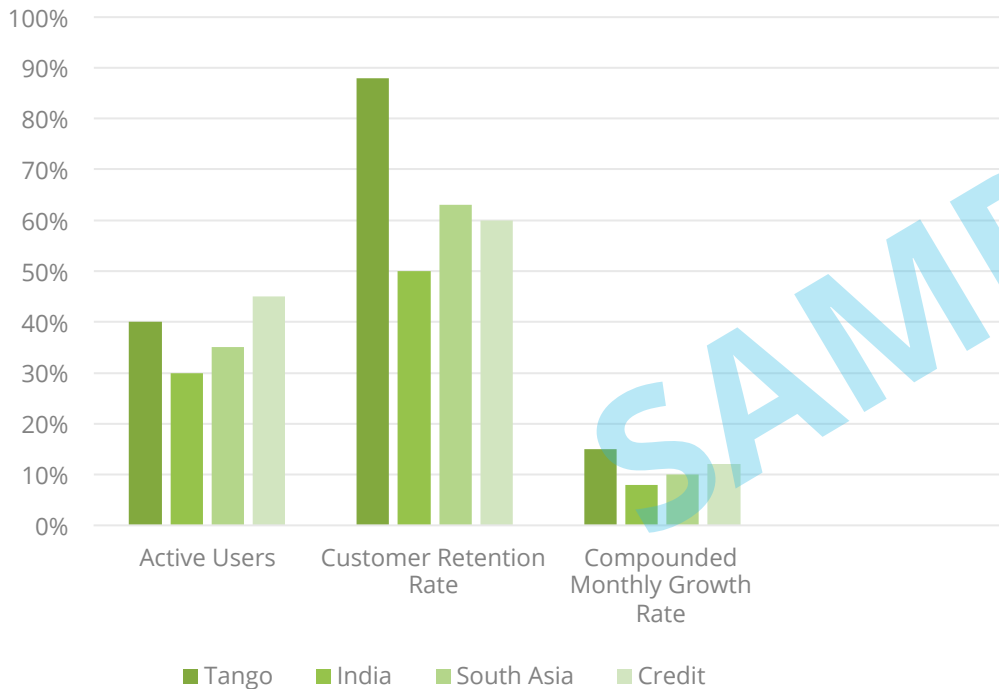


Data Inputs & Enablers

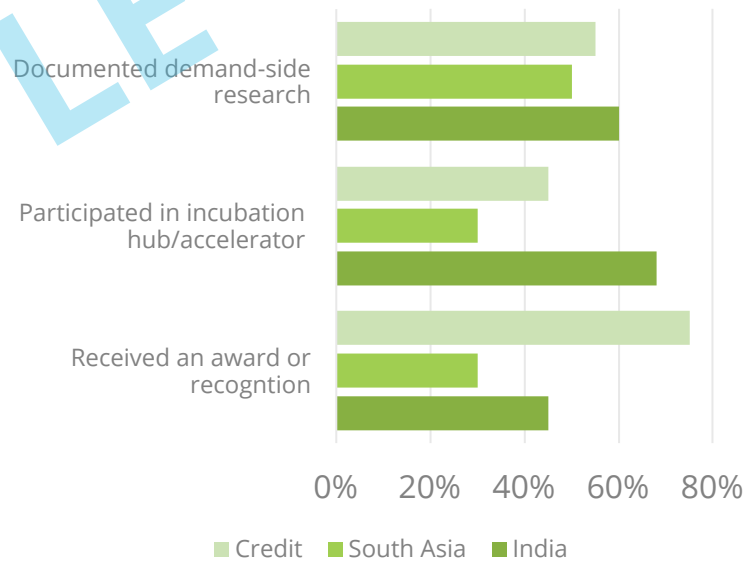


Fintechs who are both PAY-AS-YOU-GO and charge based on Value Created





Fintechs who, like TANGO, also have:



The TANGO CASH product is more **appropriate** for the underserved target market because it adapts to users' comfort-level with technology through improved user interface



This is demonstrated by:

- Ability to share documented complaints and grievances
- Active users rates which are 8% higher than average for India and 12% higher than South Asia
- Customer retention rates which are 5% higher than average for all credit products

In addition, TANGO CASH reported the following outreach indicators

