

— PRODUCT TEARDOWN · SMART REINVEST PROPOSAL

Smart Reinvest

Turn every payout and maturity into the next investment — moving reinvestment adoption from 5% toward a 20% target across eligible payouts.

• Invoice Discounting

• Fixed Deposit

• Bonds

Nikita Singh • TAP Invest • September 2026

— CONTEXT

What is TAP Invest?

A fixed-income focused investment ecosystem — reinvestment is an investor cash-flow problem on Ultra.

INVESTOR SIDE · ULTRA

Where investors put money to work — and where payouts & maturities land.

Invoice Discounting

Fixed Deposit

Asset Leasing (Coming Soon)

Gold / Silver

Stash

WIDER ECOSYSTEM

Tap Partner

Advisors & distributors for fixed-income products

Tap Capital

SME / business financing — the borrower side

Bonds / BondScanner

Listed-bond discovery & investing



This deck focuses on the three Ultra products with a clear cash-flow moment: **Invoice Discounting · FD · Bonds.**

— PROBLEM

Reinvestment adoption: 5% today, 20% target

Reinvestment may be missed when users aren't prompted before or around the payout decision moment.



🎯 Target 20%

1

Value is invisible

“Reinvest on maturity” doesn't show what acting now is worth.

2

No next deal in view

At payout, users don't know which eligible opportunity fits.

3

Decision comes too late

Money lands in wallet or bank — and the journey just ends.

4

Rules are restrictive

Auto-reinvest only fires on an exact match; otherwise the payout is credited to wallet/bank.

— OPPORTUNITY MAP

Where TAP can introduce reinvestment

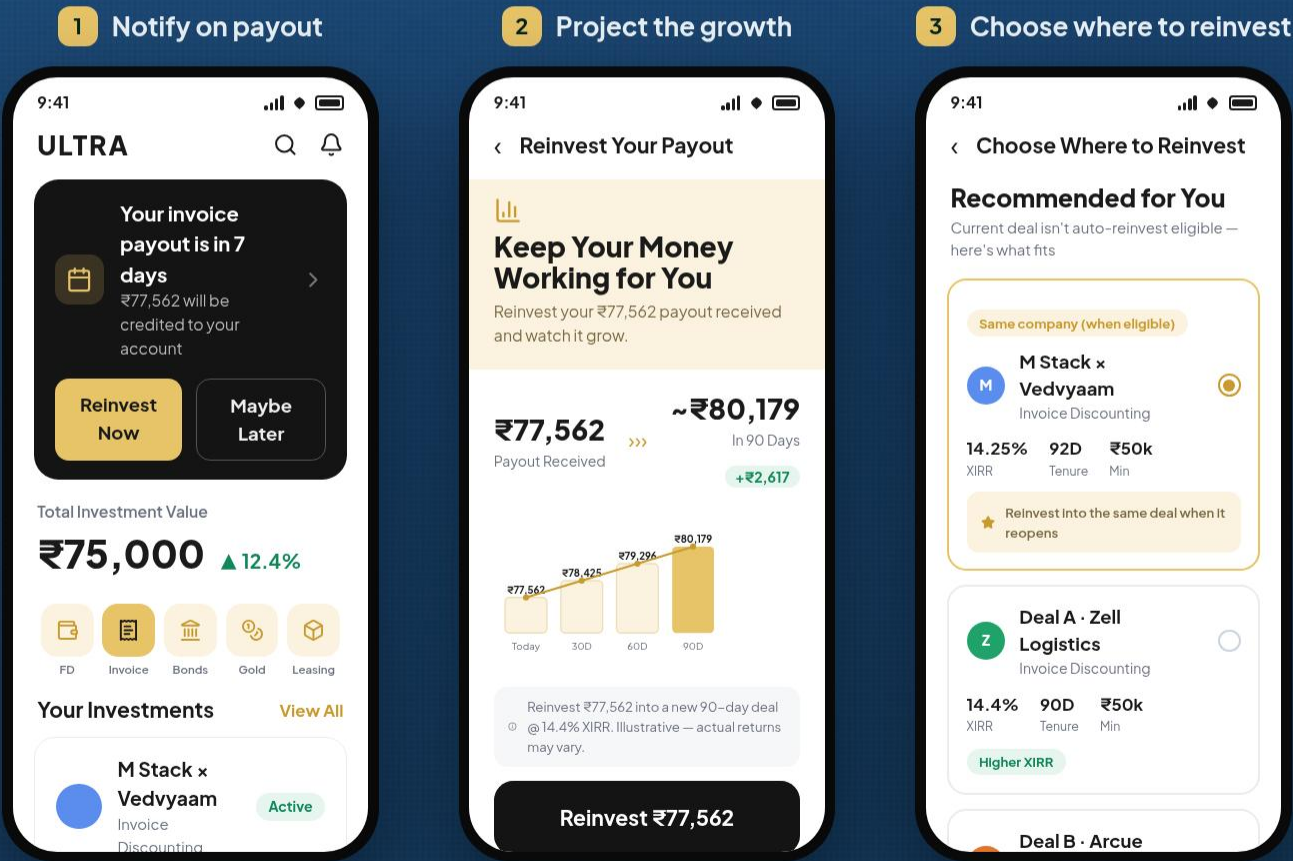
Three key products have clear cash-flow moments where reinvestment can be introduced.

PRODUCT	CASH-FLOW MOMENT	REINVESTMENT OPPORTUNITY
 Invoice Discounting	Deal settlement / payout	Same deal if eligible — else 3 alternative deals
 Fixed Deposit	Maturity / interest payout	Renew same FD — or explore other FDs
 Bonds	Coupon / principal redemption	Same bond — or matched alternatives
	“Same deal” = the auto-reinvest rule: same company + same tenure + XIRR ≥ current → auto-reinvest. If any condition fails → payout to wallet — the 5% gap Smart Reinvest closes with alternatives.	

— INVOICE DISCOUNTING · PROPOSED UX

₹75,000 → ₹77,562 payout → reinvest it

At 14.25% XIRR over 92 days, ₹75,000 returns ₹77,562. Reinvest that into a new deal — one flow, three screens.

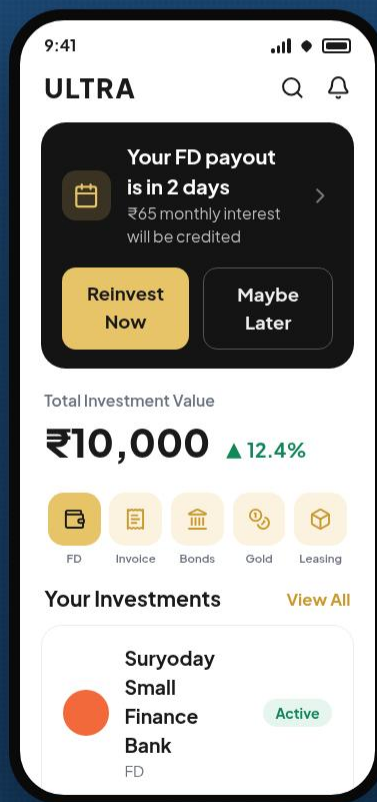


— FIXED DEPOSIT · MONTHLY

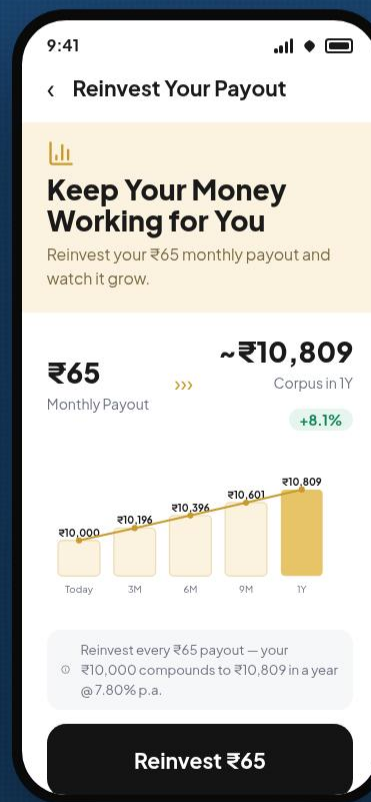
Monthly payout — ₹65, reinvested it compounds

₹10,000 FD @ 7.80% pays ₹65 every month. Reinvest each payout → ~₹10,809 in a year.

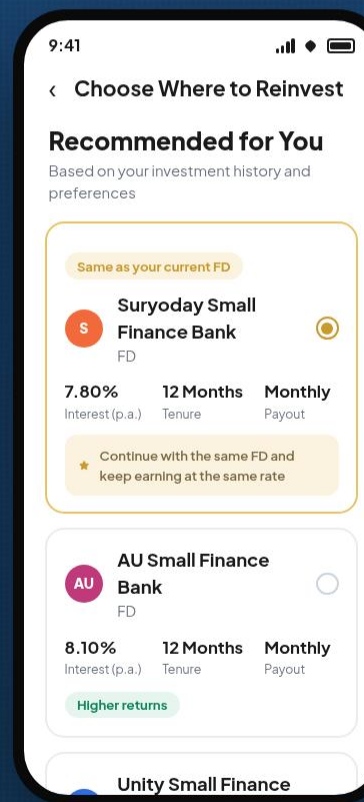
1 Notify on payout



2 Project the growth



3 Choose where to reinvest



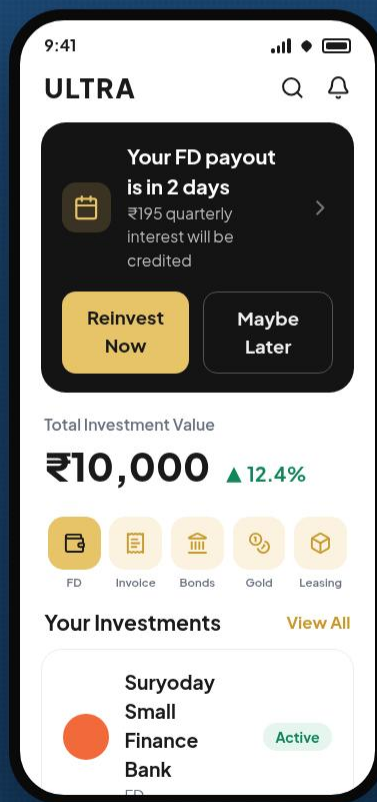
Illustrative projection based on stated rate and reinvestment assumptions.

— FIXED DEPOSIT · QUARTERLY

Quarterly payout — ₹195 every three months

₹10,000 FD @ 7.80% pays ₹195 per quarter. Reinvest each payout → ~₹10,802 in a year.

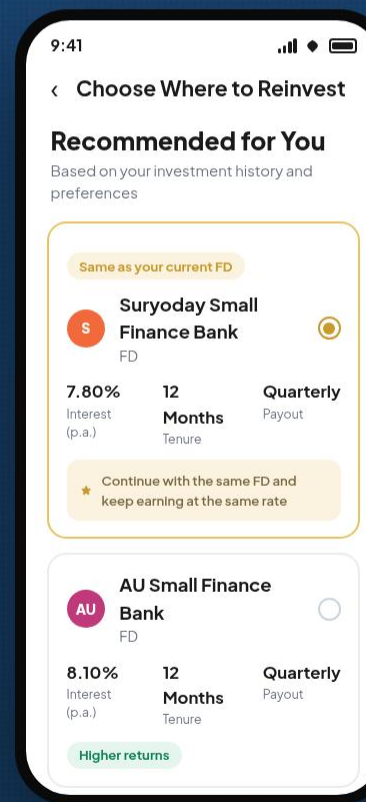
1 Notify on payout



2 Project the growth



3 Choose where to reinvest



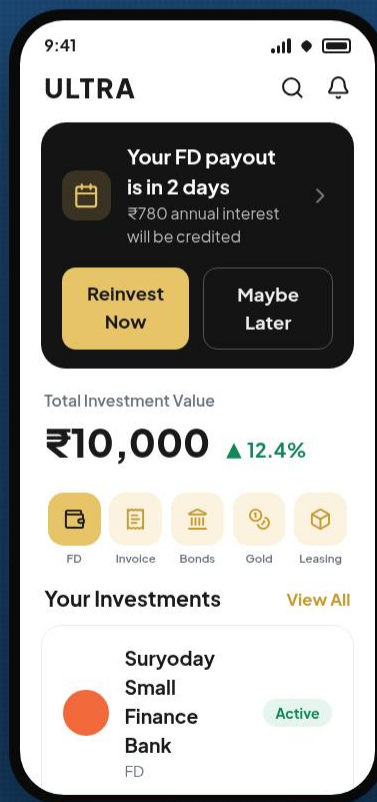
Illustrative projection based on stated rate and reinvestment assumptions.

— FIXED DEPOSIT · ANNUALLY

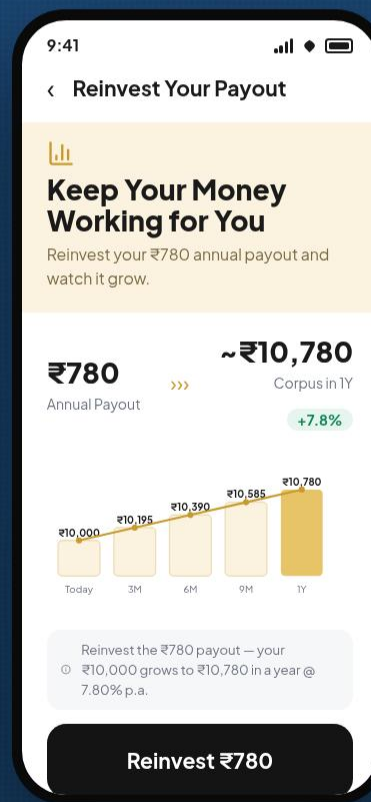
Annual payout — ₹780 once a year

₹10,000 FD @ 7.80% pays ₹780 a year. Reinvest it and it keeps compounding.

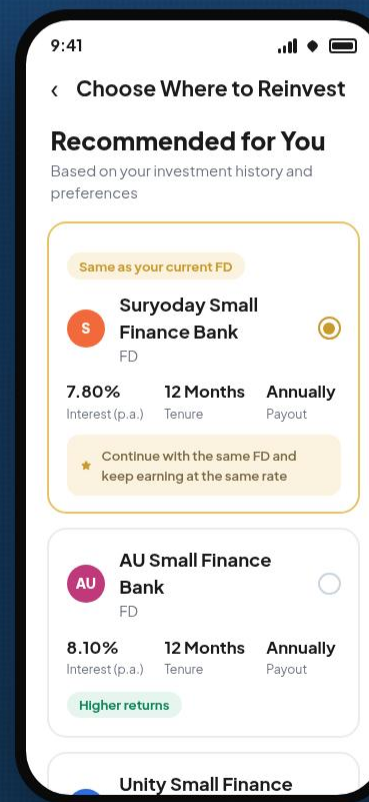
1 Notify on payout



2 Project the growth



3 Choose where to reinvest



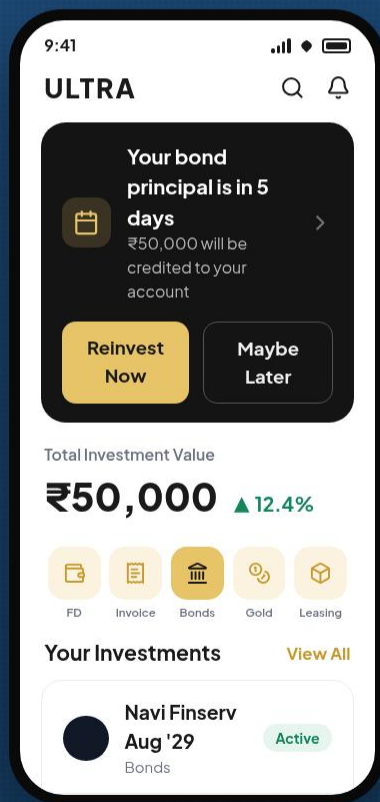
Illustrative projection based on stated rate and reinvestment assumptions.

— BONDS · PROPOSED UX

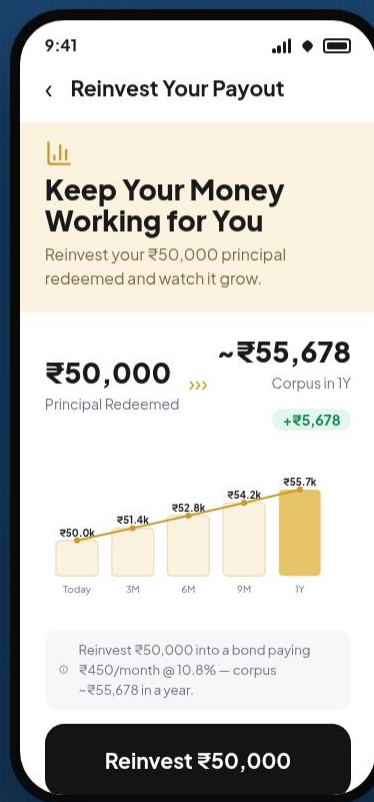
₹50,000 principal back → reinvest at 10.8%

On redemption, reinvest ₹50,000 into a bond paying ₹450/month — corpus ~₹55,678 in a year.

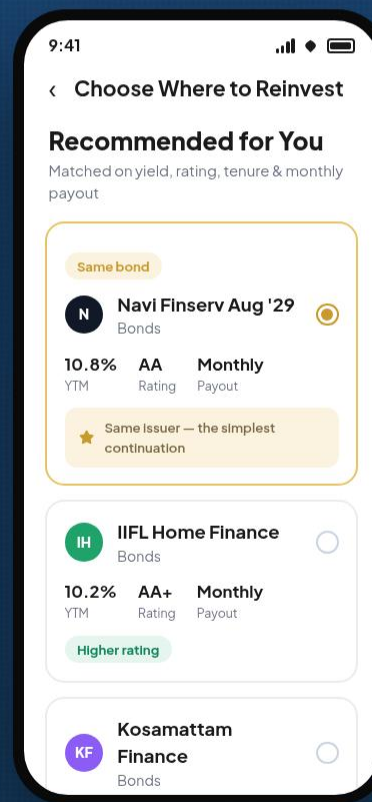
1 Notify on payout



2 Project the growth



3 Choose where to reinvest

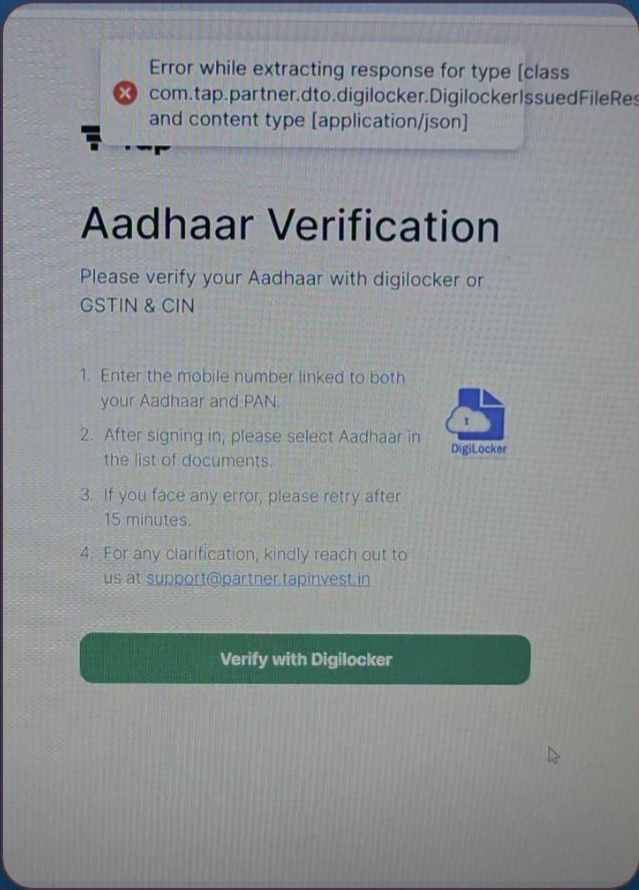


Illustrative projection based on stated rate and reinvestment assumptions.

— PRODUCT OBSERVATION · TAP PARTNER

DigiLocker verification loops back

Observed on Tap Partner web onboarding — the KYC journey never reaches a success state.



ONBOARDING FLOW

Mobile no. → OTP → Email → OTP → PAN → DigiLocker

After DigiLocker authorization → returns to “Aadhaar Verification”



“Error while extracting response for type ... DigilockerIssuedFileResponseDTO” — verification completes but no success state.

Observed issue

DigiLocker completes, user returned to Aadhaar step — no clear success.

Potential impact

Users think it failed · repeat clicks · KYC drop-off · support load.

UX failure confirmed from the recording; root cause not yet confirmed. Aadhaar/PAN KYC is a genuine part of TAP's onboarding.

— FUTURE VALUE · HERO VISUAL

See your money grow — before you commit

You're moving towards a better future

● ACTIVE



₹10,000 FD @ 7.8% — reinvest the interest?

₹10,780

Payout withdrawn
Current

>>>

₹14,558

Reinvested
Recommended

IN 5 YEARS

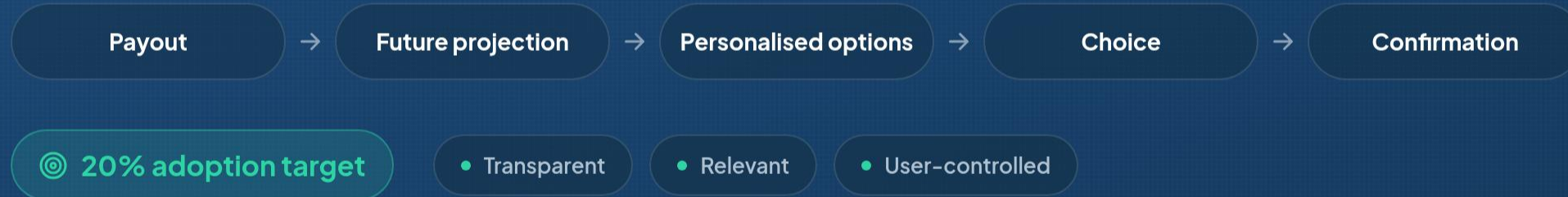
Reinvest Now

🎯 If a user chooses **not** to reinvest, this is the final page we show — a clear view of the trade-off, so the decision stays entirely theirs.

Illustrative projection based on stated rate and reinvestment assumptions.

— THE NORTH-STAR IDEA

From “Reinvest on maturity” to “Here's what your money can do next.”



Today's baseline is ~5%. The proposed funnel and supporting experiments are designed to move adoption toward the 20% target — not a guaranteed outcome.