

Experience Seamless Wealth Management with Boharr's iCAR – an Ultimate Digital Wealth Management PaaS Platform



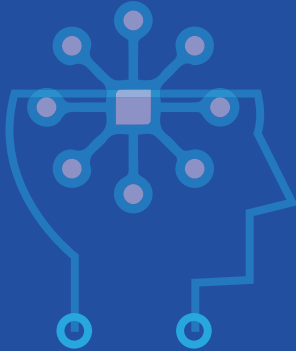
Who we are?

Boharr Fintech is an aspiring Unicorn in the world of wealth management technology, offering a comprehensive Platform-as-a-Service solution for banks, financial institutions, and wealth management companies. With a focus on third-party investment products (TPP), our goal is to simplify life in the investment space and empower businesses to provide the best possible service to their customers.

Founded in July 2020 under the Startup India initiative, Boharr Fintech is a forward-thinking company that is committed to excellence in all areas. We are an ISO 9001:2016, 22301:2019, and 27001:2017 compliant company, dedicated to providing a flexible and dynamic Platform that meets the unique needs of our clients.

Our team of first-generation entrepreneurs brings over 150 years of combined experience in strategic business, technical, and analytical fields within banking, financial services, and capital markets. At Boharr Fintech, we are driven by a passion for innovation and a desire to make a meaningful impact in the ever-evolving space of wealth management technology.

Our objective
Empowering your business success through innovative technology solutions and a customer-centric approach.



What we do?

Boharr **iCAR** is a unified and comprehensive contactless digital **WMPaaS** solution that empowers business entities to service their customers effectively and efficiently. Our pre-integrated service is **modular, multi-geography, multi-jurisdiction, multi-product and multi-currency**, making it a "plug-and-play" solution. We offer a hybrid model that includes a **Pay-as-you-Use** subscription pricing model, and our dedicated support team works closely with clients to ensure our services align with their business performance goals.

The Product Highlights



Challenges addressed

Data Efficiency

Financial Integration

Unified Platform

Holistic Integration

End-to-End Experience

Streamlined Analytics

Stakeholder Visibility

Asset & Liability Summary

Third-Party Partnership

What is Boharr iCAR?

Boharr's flagship product, **iCAR**, is a comprehensive wealth-orchestrating platform that offers **WMPaaS**. At its core, **iCAR** integrates various investment products, such as mutual funds, corporate fixed deposits, secondary market bonds, NPS, peer-to-peer investments, and Digi-gold, along with seamless integration of insurance solutions to help clients drive new revenue streams, as well as enhance and assist customer engagement and retention.

Powered by cloud computing, a low-code-based approach, and Windows Azure AI, **iCAR** enables advanced computing and on-the-fly generation of instant dashboards from large datasets.

Boharr aims to be the preferred wealth product partner for banks and medium-to-large wealth management businesses globally. With an unwavering commitment to staying ahead of the curve, the company continues to expand its offerings and partnerships, determined to make a lasting impact in the ever-evolving space of wealth management.

iCAR has **five key pillars** that cover the entire business operations life cycle:

Onboarding

Order Management

Performance and Revenue Management

Reporting and Analytics Dashboard

CRM for the sales force



Why iCAR – WMPaaS?

1. Seamless customer onboarding and transaction journey
 - Efficiently manage transactions and onboard customers
2. End-to-end backend process automation
 - Streamlines backend processes, including RM-based RM-Assisted Module Engagement and self-service (DIY) modes
3. Covers requirements of all stakeholders
 - Investors
 - Sales
 - Businesses
 - Finance and Operations
 - Regulatory compliance
 - Audit
4. Supports **multi-geography, multi-jurisdiction, multi-product and multi-currency**
5. Flexible product module and feature selection
 - "Plug and play"
 - Go-to-Market and Day one enabler
6. Pre-integrated data and eco-system interface
7. Auto-reconciliation of trade orders and revenue
8. On-the-fly dynamic user-driven "drag and drop" dashboards
9. **Pay-as-you-Use Subscription pricing model**

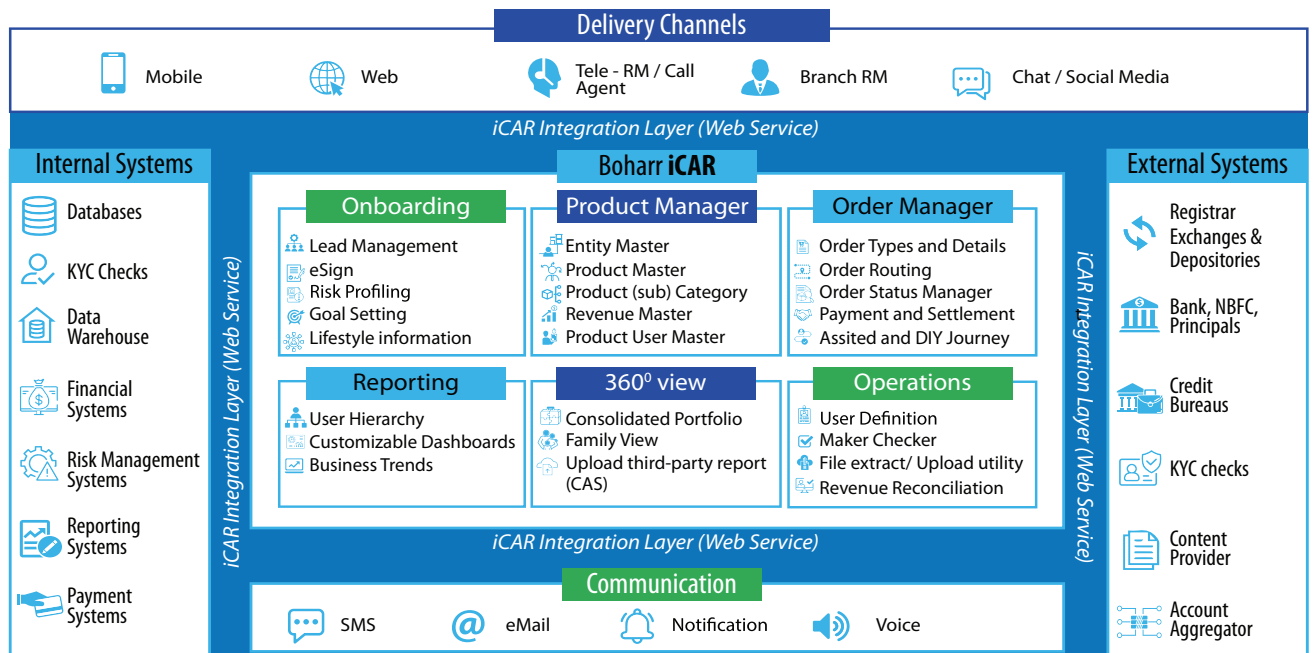
Advantages of iCAR

- Access your data anywhere, anytime, and on any device
- Seamless linking and scalability with your existing systems
- Faster go-to-market, saving you time and cost
- Robust data and access security

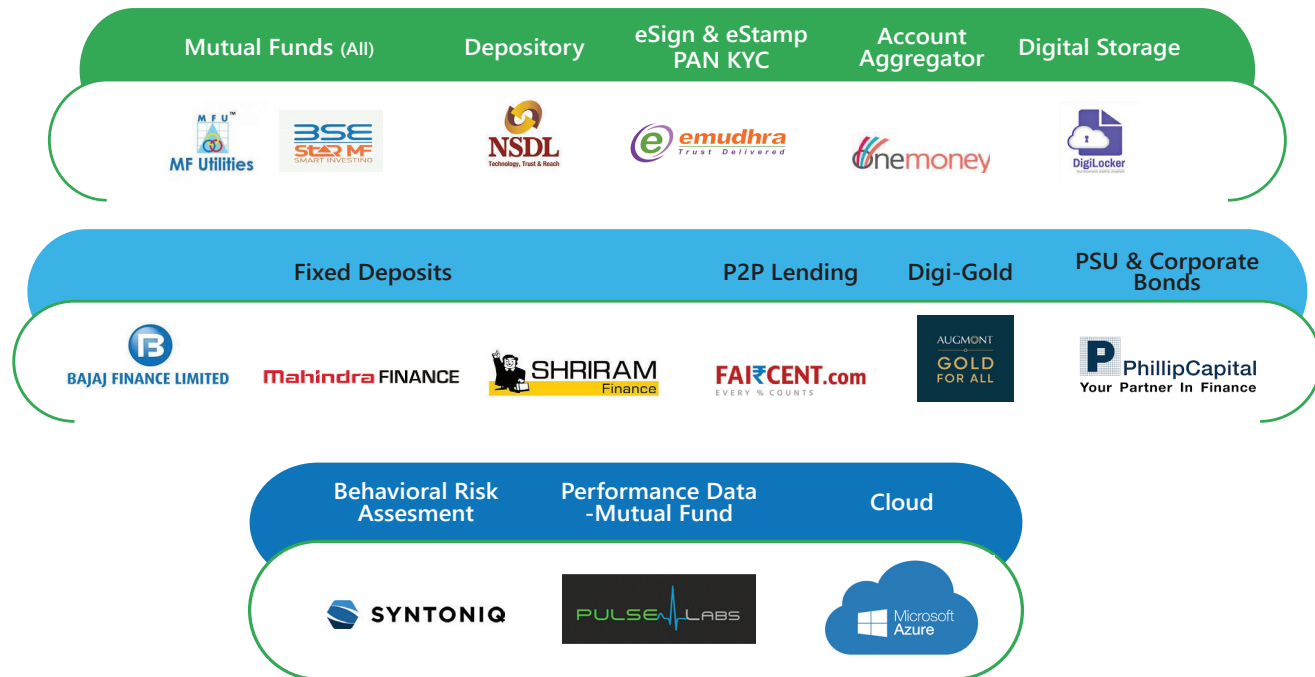
By choosing **iCAR's** solutions, you can stay ahead of the competition, delight your customers that sets you apart in your industry.

Who will benefit from iCAR?

- Banks, Wealth Management Institutions, NBFCs, Asset Management Companies, and Private Client Groups
- Intermediaries, RMs-Advisors and Distributors
- Large Corporates



Boharr has partnered with the following to offer to its clients, **iCAR**, a comprehensive **WMPaaS**



To know more about **iCAR** or for a demo, reach us:

Email: salesteam@boharr.com
Handphone: +91-99949 65972



Boharr Fintech Pvt. Ltd
Regd. Off – New 7, Tansi Nagar 8th Street,
Velacherry,
Chennai – 600 042.
Handphone: +91-99949 65972

For more information, Scan



or visit www.boharr.com
or follow us on LinkedIn