

KarmaLife

Insights on Earned Wage Access Users

India



Welcome To Your 60dB Results

We enjoyed listening to 277 of KarmaLife's Earned Wage Access (EWA) users in India – they had a lot to say!

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About Earned Wage Access studies

EWA services are primarily offered in one of two ways.



Integrated with payroll: payments trigger during pay-cycle



Intermediary: direct transfer to employees, while being reimbursed by employer

Supported by:



International
Labour
Organization

Global Centre
on Digital Wages
for Decent Work



Gates Foundation

Earned Wage Access (EWA) services allow users to withdraw a portion of their wages earned during the pay cycle, before the actual payday.

Rationale of the Study

Earned Wage Access (EWA) first emerged in the early 2010s as a practical solution for workers facing liquidity crunches and unexpected financial shocks. Traditional payroll systems, designed for employers' financial and administrative convenience, often create a misalignment between when workers earn income and when they need it. Since then, EWA has rapidly expanded, outpacing regulatory frameworks. Without clear regulations, providers, employers, and workers face uncertainty. Establishing precise regulations is essential to balance accessibility with necessary protections.

The rapid growth of EWA in emerging markets, coupled with the lack of in-depth research, raises questions regarding its benefits, costs, opportunities, and risks for key stakeholders. Centering worker voices is critical to answering these questions, enabling stakeholders to design and develop EWA models that effectively address financial shocks or income mismatches.

This research will complement a landscaping and qualitative study conducted by the International Labour Organization. 60 Decibels, in collaboration with the International Labour Organization and the Gates Foundation, will use a user-centric approach to understand EWA and how end-users perceive the experience of using the service, along with the impact it has on their lives.

About KarmaLife



Location: India



Business model: B2B2C
[Business to Business to Consumer]

KarmaLife empowers gig and blue-collar workers through earnings-linked finance. By providing flexible credit and credit-backed services, it supports cash flow stability, earnings growth, and greater resilience. KarmaLife partners with employer platforms to embed its solutions and ensure seamless worker access.



Fee structure: Percentage-based fee dependent on usage



Study Sample composition: Gig workers in e-commerce delivery and mobility sectors



Wage Access Limits:
Maximum limit per transaction set by KarmaLife but determined with employer input.



Additional services offered:
Standard training which includes inputs on paying on time and maintaining good credit

01

Headlines



60 Decibels Stock Image

KarmaLife Performance Snapshot

Impact

32%

quality of life
'very much improved'

What Impact

50% say they now are able to afford household bills

24% say KarmaLife has made them more financially independent

20% talk about reduced need for loans

Financial Stress

46%

report the amount of time they spend worrying about finances has "very much decreased"

Indebtedness

31%

say their household debt has "very much decreased"

User Voice

"My needs are getting fulfilled like, if my family needs money, I'm able to deposit fees of my brother. Earlier, I had to borrow money to deposit his fees but now, I don't have to borrow money."

- Male, 26

Net Promoter Score®

59

on a -100 to 100 scale

Challenges

33%

report challenges

Financial Management ability

36%

say "very much improved" ability to manage finances

Emergency Preparedness

33%

report "very much improved" ability to deal with emergency expenses due to KarmaLife

Data Summary

Company Performance: 277 EWA user phone interviews in October 2024 in India.

Top Insights (1/2)

1

KarmaLife's EWA service is a unique, essential, and preferred source of capital. Users access EWA to manage daily and household expenses as well as to manage debt.

Nearly all users are accessing EWA for the first time. Over half of the users report needing to use the service every pay period or month to cover bills and expenses and 6 in 10 typically access it 11 or more days before their payday.

In the past six months, 70% of users relied solely on the service to meet their financing needs, ranking it the most preferred form of sourcing capital. 1 in 2 depend on it to manage household expenses, while 1 in 4 use it to manage daily expenses or repay debt. 1 in 2 users also reported a reduction in their cash usage for expenses since using EWA.

See pages [14](#), [15](#), [16](#), [17](#), [18](#), [26](#).

2

Users report improvements in financial well-being, resilience, a reduction in stress, and greater agency because of EWA.

One-third of users report a 'very much improved' quality of life, mainly due to improved ability to afford household bills (50%), increased financial independence (24%), and reduced reliance on loans (20%). 30% report that household debt has 'very much decreased'.

One-third report a 'very much improved' ability to manage finances, and nearly half experience 'very much decreased' financial stress. 3 in 4 attribute their improved preparedness for major expenses to KarmaLife's EWA service. 2 in 5 report that their confidence in personal abilities has 'very much increased' and 1 in 4 feel that their ability to make independent financial decisions has 'very much increased.'

See pages: [20](#), [21](#), [22](#), [23](#), [24](#), [25](#).

3

Users who say they need to use EWA consistently report greater improvements in financial well-being and quality of life than those who use it flexibly.

Users who report needing to use KarmaLife's EWA for every pay period are more likely to find it difficult to meet monthly expenses than those who use it flexibly (29% vs 18%).

They are likely to report significantly more benefits than those who report using it only as needed, including improved quality of life (43% vs. 26%), reduced debt (37% vs. 27%), better financial management (47% vs. 27%), lower financial stress (59% vs. 41%), improved ability to handle emergencies (45% vs. 24%), increased confidence (55% vs. 32%), and greater financial independence (30% vs. 16%)

See pages [20](#), [21](#), [22](#), [23](#), [24](#), [25](#).

Top Insights (2/2)

4

KarmaLife's users are very satisfied with the service. But addressing user challenges can further strengthen loyalty and improve EWA's impact on financial well-being and resilience.

KarmaLife's NPS of 59 reflects strong user satisfaction, driven by timely financial access and low fees. However, 1 in 3 users report facing a challenge, with 2 in 5 unaware of how to seek support if they faced one.

Timeliness significantly boosts loyalty, with more than 5 in 10 rating it 'very good', and these users report higher NPS than those who report otherwise (78 vs. 59).

See pages: [30](#), [31](#), [32](#), [35](#).

5

Users who are fully aware of all important service terms report greater improvements in their lives and have a more positive perception of EWA compared to those less aware.

Nearly 2 in 3 report they understand KarmaLife's fee structure, are aware of permitted transactions per pay period, and wage access limits.

They are likely to report significantly greater benefits and a more positive experience of EWA than those who are less aware, including improved quality of life (39% vs. 19%), larger reductions in financial stress (57% vs. 27%), improved financial management (43% vs. 22%), higher NPS (67 vs. 44), improved ability to handle emergencies (45% vs. 24%), and a greater willingness to pay for the service (81% vs. 66%)

See pages: [33](#), [34](#).

6

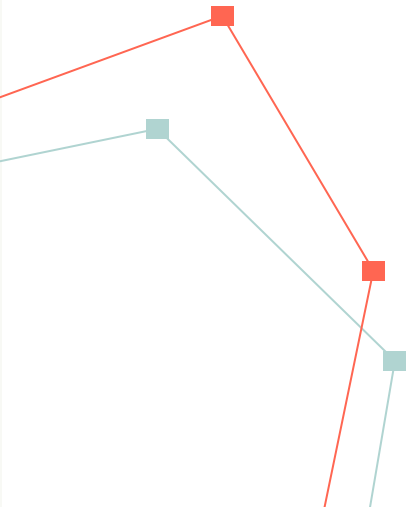
Users consider having access to EWA to be important in professional spaces and are willing to pay a fee to use it.

3 in 4 are willing to pay an average fee of \$ 2.2 per month to continue using KarmaLife's EWA service. 7 in 10 users report a score of 10 out of 10, indicating that they would consider access to the service as 'extremely important' when looking for a new job. 1 in 3 report that their relationship with their employer has improved due to EWA.

See page: [27](#).

Users' Voices

We love hearing users' voices.
Here are some that stood out.



Impact Stories

32% shared how KarmaLife had significantly improved their quality of life

“Two months ago, I needed money because my bike broke down, and I had to take the bus, which made me late for the office. So, I took an advance from KarmaLife to repair my bike. Now I don't have any problems in commuting.” - Male, 28

“Now, if I don't have money in the middle the month, I don't have to ask anyone, I get money from KarmaLife, so, I'm not worried about money. Earlier, I was facing challenges to fill petrol but now, I get money in advance, and I use that money till I get my salary.”- Male, 29

Opinions on Value Proposition

60% were Promoters and highly likely to recommend

“KarmaLife is giving advances on time, and I get advance salary on time. The best thing is that they take very less charge for advance salary. Their working time is really good. Salary repayment happens automatically. Customer service is good in KarmaLife and also available on WhatsApp.” - Male, 28

“I don't have to borrow money from someone. I take money from KarmaLife, and my work is getting done. It's easy to complete work with the help of KarmaLife.” - Male, 26

“I get money to pay EMI otherwise, I was facing issue to manage amount to pay EMI but now, it's very easy.” - Female, 28

Inputs on Customer Challenges

33% faced challenges when using KarmaLife's app

“At the start when I talked to KarmaLife, they said that they'll not take any charges but now, they deduct charges, and they have not told me this. - Male, 40

“When I need money, I can get it to fulfill household needs like paying for vehicle EMIs, buying medicines, or purchasing groceries.

- Male, 32



02

In-Depth Results

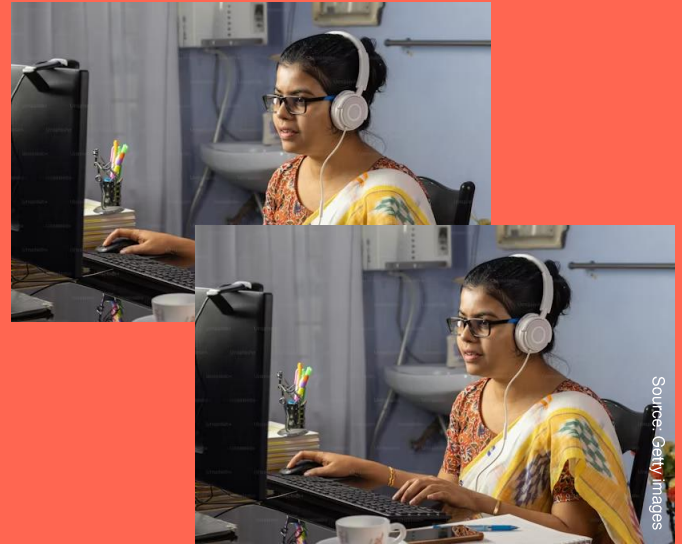


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Demographics and User Profile

Nearly all respondents we spoke to were male, with 6 in 10 having used the service for over six months and 2 in 3 accessing it three times or more in the last six months. A quarter reported difficulty in meeting monthly expenses.

User Profile

(n = 277)

Gender

- Female
- Male

97%



Tenure with KarmaLife [median]

9 Months

More than 6 months: **58%**
6 months or less: **42%**



No. of EWA Transactions/6 months [median]

3 transactions/6 months



Household size [median]

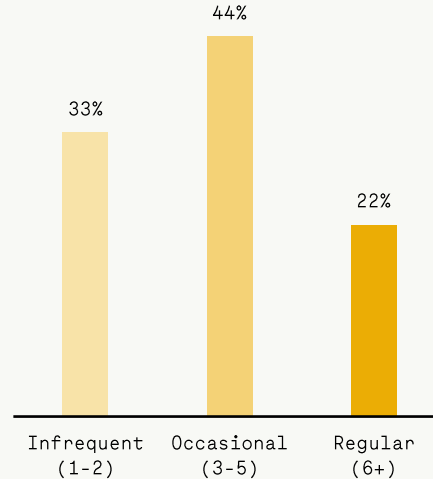
5 members



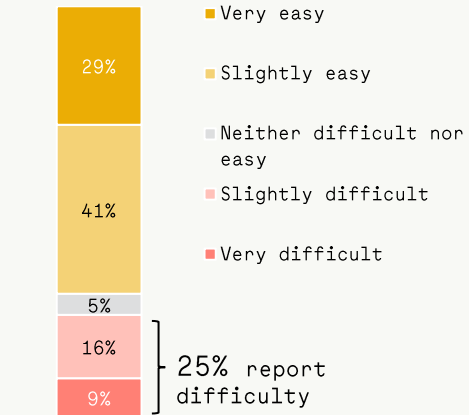
Age [median]

29 years

Frequency of EWA use in last 6 months



Ease of meeting monthly expenses



Poverty Inclusivity

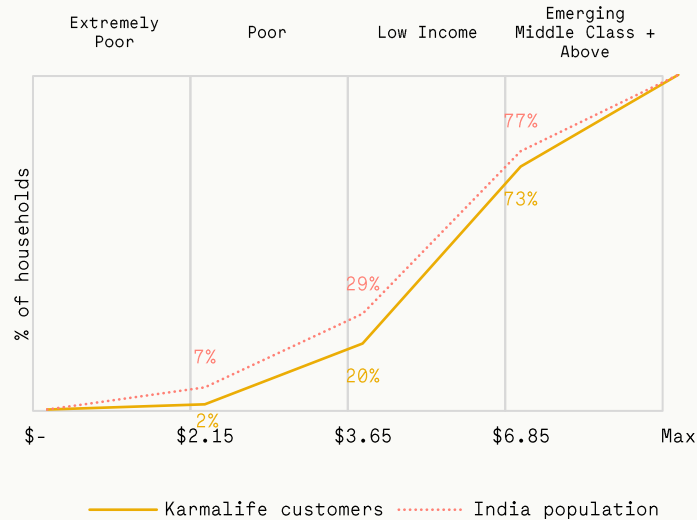
India is classified as a lower-middle income country by the World Bank. At the time of the study, 20% of uses lived below \$3.65 / day as compared to 29% of the national population.

This results in KarmaLife having an Inclusivity Ratio of 0.62, which implies that KarmaLife's users are wealthier than the average Indian.

KarmaLife's EWA users are wealthier than the national population in India.

Income Distribution of KarmaLife Relative to India Average

% living below \$xx per person / per day (2017 PPP) (n = 247*)



Inclusivity Ratio

Degree that KarmaLife is reaching low-income customers in India

0.62

We calculate the degree to which you are serving low-income customers compared to the general population. 1 = parity with national population ; > 1 = over-serving; < 1 = under-serving.

See [Appendix](#) for calculation.

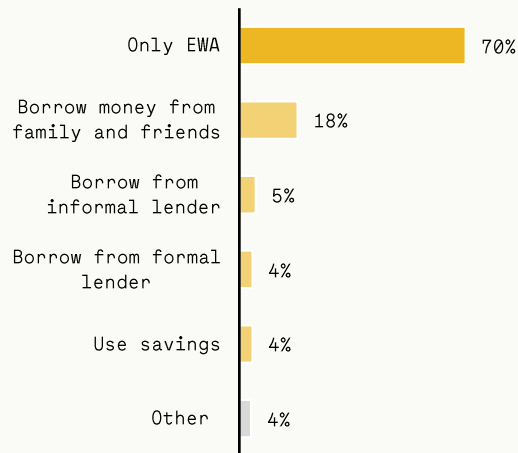
Financial Profile: Sources of Credit

In the past six months, 7 in 10 users reported relying solely on EWA for their credit/financing needs. EWA is still the preferred source of capital among those who use additional sources of credit.

In addition to KarmaLife's EWA service, informal borrowing was the most common source, with 18% of users saying that they borrowed from friends or family for additional credit, followed by 5% borrowing from informal lenders.

Additional Sources of Financing

Q: In the past 6 months, in addition to KarmaLife's earned wage access service, have you or your household also used any of the following sources to get additional credit or financing? Select all that apply. (n = 277)



Preferred Sources of Financing

Q: From your answers from [Q above], please rank the top 3 [selected sources] from most used to least used where 1 is most used. (n = 84)

Source of Finance	Number of users reporting	% ranking as top source
KarmaLife's EWA Service	84	62%
Borrowing from friends and family	51	31%
Borrowing from informal lender	14	43%
Formal Institutional Credit	10	30%
Savings	10	40%
Other	11	27%

Usage Profile: EWA Use-case

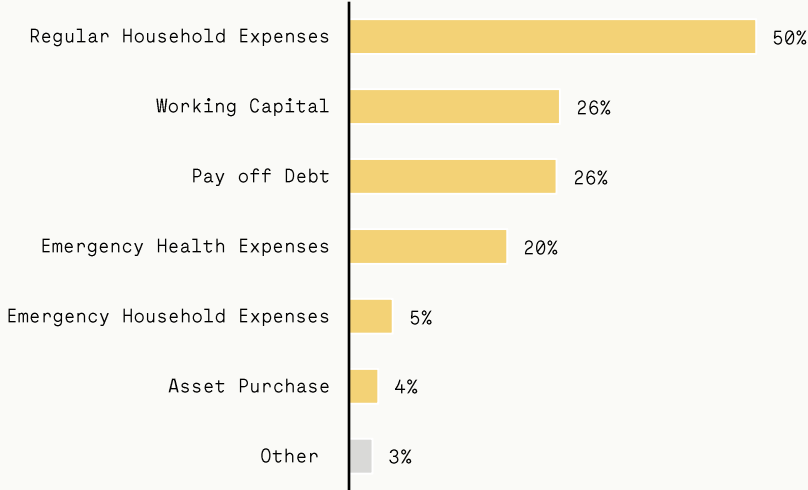
1 in 2 users rely on EWA to manage household expenses, while 1 in 4 use it to access additional capital or pay off debt.

Note – Working capital involves expenses which are needed for the individual to work better. They include items such fuel, transportation, etc.

KarmaLife’s EWA users primarily use it to manage regular household expenses. However, users who access the service three or more times per month (higher than the median) are more likely to use it to pay off debt compared to those who use it less frequently (32% vs. 18%).

Purpose of Using EWA

Q: What purpose(s) have you used your earned wage access service for? (n = 277)



Usage Profile: Scheduling EWA

6 in 10 users use EWA services “more than 11 days” in advance of their payday.

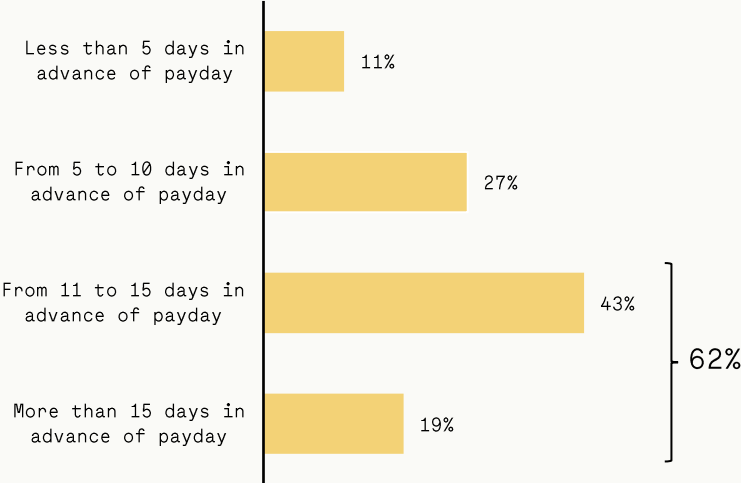
To assess usage, we classified users into two groups based on when they typically access the service:

- **Proactive users:** Use the service 11 or more days in advance of their payday.
- **Circumstantial users:** Use the service 10 or less days before their payday.

This classification will be referenced in subsequent slides.

EWA Access Before Payday

Q: How many days before the wage payment date do you typically access KarmaLife's earned wage access services? (n = 277)



Usage Profile: Reliance on EWA

More than 5 in 10 report that they need to use EWA every pay period to be able to pay for bills and expenses.

To assess reliance on EWA, we classified users into two groups based on their responses:

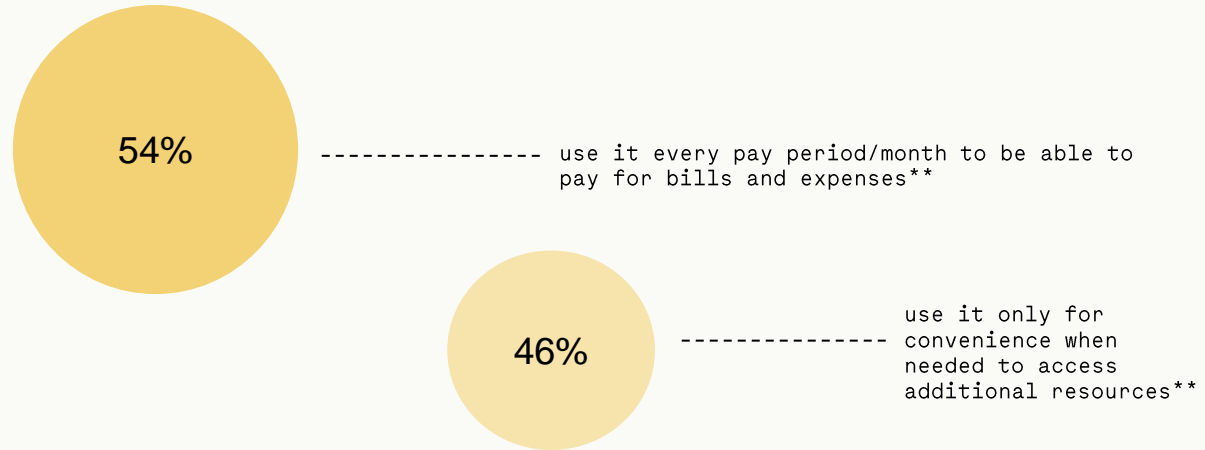
- **Consistent users:** Use the service every pay period/month to cover bills and expenses.
- **Flexible users:** Use the service occasionally when additional funds are needed.

This classification will be referenced in subsequent slides.

Consistent users are more likely to struggle with monthly expenses compared to **Flexible users** (29% vs. 18%), suggesting that they have a greater requirement for EWA as a service.

Reliance on EWA

Q: Do you find that you need to use KarmaLife's earned wage access service every pay period/month?
(n = 208*)



*only asked to those who have used KarmaLife's EWA service more than 1 time in the last six months

** the statements were read out to survey respondents who proceeded to select one that they agreed with

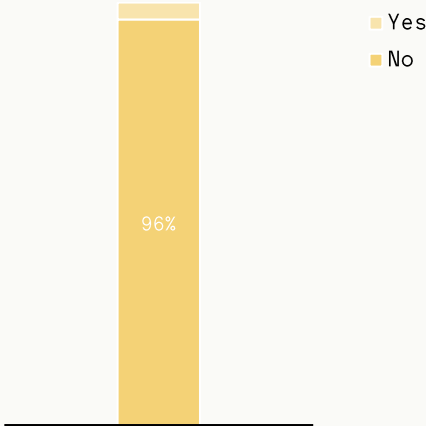
First Access & Credit Score Awareness

Almost all users are accessing KarmaLife’s EWA service for the first time. 1 in 4 perceive that using EWA affects their credit score.

The high percentage of users accessing EWA for the first time suggests that KarmaLife is successfully reaching a highly underserved user base.

First Access

Q: Before KarmaLife, did you have access to a service that allows you to receive a portion of your paycheck prior to pay day or earned wage access service like KarmaLife provides? (n = 277)



Credit Score Awareness

Q: Do you know if using KarmaLife earned wage access service affects your credit score? (n = 277)

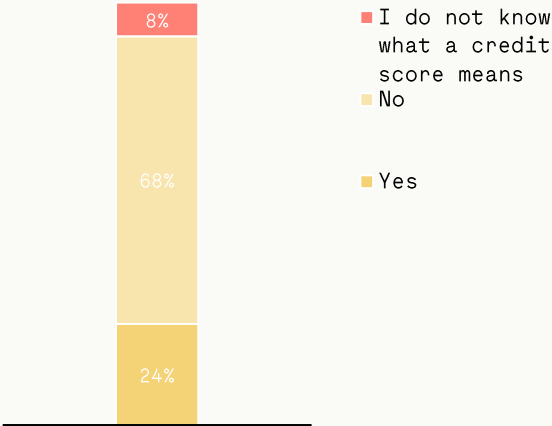


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Quality of Life

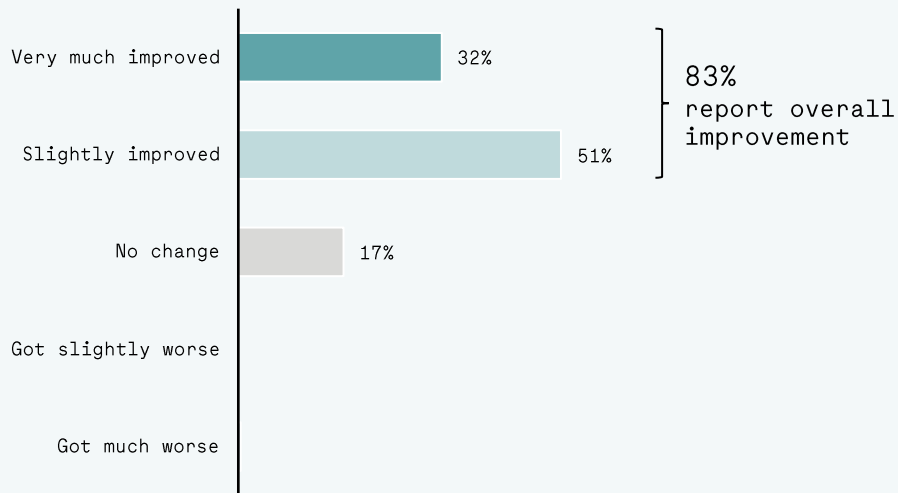
Nearly 1 in 3 EWA users report that their quality of life has 'very much improved.' Users who consistently need to access the service perceive greater improvements.

To gauge depth of impact, users were asked to reflect on whether their quality of life has changed because of EWA.

Consistent users are significantly more likely to report that their quality of life has 'very much improved' compared to **Flexible users** (43% vs 26%).

Perceived Quality of Life Change

Q: Has your quality of life changed because of KarmaLife's Earned Wage access service? Has it: (n = 277)



Quality of Life: Top Outcomes

Users cite the ability to afford household bills, increased financial independence, and reduced need to take loans as the top ways their lives have improved.

Users were asked to describe – in their own words – any changes they were experiencing because of EWA.

The top outcomes are shown on the right.

Others included:

- Improved Resilience (28%)
- Able to pay off debt (23%)

17% users who reported no change in quality of life, talked about:

- No significant impact
- Able to pay off debt

Top Outcomes for 83% of Users Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 230). Open-ended, coded by 60 Decibels.

50% mention the **ability to afford household bills**
(41% of all respondents)

“Previously, I faced challenges managing household expenses at the end of the month. Now, with mid-month support from KarmaLife, I can manage my expenses smoothly without issues.”

- Male, 19

46% talk about **enjoying more financial independence**
(38% of all respondents)

“I received my salary at the end of the month and often had to borrow money from friends. Now, with a mid-month advance, I can manage my expenses without needing to borrow from anyone.”

- Male, 45

41% Say that they now have a **reduced need for loans**
(34% of all respondents)

“Previously, in emergencies, I had to borrow money, which was challenging. Now, with an advance from KarmaLife, I no longer face this issue and don't need to ask anyone for help.”

- Male, 21

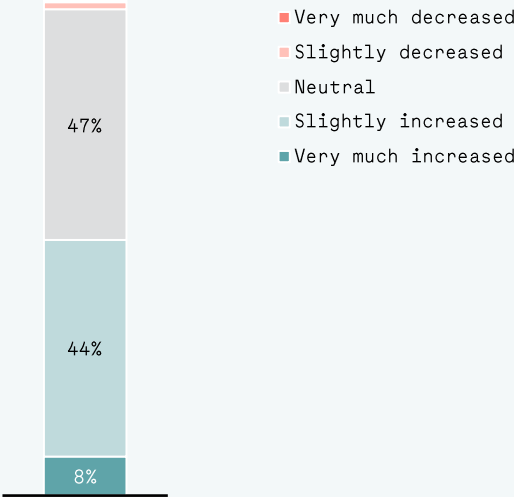
Financial Impact: Savings and Debt

1 in 10 users report a 'very much increased' savings balance, while 3 in 10 report a 'very much decreased' household debt.

Consistent users are significantly more likely to report that their overall household debt has 'very much decreased' compared to **Flexible users** (37% vs 27%).

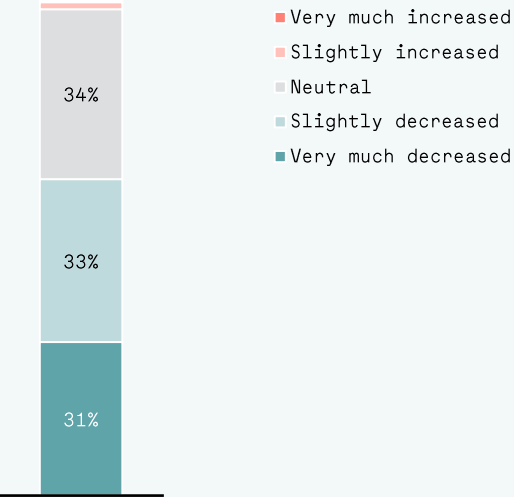
Savings Balance

Q: Because of KarmaLife, how has your savings balance changed? Has it: (n = 277)



Overall Household Debt

Q: Because of KarmaLife, how has your overall household's debt changed? Has it: (n = 277)



Financial Management and Stress

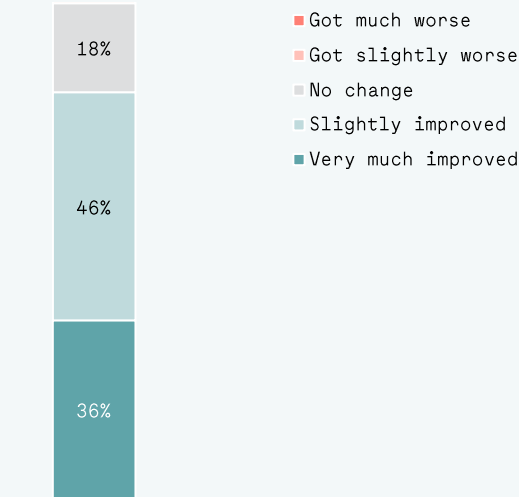
Consistent users are significantly more likely to report that their ability to manage finances has 'very much improved' compared to **Flexible users** (47% vs. 27%). They are also more likely to report that their stress has 'very much decreased' (59% vs. 41%).

Similarly, **Proactive users** are significantly more likely to report that their ability to manage finances has 'very much improved' compared to **Circumstantial users** (41% vs 26%). They are also more likely to report that their stress has 'very much decreased' (51% vs 38%). These findings suggest that proactively planning EWA use fosters better financial management and reduces financial stress.

1 in 3 users report a 'very much improved' ability to manage finances, and nearly half report 'very much decreased' financial stress.

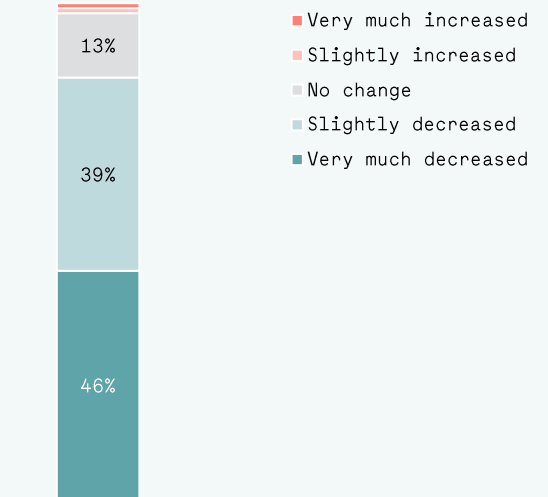
Ability to Manage Finances

Q: Because of KarmaLife's Earned Wage Access service, How has your ability to manage finances changed? Has it: (n = 277)



Stress Due to Finances

Q: Because of KarmaLife, has the amount of time you spend worrying about your finances changed? Has it: (n = 277)



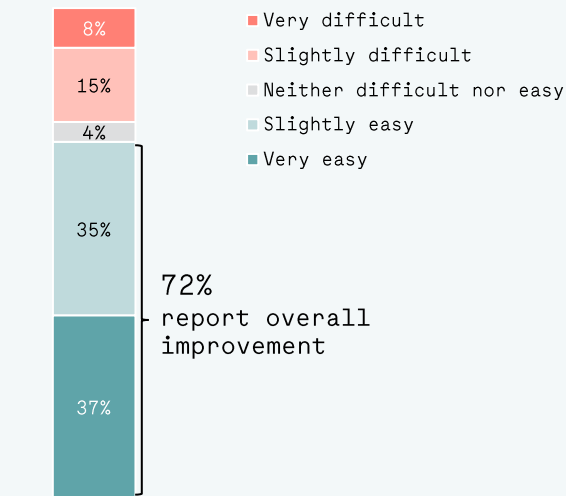
Emergency Preparedness

Over 7 in 10 users say that they would find it easy to come up with INR 9400 (111 USD) in an emergency. 3 in 4 report improved ability to face this major expense because of EWA.

Consistent users are significantly more likely to report that their ability to meet emergency expenses has 'very much improved' because of KarmaLife's EWA, compared to **Flexible users** (45% vs. 24%).

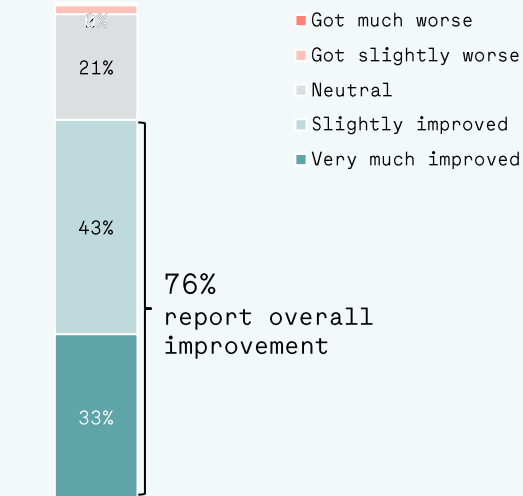
Vulnerability to Emergencies

Q: Imagine that tomorrow you have an unexpected emergency and need to come up with 9406 INR within the next month. How easy or difficult would it be to come up with this money? (n = 277)



Major Expense Likelihood Attribution

Q: Has your ability to face this major expense changed because of KarmaLife's earned wage access service? Has it: (n = 277)



Agency

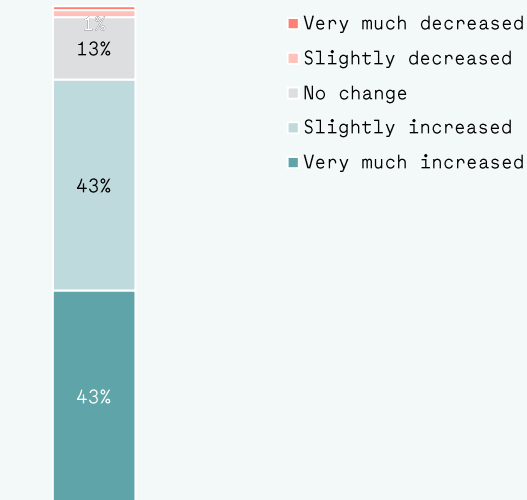
2 in 5 users report that their confidence in their abilities has 'very much increased'. 1 in 4 users report 'very much increased' ability to make independent financial decisions.

Consistent users are significantly more likely to say that their confidence in themselves and their abilities has 'very much increased' compared to **Flexible users** (55% vs. 32%). They are also more likely to report that ability to make independent financial decisions has 'very much increased' (30% vs. 16%).

Similarly, **Proactive users** are significantly more likely to report that their confidence in themselves and their abilities has 'very much increased' compared to **Circumstantial users** (48% vs 34%). These findings suggest that proactively planning EWA use fosters user confidence in themselves and in managing situations.

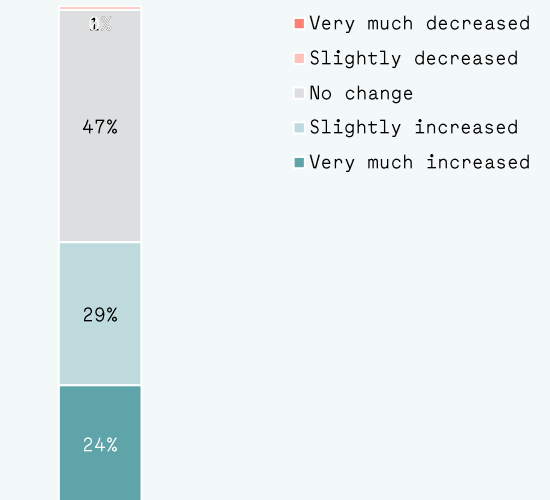
Confidence in Self & Abilities

Q: Because of KarmaLife's Earned Wage Access service, how has your confidence in yourself and your abilities changed? Has it: (n = 277)



Independent Financial Decision Making

Q: Because of KarmaLife's Earned Wage Access service, how has your ability to make decisions on what you do with your money (i.e. spend or save) without consulting your spouse/another adult changed? Has it: (n = 277)

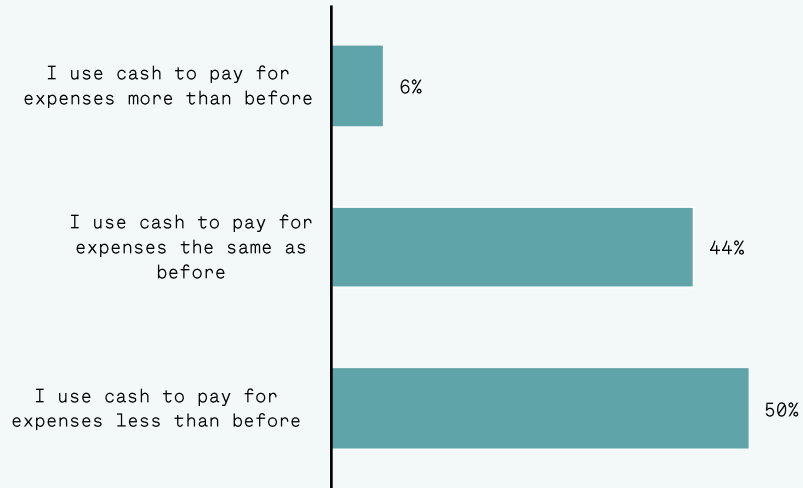


Cash Usage Post EWA

1 in 2 users reported a reduction in their cash usage for expenses since using EWA.

Cash Usage post EWA Use

Q: Since using KarmaLife's EWA service, how has your use of cash for expenses changed (n = 277)

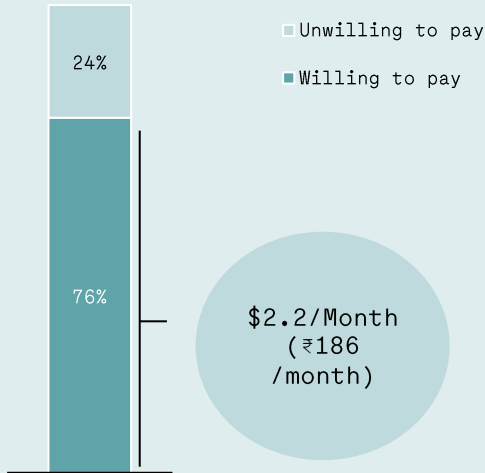


Value Proposition of EWA

3 in 4 users are willing to pay to access EWA. 7 in 10 users rate their need for EWA a 10/10, indicating they consider it 'extremely important' when evaluating a new job. 1 in 3 report that their relationship with their employer has improved due to EWA.

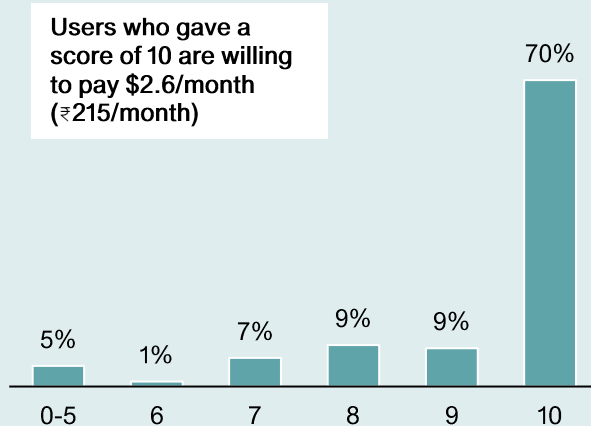
Willingness to Pay

Q: How much would you be willing to pay to continue to access KarmaLife's earned wage access service and over what time? (n = 266)



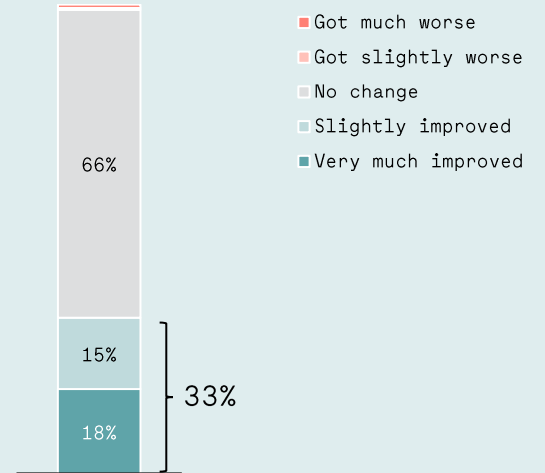
Job Consideration

Q: Imagine you were considering a new job. On a scale of 0–10, where 0 stands for 'not important at all' and 10 for 'extremely important', how important would having access to an EWA service like KarmaLife's be to you? (n = 277)



Employer Relationship

Q: Because of KarmaLife earned wage access services, how has your relationship with your employer changed? (n = 277)



“If my child or wife is asking anything then I'm able to complete their wish. I submit advance school fees of my kids.”

- Male, 28



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 - > Willingness to Pay

Net Promoter Score[®]

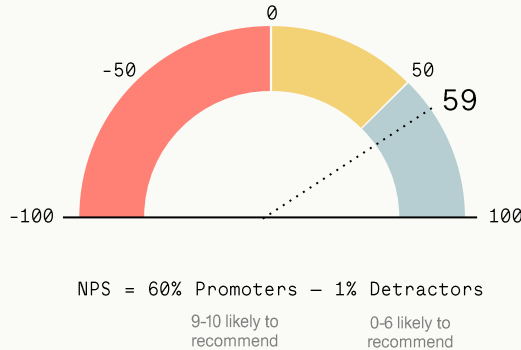
KarmaLife has a Net Promoter Score[®] of 59 which is great. Keep up the good work!

The Net Promoter Score[®] is a gauge of satisfaction and loyalty. Anything above 50 is considered excellent. A negative score is considered poor.

Asking respondents to explain their rating provides insight into what they value and what creates dissatisfaction. These details are on the next page.

Net Promoter Score[®] (NPS)

Q: On a scale of 0 to 10, how likely are you to recommend the KarmaLife Earned Wage Access service to a friend or family member or coworker, where 0 is least likely and 10 is most likely? (n = 277)



Segment	NPS
Proactive users	62
Circumstantial users	53
Quality of Life Improved	63
Quality of Life No change	41

Creators of the NPS, Bain & Company, suggest that a score of*:

- Above 0 is good
- Above 20 is favourable
- Above 50 is excellent
- Above 80 is world class

*These are only general guidelines. A 'good NPS' will depend on the industry and country a business is in.

User Satisfaction: Top Drivers

Users talk about timely financial access and low fees & charges as the top reasons for recommending KarmaLife's EWA service to others.

60% are likely to recommend KarmaLife's EWA service :)

They love:

1. Timely Financial Access
(84% of Promoters/ 50% of all users)
2. Low Fees & Charges
(62% of Promoters/ 37% of all users)
3. User Friendly App
(29% of Promoters/ 17% of all users)

“The best part of KarmaLife's service is that I don't need to ask anyone for money. I can get my salary advance when I need it. It doesn't take much time to receive the money, and there are no issues with the application; access is immediate.” - Male, 42

39% are neither likely nor unlikely :\

They want to see:

1. Timely Payments
(58% of Passives/ 23% of all users)
2. Consistent Service
(24% of Passives/ 9% of all users)
3. Improved Flexibility in Withdrawal Terms
(21% of Passives/ 8% of all users)

“If I need money in an emergency, it's a good company. My salary comes on the 7th, and if I need something by the 20th, I can easily get a loan within 1-2 days. They need to improve their service, like, if I apply for advance in the morning, then, I should get money in the evening.” - Male, 46

1% are unlikely to recommend KarmaLife's EWA service :(

They want to see:

1. Improved Customer Service
(2 users)
2. Improved Flexibility & Transparency
(2 users)

“I received a loan from this company only once. After that, I couldn't get any further advances. When I open the app, it shows a message saying, 'Please check later.' This has been happening for the last six months, and I still haven't received another advance. ” - Male, 25

User Challenges

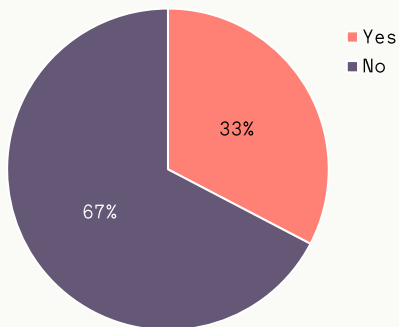
1 in 3 report challenges with KarmaLife's EWA service. 6 in 10 mention that they know how to get support if they face a challenge

Of the 33% who experienced challenges, 64% users said that they were not aware how to get support (21% of total users). Not having access to support especially, while experiencing challenges can lead to unresolved issues that encourage negative word of mouth and detract from positive impact.

Consistent users are less likely to say they face challenges compared to **Flexible users** (37% vs 27%).

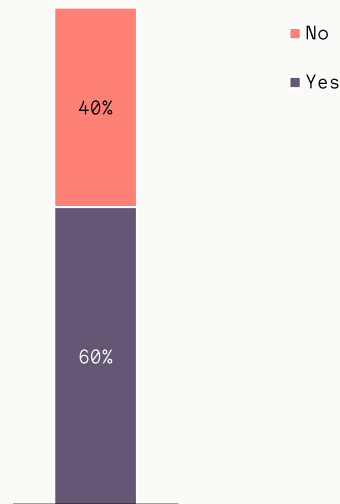
Users Reporting Challenges

Q: Have you experienced any challenges [using] KarmaLife's Earned Wage Access service? (n = 277)



Awareness of Support Mechanisms

Q: Do you know how to get support if you experience a challenge with KarmaLife's earned wage access services? (n = 277)



Service Terms

Nearly 2 in 3 report they understand KarmaLife's fee structure, are aware of permitted transactions, and wage access limits.

To assess awareness of service terms, we classified users into two groups based on their responses:

- **Aware users:** Are aware of all three service terms
- **Partially aware:** Are aware of at least one or more service terms.

This classification will be referenced in subsequent slides.

Consistent users are significantly more likely to say they agree with all 3 statements compared to **Flexible users** (78% vs 58%).

Awareness of Service Terms

Q: Please let me know which of the following statements do you agree with (n = 277)

Statement 1

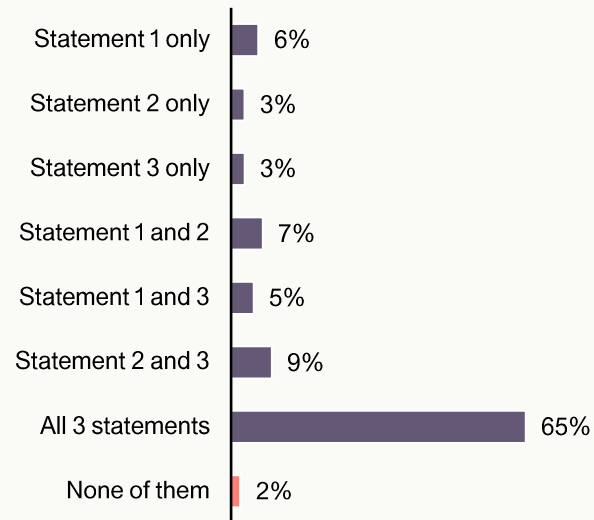
Fees/interest rates are easy to understand and clear

Statement 2

The policy to understand transactions is easy to understand and clear

Statement 3

The limit on the accessible proportion of wages is easy to understand and clear.



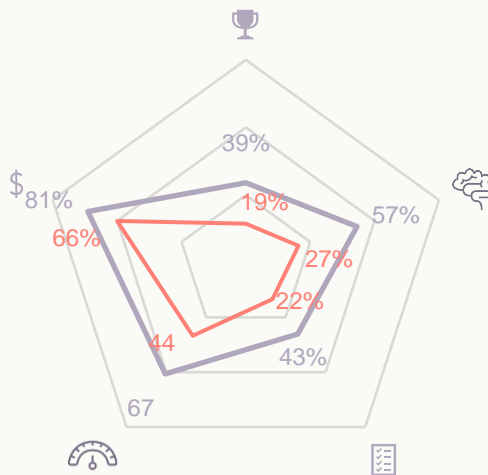
Segmentation by Awareness of Service Terms

We ran the analysis based on user awareness of service terms to determine whether more aware users have stronger social outcomes and higher satisfaction than less aware users.

The results indicate that user awareness of service terms is an important factor in understanding the impact of EWA and its value proposition among users.

Users who are aware of all service terms report a stronger impact on quality of life and financial health and have a more positive perception of EWA as a service compared to users who are only partially aware.

Awareness of Service Terms: Aware vs Partially Aware Users



Key



Aware users
n = 179



Partially aware
n = 98



Quality of Life

avg. % reporting 'very much improved' quality of life



Financial Stress

avg. % reporting 'very much decreased' stress about finances



Ability to Manage Finances

avg. % reporting 'very much improved' ability to manage finances



User satisfaction

Avg: NPS score from -100 to 100



Willingness to Pay

avg. % willing to pay for service

User Experience

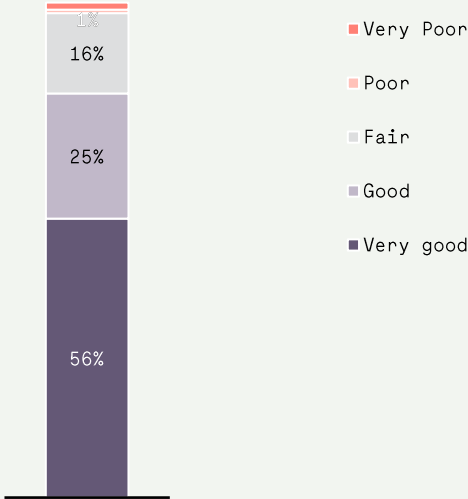
More than 5 in 10 rate the timeliness of KarmaLife's EWA service as 'very good.'

Users who report that KarmaLife's EWA service timeliness is 'very good' are also more likely to recommend KarmaLife's EWA service compared to other users (NPS of 78 vs overall NPS 59). This indicates timeliness of the service has positive impact on user experience.

Consistent users are significantly more likely to rate the timeliness of the service as 'very good' compared to **Flexible** users (68% vs. 49%).

Timeliness of Service

Q: How do you rate the timeliness of the earned wage access service from KarmaLife? (n = 277)



04

Appendix



Credit: Freepik

Calculations & Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this deck.

Metric	Calculation
Net Promoter Score®	<p>The Net Promoter Score is a common gauge of stakeholder loyalty. It is measured through asking users to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of users rating 9 or 10 out of 10 ('Promoters') minus the % of users rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.</p>
Inclusivity Ratio	<p>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off customers. It is calculated by taking the average of Company % / National %, at the \$2.15, \$3.65 & \$6.85 lines for low-middle income countries, or at the \$3.20, \$5.50 and \$11 lines for middle income countries. The formula is:</p> $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$

Summary Of Data Collected

Sampling Note:

From a list of 6,169 KarmaLife users primarily from Hindi-speaking states who used EWA at least once in the last six months, we excluded states with smaller contact bases, resulting in a sampling frame of 4,878 users.

277 phone interviews completed in October 2024

Methodology

Survey mode	Phone
Country	India
Language	Hindi
Dates	August – October 2024
Sampling	Random sample from sampling frame ensuring representativeness across tenure and usage frequency.
Response rate	35%
Average time p/interview	19 mins

Responses Collected

Users	277
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States/Region

Northern India	55% (Delhi, Haryana, Rajasthan & Uttar Pradesh)
Central India	45% (Jharkhand, Madhya Pradesh & West Bengal)

Sampling

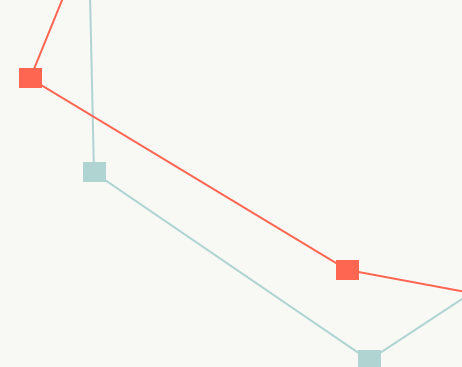
	% sample	% sample frame
% female	2%	11%
% Tenure ≤ 6 months	42%	44%
% Tenure > 6 months	58%	56%
% Regular Users	23%	24%
% Occasional Users	33%	32%
% Infrequent Users	44%	44%

Confidence Level	90%
Margin of error	5%

Research Assistant Gender

Female	4
Male	4

About 60 Decibels




About 60 Decibels

60 Decibels is a global, tech-enabled impact measurement company that brings speed and repeatability to social impact measurement and customer insights. We provide genuine benchmarks of impact performance, enabling organizations to understand impact relative to peers and set performance targets.

We make it easy to listen to the people who matter most by combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools. We have a network of 1,400+ researchers in ~90 countries and have worked with more than 1,200 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.

We are proud to be a Climate Positive company. 

Acknowledgements

Thank you to the Gates Foundation and the International Labour Organization for supporting this work. We would also like to thank KarmaLife and its team for all their support throughout the study.

I get money on time.

My needs are getting complete and

It is really good for me.

I get money on time.

Because of this, my
work is

>getting done and

>I do not need to
borrow from friends

now.

Tripti Singh

Pradyot Komaragiri

Sharat Nair

Nikhil Menon

Diksha Mishra

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