



Rukula Including the Excluded

What
Are
We?

Rukula was born out of the need to include the excluded.

We are a credit retailer – selling warranted products on credit to qualifying customers in a transparent, accessible, understandable and efficient manner through the enhanced use of technology.

Rukula (Pvt.) Ltd
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Helping our customers to improve their quality of life.

- Rukula's Vision.

- The banks and financial institutions require pay-slips and guarantors; require customers to sign pages of legal English which the ordinary person cannot understand, and continue to charge interest and late-payment fees when these customers have difficulties.
- There is a common misconception that micro-finance institutions (MFIs) exist to help all low-income earners, but the truth is they don't. MFIs mostly help small entrepreneurs and never to assist in purchasing small household products.
- We recognized that something had to be done to provide access to credit for our most financially vulnerable sector of the population. We will provide credit to the unbanked and banked, for the purposes of acquiring household products, white goods and electronic items that will enhance their quality of life.



A Social Enterprise.

- Rukula was launched November 2014.



Rukula sells products on credit to any qualifying customer.



We score every customer using a proprietary credit scoring system.



No guarantors required.



Simple, single page agreement in the language of the customer.



Only approved products eligible for credit.



Fixed Fees for installments in 3, 6, 9 or 12 month periods.



No Pay-slips required for certain professions (tri-shaw drivers, labourers etc).



Mobile Repayment at any Dialog eZ Cash or Mobitel mCash outlet.

Direct Customers

Through a Merchant Network.

Direct customers can find Rukula approved retailers in most towns, with the fastest approval process in the country. 15 mins is all it takes.

What Products Can I Get?	Anything except: Jewellery Clothes Medicines Perfume Gift or Fancy Item Toys
Maximum Value?	Rs.30,000 outstanding
Maximum Installment?	10% of monthly income
Period?	3 or 6 months
Fixed Fee?	Yes
Letter From Employer?	n/a
Copy of Pay-slip?	Not required if product is less than Rs.9,000 Not required for below employment sources: Tri-Shaw Drivers Labourers Fisherman Domestic House Workers All else required
Copy of NIC?	Bring original – retail partners will take copy
Electricity Bill?	Last month bill required
Proof of Address?	If Elec' Bill and NIC addresses do not match
Bank Statement?	No, but may be helpful for a better score
Signed Sales Agreement?	Required in the language of your choice
Downpayment?	Yes - Varies from 5% to 25%
Payment Method?	Dialog eZcash or Mobitel mCash

Becoming an Authorised Merchant

- One of our Merchant Sales Team will visit you to make sure the retail premises adhere to our standards.
- You will need to provide a BRC, latest bank statements and sign our Merchant Registration Agreement.
- You will need to make a Rs.50,000 refundable deposit to cover the set-up costs (refundable if you elect to cease to be a member after three months and you have made a minimum of three sales in three months).
- You will be given access to our systems.
- You will be trained to collect documentation and transmit that to us using your mobile phone.
- If a sale is completed before 1pm, we will pay you by 3pm on the same day. If not, you will be settled by 10am the next day.
- We do not take commissions.

Group Sales

Employees of Approved Institutions.

All government institutions and most large private companies are pre-approved. If not pre-approved, company should provide BRC and last 3 months bank statements, for Rukula's approval.

Employees should be in confirmed employment. Rukula can provide total credit upto Rs.10,000,000 for a single institution, in respect of products as low as Rs.2,000 upto Rs.120,000.

Rukula will come to the employer's premises with authorized merchants and also with direct retail partners.

What Products Can I Get?	Anything except: Jewellery Clothes Medicines Perfume Gift or Fancy Item Toys
Maximum Value?	Rs.120,000 after service fee
Maximum Installment?	20% of monthly income
Period?	3,6,9,12 or 24 months
Fixed Fee?	Yes
Letter From Employer?	Required in Rukula Format
Copy of Pay-slip?	Not Required. HR confirmation only.
Copy of NIC?	Required
Electricity Bill?	Not Required
Proof of Address?	Required
Bank Statement?	Not Required
Signed Sales Agreement?	Required in the language of your choice
Downpayment?	Not Required
Payment Method?	Salary Deducted

Retail Partners



Customer Institutions



