



# THE MARCH TOWARDS DIGITAL MONEY: BRINGING THE UNDERBANKED IN FROM THE COLD

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# The gap widens between the top and the bottom in the digital money index

## 2017 Citi-Imperial College Digital Money Index

Incipient

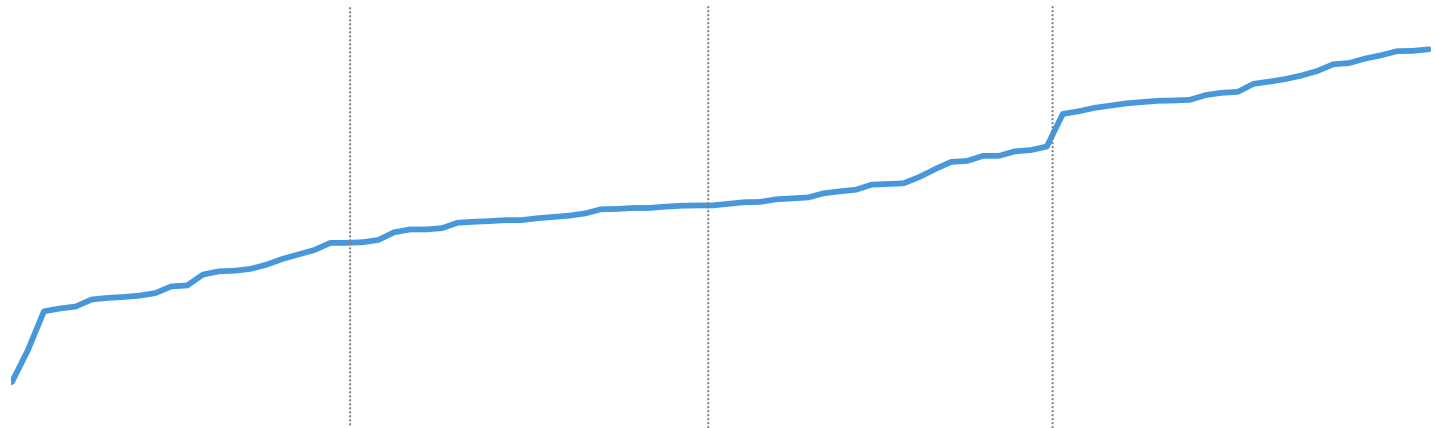
Emerging

In-transition

Materially Ready

Shift over  
from 2014 to 2017  
across 90 countries

**2%**



Shift over from  
2014 to 2017  
by quartile

**~0.5%**

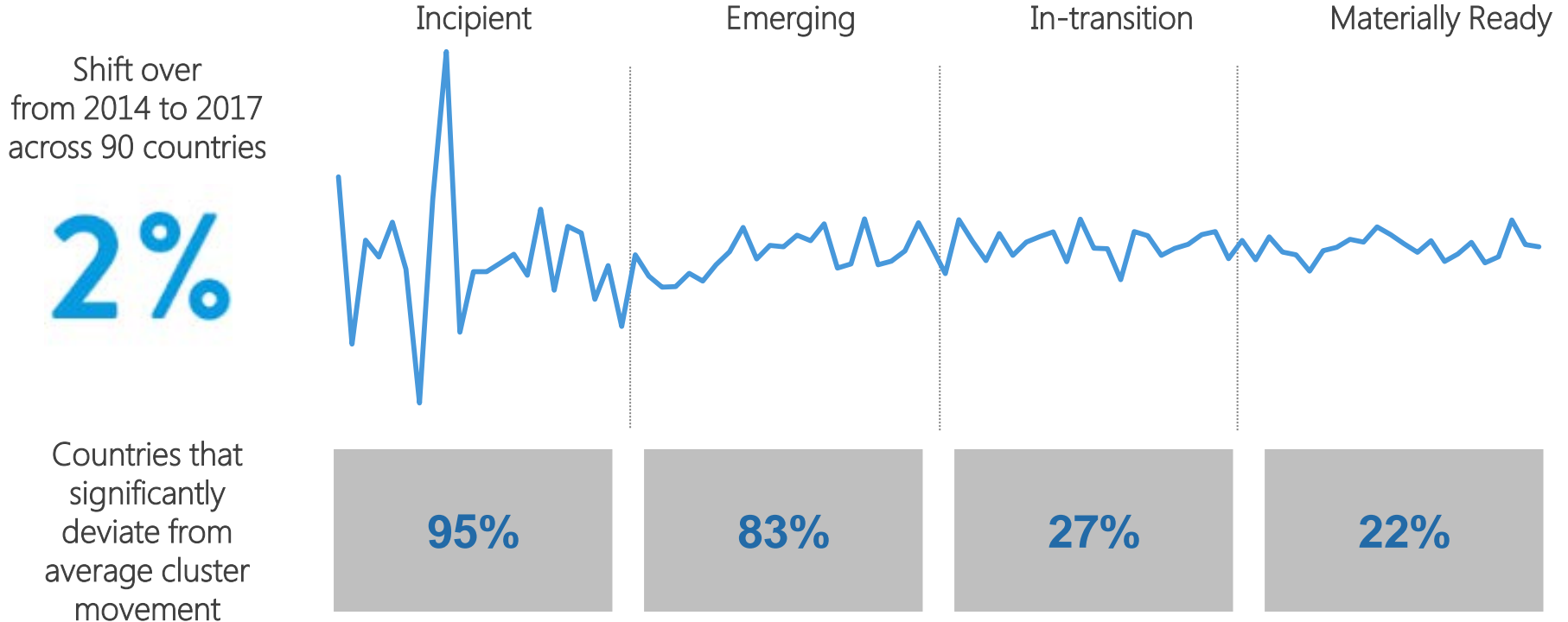
**~1.5%**

**~4%**

**~3%**

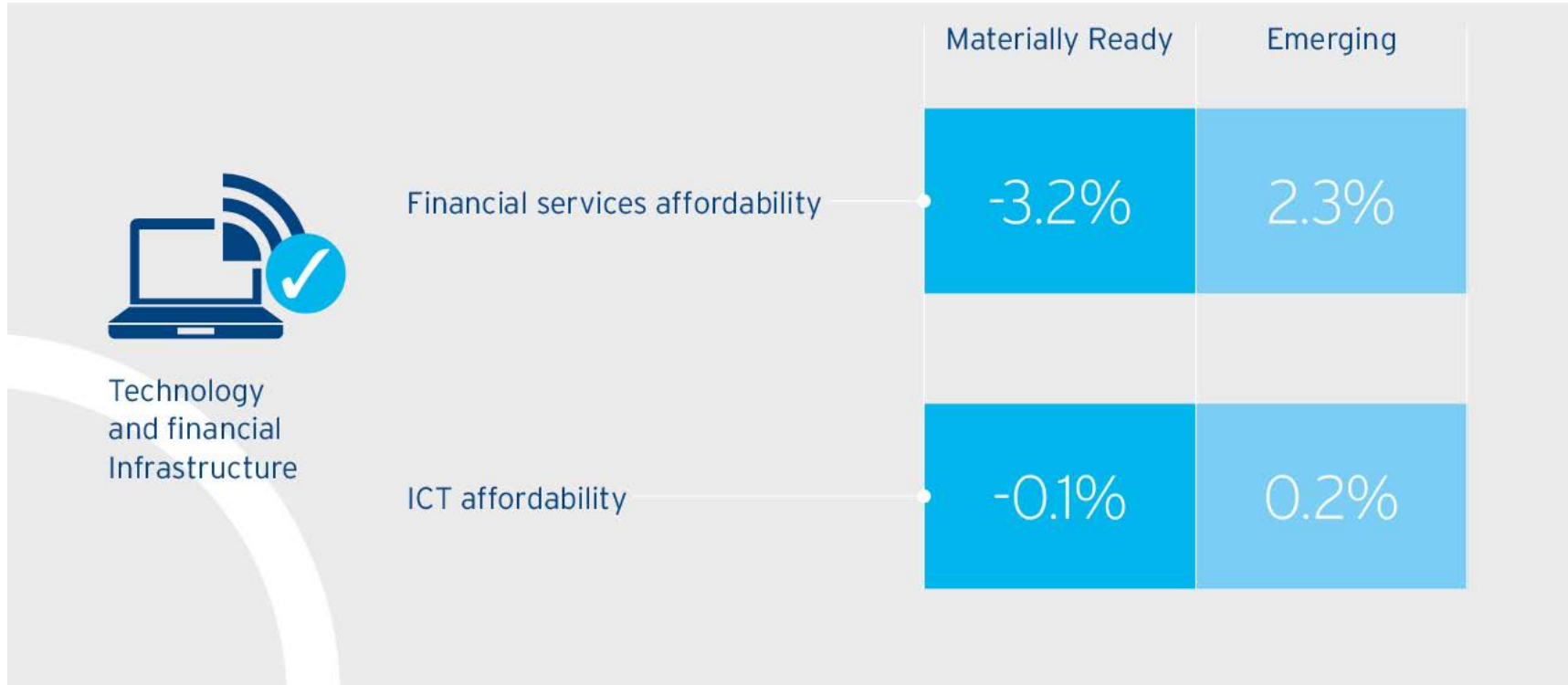
However, more fluctuations at the bottom...

## Digital Money Index fluctuations 2014-17



... while Materially Ready countries struggle with underbanked in the last year

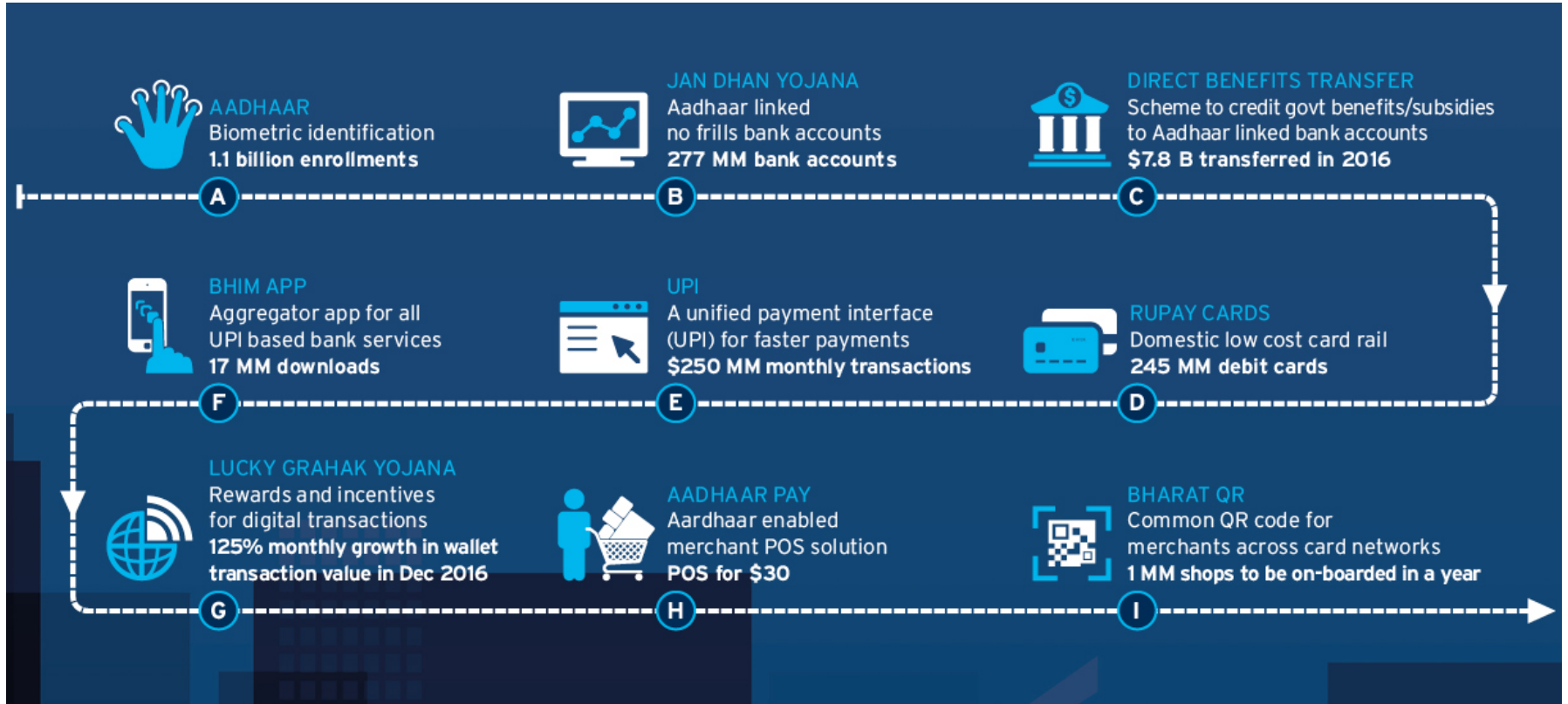
## Poor performance on dimensions relevant for underbanked (2016-2017)



Note: Percentages indicate respective cluster performance in the past year on specific dimensions

Source: Citi – Imperial College Digital Money Index

# India's progress offers some lessons to the West in serving unbanked / underbanked



## Back to basics... to effectively serve the unbanked / underbanked

