Account Aggregator Ecosystem: Strategies to boost AA success rates

10th Sept 2025

Sahamati

Ecosystem is witnessing month-on-month expanding usage

179 FIPs
across the five financial sector regulators enable

212 crore
financial accounts to share data via AA
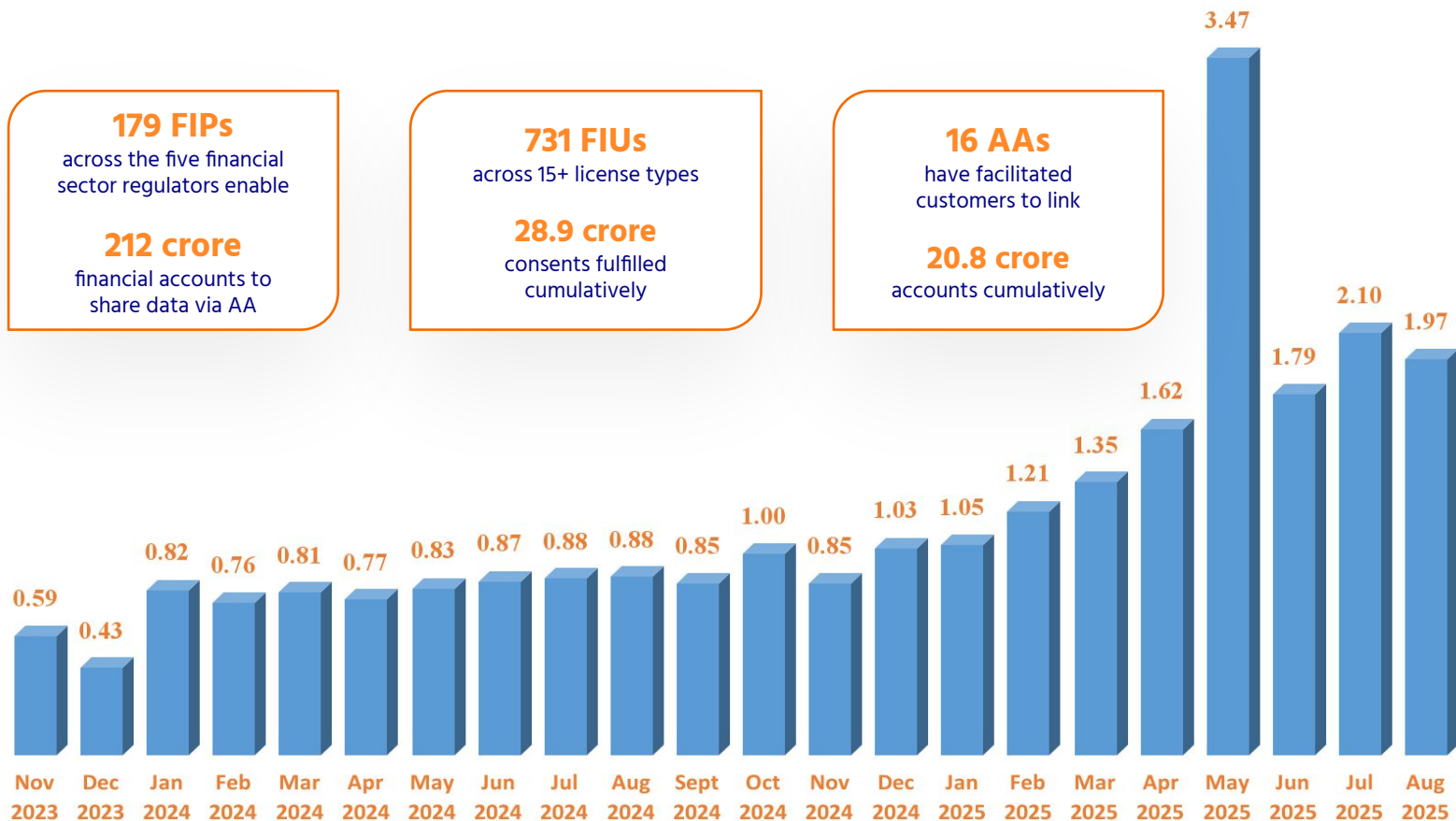
731 FIUs
across 15+ license types

28.9 crore
consents fulfilled cumulatively

16 AAs
have facilitated customers to link
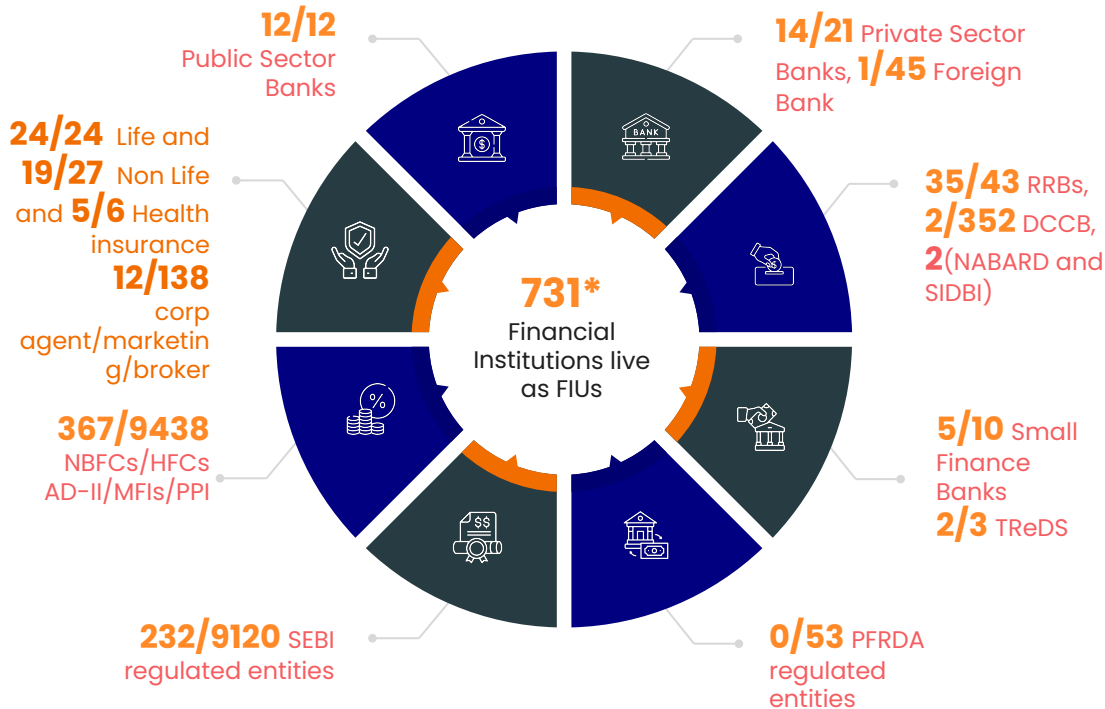
20.8 crore
accounts cumulatively

Month	Value
Nov 2023	0.59
Dec 2023	0.43
Jan 2024	0.82
Feb 2024	0.76
Mar 2024	0.81
Apr 2024	0.77
May 2024	0.83
Jun 2024	0.87
Jul 2024	0.88
Aug 2024	0.88
Sept 2024	0.85
Oct 2024	1.00
Nov 2024	0.85
Dec 2024	1.03
Jan 2025	1.05
Feb 2025	1.21
Mar 2025	1.35
Apr 2025	1.62
May 2025	3.47
Jun 2025	1.79
Jul 2025	2.10
Aug 2025	1.97

ALL NUMBERS IN THE GRAPHS ARE IN CRORES
The spike in the May 2025 numbers is due to revision in the data provided by the AAs.

AA has enabled impactful use cases across sectors-31st Jul'25

Majority of the large financial institutions are using the consent based framework!!

12/12 Public Sector Banks

24/24 Life and **19/27** Non Life and **5/6** Health insurance **12/138** corp agent/marketing/broker

367/9438 NBFCs/HFCs AD-II/MFIs/PPI

232/9120 SEBI regulated entities

731*
Financial Institutions live as FIUs

14/21 Private Sector Banks, **1/45** Foreign Bank

35/43 RRBs, **2/352** DCCB, **2** (NABARD and SIDBI)

5/10 Small Finance Banks
2/3 TReDS

0/53 PFRDA regulated entities

14 Use Cases/Purposes

- Loan Underwriting-PL, HL, Auto, CD, BL. LAP
- Personal Finance Management
- Enhanced KYC- Bank Account Verification
- Opening of Demat Accounts
- Underwriting of life insurance policies
- Wealth Management and Advisory Services
- Compliance Reporting
- Loan Monitoring- End Use, EWS, Limit Reset
- Loan Collections
- MSME Lending using GST-Upcoming
- LAS/LAMF-Upcoming
- Monitoring of Government Schemes-Upcoming
- Risk Monitoring of Vendors, Sourcing and Recovery Agents
- Nominee Management-proposed

*Includes 611 financial institutions which are only FIU and 121 Financial Institutions which are both FIP and FIU

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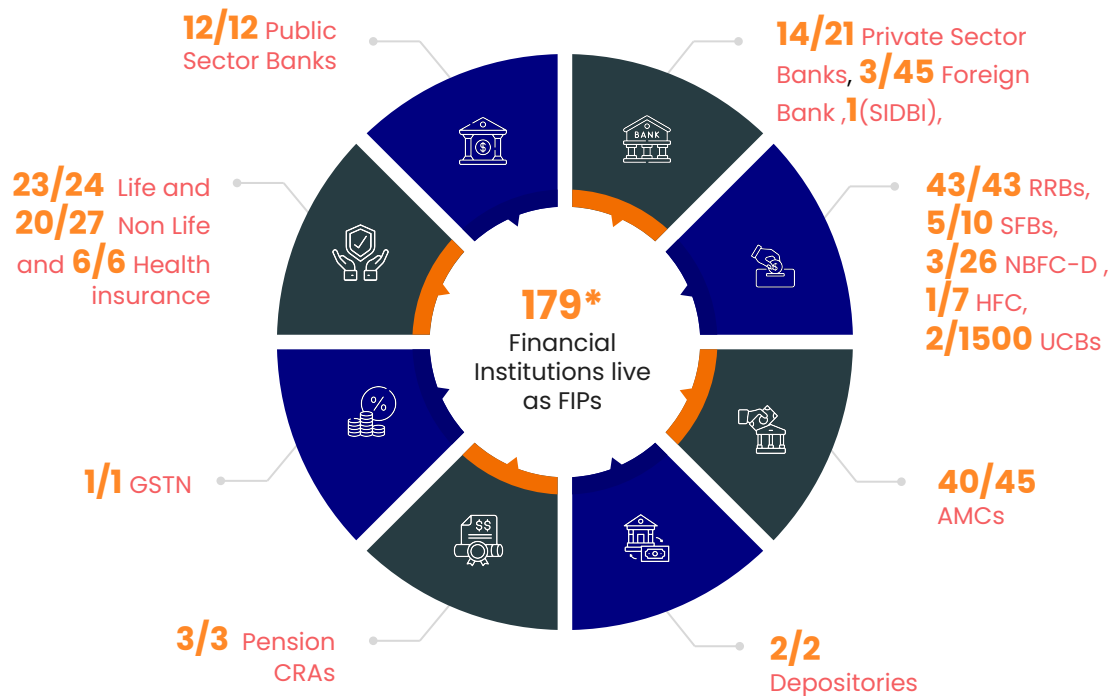# Lending FIUs account for ~ 65% of successful consents on AA in FY25

S No	FIU Categories	Share (%) – FY24	Share (%) – FY 25
1.	NBFCs	69.32%	60.08%
2.	RIAs	9.93%	23.08%
3.	Stockbrokers	10.14%	11.92%
4.	Private Banks	8.12%	2.05%
5.	HFCs	0.67%	0.73%
6.	Public Banks	1.24%	0.71%
7.	Life Insurers	0.18%	0.06%
Total Consents		5.8 crore	11.6 crore

*413 out of 671 FIUs in the ecosystem are RBI-regulated financial institutions. **Lending is the most important use case.***

AA is enabled with cross sectoral data types–31st Jul'25

60% of financial accounts are now available to be shared using the consent based framework!!

12/12 Public Sector Banks

14/21 Private Sector Banks, **3/45** Foreign Bank ,**1**(SIDBI),

23/24 Life and **20/27** Non Life and **6/6** Health insurance

43/43 RRBs, **5/10** SFBs, **3/26** NBFC-D , **1/7** HFC, **2/1500** UCBs

179*
Financial Institutions live as FIPs

1/1 GSTN

40/45 AMCs

3/3 Pension CRAs

2/2 Depositories

16 FI Types: Already Live

- Deposits (Singly held savings a/cs & sole-prop current a/cs)
- Term Deposits
- Recurring Deposits
- Equity Shares (Demat)
- Exchange Traded Funds
- Mutual Funds Units (Physical)
- Insurance Policies
- Unit Linked Investment Plan
- Balances under National Pension System
- Goods and Services Tax Return (GSTR 1 & 3B)
- Systematic Investment Plan (Demat & Non Demat)
- AIFs (Demat)
- IDRs
- CIS
- InVIT

*Includes 58 financial institutions which are only FIP and 121 Financial Institutions which are both FIP and FIU

212 crore accounts enabled – approx. 61% of total accounts in the sector

S No	Account types	Number of accounts enabled	Coverage (%)
1.	SCBs + Deposits	1420 M	63%
2.	RRBs + Deposits	220 M	75%
3.	NBFC Deposits	10 M	N.A.
4.	Life Insurance	40 M	12%
5.	General Insurance	90 M	30%
6.	DeMat Accounts	110 M	100%
7.	GSTN	10 M	100%
8.	Mutual Fund	140 M	91%
9.	Pension Fund	60 M	100%

Currently, we are working on stabilizing the following providers & data types:

1. Banks – term deposits (FD/RD)
2. Invite remaining private banks
3. GSTN – enhancing performance

Additionally, we have submitted proposals to relevant stakeholders to activate:

1. Additional returns from GSTN
2. EPFO passbook from EPFO
3. ITR data from CBDT
4. Joint and corporate accounts
5. Small savings schemes

Snapshot of AA-facilitated Lending in FY25

Cumulative Data
(till Mar'25)

₹1,50,380 crore
disbursed since Sept'21

164.3 lakh
loans disbursed since Sept'21

₹91,517
Average Ticket Size since Sept'21

FY25 Data

₹1,07,917 crore
disbursed in FY25

122 lakh
loans disbursed in FY25

₹88,457
Average Ticket Size in FY25

NOTE: FY25 data has been obtained through two sets of independent surveys carried out in H1 FY25 and H2 FY25. H1 FY25 data is self-reported by 10 lending FIUs that constitute **63%** of total consent fulfilled and and H2 FY25 data is self-reported 12 lending FIUs that constitute **67%** of the total consents fulfilled.

Steps for Effective Implementation of AA

What really drives adoption : Cultural Mindset Shift: AA as Business Growth Lever

1

Strategic Enabler
Setting the foundation

🎯Make AA the default option for data collection

⭐AA as preferred mode vs. traditional methods

🤝Co-creation with ecosystem partners

⚖️Fair use aligned consent parameters

📋Reference Sahamati/RBI journey designs

2

Operational Execution
Ground Implementation

🔗Integrated journeys to minimize friction

🌐Phygital process - enable all stakeholders with AA access

🎓Train Sales, Ops & Credit teams

📊21 AA events funnel monitoring

3

Management & Governance
Scale & Sustain

📈AA adoption dashboards

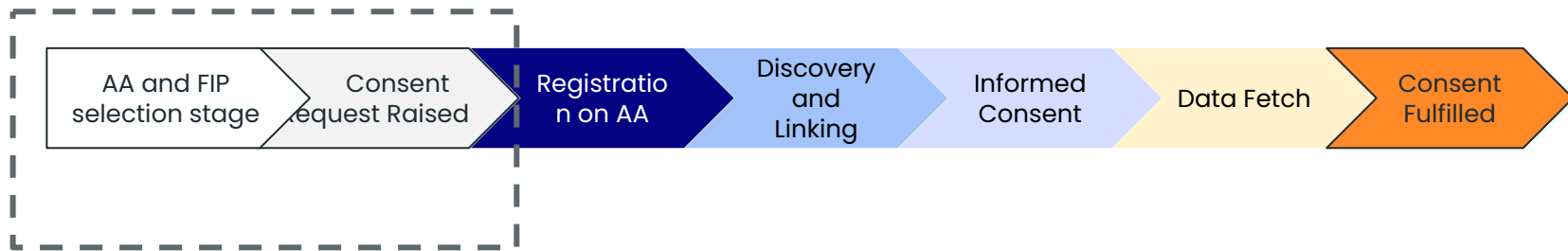💰Sales team adoption incentives

🔄Regular performance reviews

Life Cycle of AA Journey

AA and FIP selection stage	Consent Request Raised	Registration on AA	Discovery and Linking	Informed Consent	Data Fetch	Consent Fulfilled
Selection of best suited AA for higher success rate	FIUs raise the consent request to start the AA Journey	User is redirected to the AA Client where they must login/register on Account Aggregator.	AA fires discovery requests to FIPs and upon successful discovery, accounts are linked through OTP.	Customer must provide consent for the data requested by FIU for any of the accounts linked	After providing consent, FIPs must prepare the data as per the schema and notify AA once the data is ready.	Once the data is delivered to the FIU, the consent is marked as delivered.

Typical Failure points in a customer's journey

AA and FIP selection stage → Consent Request Raised → Registration on AA → Discovery and Linking → Informed Consent → Data Fetch → Consent Fulfilled

- **Bank Selection before redirecting**
- **Onboard with multiple AAs** to ensure full coverage of all FIPs live in the AA ecosystem.

- **Leverage AA handle discovery services** to identify if a customer already has an active AA handle.

- **Check for FIP enabled status on AA** → check if the customer's bank/FIP is live on AA

- **Use Health API checks** to assess real-time success rates of the selected FIP and improve chances of seamless data delivery.

- **Educate customers about AA** prior to redirection, building trust and reducing drop-offs.

Resources that can be used by FIUs

Videos for Customer and Sales team education

Training Decks

Module # 1

Introduction to:
Account Aggregator (AA) Services and its Benefits to the Financial Institution and Customers

(Duration: 120 minutes)

Modules on 'Account aggregator services' developed by Accion for training Loan Officers

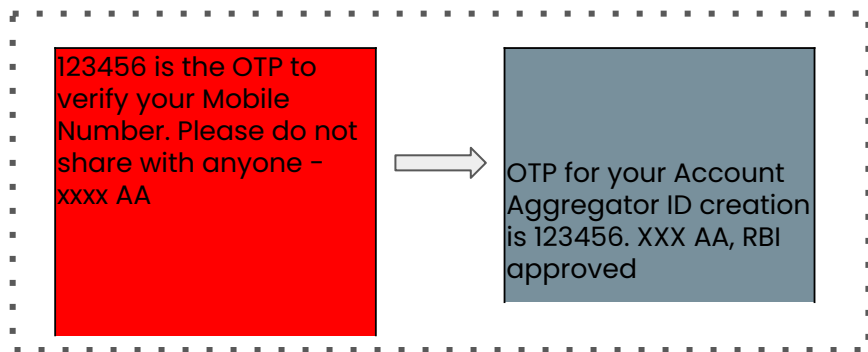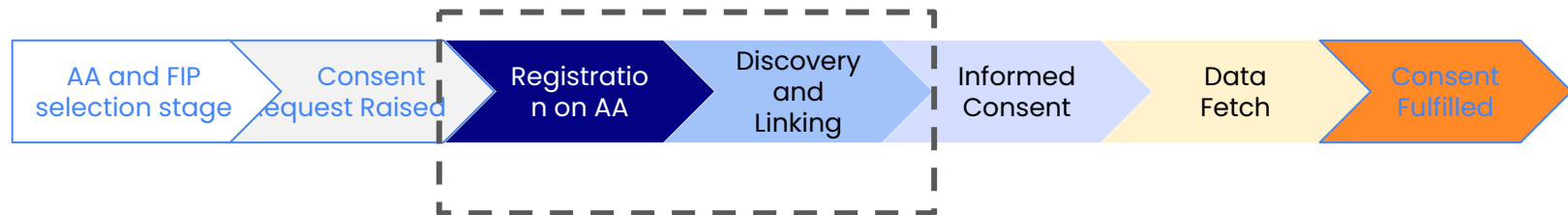# Resources that can be used by FIUs

Reference Design Screens

Flyers

Typical Failure points in a customer's journey

| AA and FIP selection stage | Consent Request Raised | Registration on AA | Discovery and Linking | Informed Consent | Data Fetch | Consent Fulfilled |

123456 is the OTP to verify your Mobile Number. Please do not share with anyone - xxxx AA

OTP for your Account Aggregator ID creation is 123456. XXX AA, RBI approved

911677 is the OTP to link your Bank account with Account Aggregator.OTP is valid for 5 mins. Please do not share it with anyone - XX Bank

- **Trigger contextual OTP messages** to guide customers clearly during authentication.

- **Enable sequential OTP prompts** to reduce errors and prevent customers from entering incorrect OTPs.

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Typical Failure points in a customer's journey

Data sharing options at FIU platform	Consent Request Raised	Registration on AA	Discovery and Linking	Informed Consent	Data Fetch	Consent Fulfilled
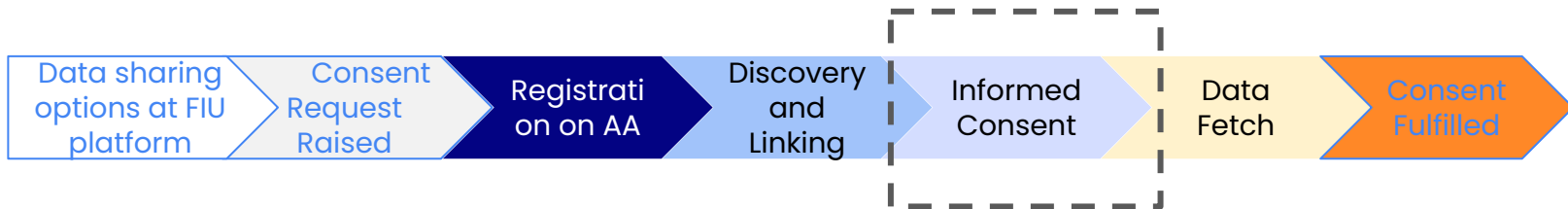
- **Ensure consent parameters remain within prescribed fair-use limits** → e.g., data range, frequency, and duration should align with guidelines.

- **Avoid linking multiple FIPs under a single consent** → success rates drop if even one FIP fails to deliver, causing the entire fetch to fail.

- **Keep the customer on the AA page until consent is accepted by the FIP** → if a consent is rejected, a new request can be generated and retried immediately.

Typical Failure points in a customer's journey

| Data sharing options at FIU platform | Consent Request Raised | Registration on AA | Discovery and Linking | Informed Consent | Data Fetch | Consent Fulfilled |

- **Some banks permit retries in case of technical failures during data fetch** → FIUs should be equipped to handle such scenarios seamlessly.

- **For non-STP journeys, trigger data requests only after validating with the Health API** → this minimizes the risk of FI fetch failures.

Resources to know more

- https://github.com/Sahamati/customer-experience-guidelines

- https://www.figma.com/file/wRsZiJPGxn6yUa2B9nvE95/IDEO-LMM-Sahamati-Collab-on-AA-Flow-(Copy)?type=design&node-id=373%3A1067&mode=design&t=0bnZfoylsb3g8Alh-1

- https://github.com/Sahamati/FIP-Health-API-Specs/blob/main/Health%20API%20Specs.json

**Thank you
Open for Discussion**

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