



COMPANY PROFILE



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# About Us.

## Introduction

We began with a simple premise: a bank's physical presence is its most obvious asset, yet its success is entirely dependent on the factors of establishing the physical branch. With over 140 banks and 160,000 branches across India, competition has never been fiercer. We don't simply deliver maps—we deliver a deep dive analysis of the financial and operational activity happening within every branch. Our team examines the key drivers that actually drive success: CASA growth, deposit rates, and market share.

We also consider the human aspect, analyzing employee-to-branch ratios and levels to ensure maximum efficiency. By bridging the gap between physical presence and financial success, we enable financial institutions to make more informed decisions about expansion. Our approach is data-driven, yet underpinned by a human understanding of how banking actually works. Our purpose is to ensure every branch or ATM is not simply a cost multiplier, but a driver of overall bank success.



# Mission & Vision.

## MISSION

- To empower financial institutions with the deep-level analytics and operational insights needed to build a profitable, efficient, and sustainable physical network.
- Align branch staffing levels and employee roles with specific local market demands to ensure peak productivity.
- Provide a clear, evidence-based roadmap that transforms branch maintenance into a high-return investment.

## VISION

- To be the primary strategic partner for Indian banks, redefining how they use data to connect with communities and drive long-term financial growth.
- Become the industry benchmark for how bank networks and operational efficiency are measured and improved.
- Build a banking landscape where every move is backed by hard evidence rather than just gut feeling.



# Our Philosophy.

We believe that a bank's physical presence is only as strong as the financial logic supporting it. We value clear evidence over corporate guesswork, ensuring every branch and ATM is built to perform from day one. Efficiency isn't just about cutting costs; it's about putting the right people in the right places at the right operational levels. Our philosophy is simple: we turn your physical overhead into a high-return strategic asset.

# Our Services:

We provide specialized analytics that look at the financial health and operational efficiency behind every physical location. We believe that data driven analysis is the solution to the pain points experienced by banks and its customers. We provide the deep-level intelligence needed to optimize branches and ATMs while tracking critical metrics like CASA growth and interest margins to help grow market share.



## BRANCH OPTIMIZER

We find the perfect spot for your next branch by analyzing local wealth, competitive density, and long-term growth potential.



## ATM OPTIMIZER

Strategic placement of ATMs to maximize customer access and brand visibility while keeping operational and maintenance costs low.



## MARKET SHARE ANALYSIS

A deep-dive comparison of how you stack up against competitors, looking at everything from deposit trends to employee productivity.



## TASK MASTER

Task Master to build agile teams and allocate daily responsibilities with precision across your network. It removes operational bottlenecks, allowing your bank to improve its internal functions and service delivery seamlessly.

[www.winmoresol.com](http://www.winmoresol.com)

# IN PURSUIT OF BANKING EXCELLENCE

## WINMORE SOLUTIONS

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