

# EbixCash Eyes elearning Buys

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**Bengaluru:** Having been on a consolidation spree in the international remittance business, EbixCash is now planning to expand into elearning and benefit administration in India, and is open to acquiring players in these spheres to strengthen its position as a financial exchange in the country.

“The next two big sectors we are extremely bullish on are distribution of digital learning modules, and be-

nefit administration,” said Robin Raina, chairman of Ebix, in an interaction with ET. “Education is the key to financial literacy of the country in general and we believe elearning has massive scope in India.” What might seem like an unrelated business for a digital payments player which is trying to become a financial exchange, Raina said that learning is one of the most important pieces of the puzzle for them as educated people will adopt digital payments faster and even access bet-

ter health insurance products.

In case of benefit administration, Ebix intends to get into education of consumers as well as doctors.

Training of doctors to update them with the latest developments in the medical world is something that is lacking in India and that is where Ebix senses an opportunity.

“We at EbixCash would like to create true convergence, converging finance, insurance, healthcare and in turn converge all kinds of processes, be it travel, buying gift cards or others,” he explained. Challenging the business model for pure play mobile wallets, Ebix plans to use the retail presence of its remittance channels to provide consumers with all kinds of services besides payments from travel to bill payments and even purchase e-learning modules.

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