1. **RazorpayX Payroll:**
- **Key Features:** Automated Payroll Processing, HR Management, Leave Management Software, Compliance Management (like TDS, PF, ESI, PT), Employee Self-Service Portal, etc.
- **Pricing:**
    - 6-months free trial for businesses
    - Starter Plan: [Up to 10 employees] Rs 1000/month + Rs 50/month (for every additional employee)
    - Growth Plan: [Up to 75 employees] Rs 2000/month + Rs 30/month(for every additional employee)
    - Advanced Plan: [Up to 350 employees] Rs 5000/month + Rs 15/month (for every additional employee)
- **Target Audience:** SMEs, Startups, Fast-Growing Businesses, Companies Adapting to Digital Transformations, Companies Looking for Cost-Effective Payroll Management.
- **Strengths:** User-friendly Interface, Scalability, Customizable workflows, Excellent customer support, Affordable Pricing.
- **Weaknesses:** Limited target audience, Lack of pricing transparency, Limited Market recognition, does not have a dedicated mobile app.
    Link: https://razorpay.com/payroll/   Rating: 4.5/5, Reviews: 194

2. **Keka:**
- **Key Features:** HR Management, Payroll Processing, Compliance Management, Employee Self-Service Portal, Attendance Management, etc.
- **Pricing:**
    - Foundation Plan: Rs 82.59/employee /month
    - Strength Plan: Rs 117.99/employee /month
    - Growth Plan: 165.19/employee/month
    - Enterprise Plan: Similar to that of Growth Plan + Additional features (Extra Pricing)
    - 7-day free trail for businesses.
- **Target Audience:** SMEs, Enterprises, Startups, HR and Payroll Professionals, Growing Businesses.
- **Strengths:** User-friendly interface, Robust Integration Capabilities, Mobile Application, Great Customer Support, Comprehensive HR and Payroll Features.
- **Weaknesses:** Occasional System Glitches, No Offline Capabilities, Ongoing Support Costs, Limited Custom Reporting.
    Link: https://www.keka.com/ , https://www.techjockey.com/detail/keka-hris   Rating: 4.5/5, Reviews: 205

3. **GreytHR:**
- **Key Features:** Free HR Chatbot, Payroll processing, Compliance management, Employee database management, Cloud Attendance, etc.
- **Pricing:**
    - GreytHR Lite: Rs 995/month (Upto 25 employees)
    - GreytHR Standard: Rs 4995/month (Upto 100 employees)
    - GreytHR Premium: Rs 7995/month (>100 employees)
    - 30-day free trail for businesses
- **Target Audience:** SMEs, Startups, HR and Payroll Professionals, Recruitment Agencies, IT and Services Companies.
- **Strengths**: Comprehensive Software, Customization and flexibility, Data security, Statutory compliance.
- **Weaknesses:** Integration limitations, Time-consuming Setup, Limited Reporting, Inconsistent Customer Service.
    Link: https://www.greythr.com/   Rating: 4.5/5, Reviews: 1559

4. Zoho Payroll:
- **Key Features:** Automated Payroll processing, Onboarding, Compliance management, Employee self-service portal, Data Analytics and insights, Leave management, etc.
- **Pricing:**
  - Standard: Rs 499/organization/month + Rs 50/employee /month(added after first five)
  - Professional: Rs 1249/organization/month + Rs 50/employee /month(added after five)
  - 7-day Free trial for businesses.
- **Target Audience:** SMEs that require an efficient, cloud-based payroll software solution, Companies Adapting to Digital Transformations, Accountants and Bookkeepers.
- **Strengths**: Comprehensive payroll solution, Affordable pricing, Data import and export, 24/7 support.
- **Weaknesses:** Limited Integrations, No Mobile App, Lack of E-signature, Some Manual Work, Limited Geographies.

  Link: https://www.zoho.com/in/payroll/   Rating: 4.3/5, Reviews: 90

5. QuickBooks Payroll:
- **Key Features:** Automated Payroll processing, Tax Penalty Protection, Compliance management, Payslips and Reports, Leave and Expense management, Worker's Comp, etc.
- **Pricing:**
  - 30-day Free trial for businesses.
  a) For Software:
  - Regular Plan: $25/month + $4/month(for every additional employee)
  b) .For Outsource:
  - The full-service payroll package start at $125/month + $10/employee/month
- **Target Audience**: SMEs, Freelancers and Self-Employed Professionals, Startups, Accountants and Bookkeepers, Companies Adapting to Digital Transformations.
- **Strengths**: Trusted brand name, Feature-rich HR, Multiple Employee Payment Options, Excellent Customer Support, Mobile App.
- **Weaknesses:** Higher pricing, Limited Geographic Availability, Limited Integration.

  Link: https://quickbooks.intuit.com/payroll/   Rating: 4.2/5, Reviews: 304

Based on the analysis, Below are some recommendations on how Kredily can position itself better in the market:
- **Focus on UI/UX:** Kredily should improve the user interface and experience of its software to be more intuitive, secure and professional-looking.
- **Advanced Features**: I do feel that Kredily should invest in advanced features like shift management, multiple payroll calculation types, and integration with other third-party tools
- **Target Industries:** Kredily should figure out which industries have different HR and payroll needs and then make its software fit those markets.
- **Scalability:** Kredily should show how its software can be changed to meet the needs of a business as it grows and gets more complicated.
- **Improve Customer Service:** Customers like customer service that is quick to respond, and Kredily can stand out from its competitors by giving world-class customer service. It can improve its customer service by providing support through multiple channels, such as chatbots and the phone, and by having a customer success team.
- **Introduce integrations with other platforms:** Introducing integrations with other software platforms can help Kredily stand out in the market further. By integrating with other commonly used business applications such as accounting software, CRM, and timekeeping software, Kredily can help businesses manage all of their workflows in a more streamlined manner.